



Building on its initial success in the US, AB Tasty Raises \$17 million in Series B Funding

Led By Partech Ventures and Korelya Capital, the funding will support the company's further international expansion

PARIS and NEW YORK, May 30, 2017 – AB Tasty, a global pioneer in user testing, user experience and personalization, today announces a \$17 million Series B investment from Korelya Capital and Partech Ventures, with participation from previous investors Xange Private Equity and Omnes Capital.

AB Tasty will use this round of funding to extend its leadership position in conversion rate optimization and accelerate its commercial development in the U.S., where the company will focus on expanding its current portfolio of clients such as Sephora, Mercedes-Benz, Groupon and Pizza Hut.

“We have had triple digit growth rates in Europe for the past consecutive six years and have built a substantial portfolio of customers,” says Alix de Sagazan, co-founder of AB Tasty. “We are confident it is the right time to address the US market more aggressively and this round of funding brings new relevant investors to help us achieve success internationally.”

"The future of marketing will undoubtedly be powered by automated processes that enable brands and marketers to deliver relevant and engaging experiences to customers at scale," says Reza Malekzadeh, General Partner at Partech Ventures. “We have been very impressed by the vision and flawless execution of the AB Tasty team and believe that they are very well positioned to bring this new generation of tools for the market.”

AB Tasty is a leading conversion rate optimization SaaS provider that powers enterprise companies around the world to boost online sales by allowing marketers to understand their customers and act on them. By analyzing thousands of customer journeys, marketers can understand their user's behavior and identify friction points on their websites. With AB Tasty's advanced personalization and testing technology, clients can create experiments in real-time and evaluate the effectiveness of different website configurations, ultimately leading to increased sales.

“The AB Tasty tool smartly observes and understands customer journeys in real time, suggests alternative versions and identifies a segment of users to target automatically, without the need for human intervention,” says Remi Aubert, co-founder of AB Tasty. “We have worked on this for a long time and we are confident it's what the market has been waiting for.”

This latest round of funding builds upon a successful previous round in 2016 that enabled AB Tasty to first open its doors state-side with an office in New York. After securing a sizable



list of US clients, including Ashley Furniture and Competitor Group Inc., the company anticipates substantial growth of both the team and client list after closing this round of funding.

About AB Tasty:

Founded by Alix de Sagazan and Rémi Aubert, AB Tasty offers innovative testing, online customer journey personalization and user re-engagement solutions. It's an all-in-one tool created for marketing teams wanting to adopt a data-driven approach, while maintaining agility. AB Tasty, which has doubled in size in the last year alone and is now made up of 115 employees in 7 offices world-wide, has a large number of high-profile international clients, and 8 billion visitors tested. www.abtasty.com. @AbTasty

About Korelya Capital:

Korelya Capital came about after the collaboration of a dynamic and experienced team, managed by Fleur Pellerin, former French Tech Minister, and NAVER, the Korean internet giant, as well as its Japanese affiliate, LINE. Today, Korelya has 100m€ to support its tech ecosystem in Europe and to produce French and European digital champions worldwide by offering privileged access to the Asian markets.

About Partech Ventures:

Founded in 1982 in Silicon Valley, Partech Ventures is a global investment firm with a team spread across offices in San Francisco, Paris and Berlin. Most Partners have been entrepreneurs themselves or have held management positions within tech companies. The partnership acts and invests as a single team, helping entrepreneurs build fast-growing tech and digital companies addressing large markets across multiple continents. Partech Ventures partners with entrepreneurs at the seed (Partech Entrepreneur), venture (Partech International) and/or growth (Partech Growth) stages. Companies backed by Partech Ventures have completed 21 initial public offerings and more than 50 major transactions with leading international companies. Since 2012, the team has built a pioneering business development platform fostering synergies and business relationships between entrepreneurs and strategic partners. www.partechventures.com, @partechventures

About Omnes Capital

Omnes Capital is a major player in private equity and infrastructure. With €3.4 billion in assets under management, Omnes capital provides companies with the capital needed to finance their growth and with key expertise in a number of areas: Buyout & Growth Capital, Venture Capital and Infrastructure. With € 640 million under management, Omnes Capital's Venture Capital team is one of the key European players backing new talents. The team has a strong expertise in both technology and healthcare supported by more than 10 IPOs and more than 30 M&A transactions including Novaled, Biovex, Turtle Entertainment. Its current investment portfolio includes Blablacar, Scalify, arGEN-X, Pixium and Sigfox. Omnes Capital was a subsidiary of Crédit Agricole until March 2012. The firm is now owned by its employees. Omnes Capital is a signatory of the PRI. www.omnescapital.com

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