



Press Release

Omnes completes primary LBO of Opportunity, a Cloud platform specializing in automated customer interaction management, and signs its fourth deal of its 3rd vintage fund

Paris, 17 January 2020 – Omnes, backed by MACSF, completes the spin-off of Opportunity, subsidiary of Vocalcom Group, owned by Apax Partners, which holds a majority stake. This Primary Management buyout (MBO) is also an opportunity for management, notably the founder Anthony Dinis, to strengthen his capital share in the company.

Through investing more than €14 million, through its 3rd generation small cap fund, Omnes is taking a majority stake in Opportunity's capital. The deal marks Omnes's fourth buyout from its latest fund. The latter has deployed more than 30% of the €115 million raised to date.

A customer experience specialist

A subsidiary of the Vocalcom Group and co-founded in 2005 by Anthony Dinis, Opportunity is a SaaS platform for customer interaction management.

100% mobile friendly and automated, Opportunity solutions allow its major corporate clients to drastically personalise interaction with their end customers based on complex or less complex scenarios combining plain or conversational SMS, emails, personalized videos and voice messages. In this way, Opportunity is able to encompass the entire customer relations cycle: digital marketing acquisition campaign, contractualisation, loyalty through personalised customer experience, customer knowledge (interactive survey), and proactive debt recovery.

The automated marketing market is undergoing significant double-digit growth, driven by a recurring need displayed in brands to optimize the ergonomics, innovation and performance of their marketing tools. Opportunity is a key player in this segment.

The B2C debt recovery market, Opportunity's existing market, is characterized by strong digital penetration and good growth prospects, especially with the rise of e-commerce. Opportunity is perfectly positioned with its proprietary solutions to respond to the double challenge of large accounts: significantly warning and handling fragile customers, while maintaining customer relations (friendly personalized scripting).

With previous growth of more than 30%, the Company plans to achieve a turnover of €9 million at the end of 2019. It employs 22 people, with offices in Paris and Nantes.

The aim of the deal is to allow the company to pursue its cross-selling and up-selling strategy on its existing offer, to strengthen its sales teams, and to win new prime contractors in France, but also internationally (in Belgium, Switzerland, the UK, Africa and the Middle East).



Anthony Dinis, Founder & CEO, Opportunity: *"This deal is an important step in accelerating our development. Opportunity transforms customer data into relevant and efficient action with particularly convincing commercial results and a clearly demonstrable return on investment. Our ambition is to bring even more expertise and innovative solutions to our large account customers and allow them to optimize the understanding and management of their customer experience."*

Frédéric Mimoun, Senior Director, Omnes: *"We were very quickly convinced by the expertise and enthusiasm of the management team led by Anthony Dinis, and worked to pre-empt a competitive auction process and define the outline of a spin-off deal. We are pleased to share with management an ambitious development project both in commercial aspects and in the pursuit of cross-selling, with potential levers for selective external growth. Our goal is to triple turnover in the medium-term."*

Gilles Rigal, Partner, Apax Partners: *"Anthony Dinis and his team have done a remarkable job in developing Opportunity, which has enabled the spin-off to become a fully-fledged successful entity. The divestment will also allow Vocalcom to focus on SaaS and accelerate its international growth."*

Participants:

Management shareholders: Anthony Dinis, Véronique Romé, Nicolas Vian

Omnes (LCL Expansion 3, LCL PME Expansion 3 and Omnes Expansion 3):
Frédéric Mimoun, Senior Director, Small Cap Buyout & Growth Capital
Victor Versmee, Associate, Small Cap Buyout & Growth Capital
Lise De Nicola, Analyst, Small Cap Buyout & Growth Capital

Co-investors

MACSF: Olivier Benoist

Sellers

Vocalcom: Carlo Costanzia, Nicolas Mestchersky, Alexia Libert Lemay
Apax Partners: Gilles Rigal, Qiongyan Shao

Buyside Advisory

LL Berg (Corporate): Olivier Abergel, Gaëlle Quillivic, Houzefa Moula Mamoudjy, Fiona Kalach, Nicolas Pegou

Orsan (legal): David Sebban, Laure Le Gall, Clara Paetzold, Joris Chaumont
Vivien & Associés (social) : Marie-Emilie Rousseau-Brunel, Astrid Brebant
Mamou Boccara (tax): Laurent Mamou
Euclid (Strategic): Claire Gourlier, Sophie Calvet
Next! Financial Advisors (financial): Hervé Krissi, Laura Guérin, Dan Jeannin
Indefi (ESG): Emmanuel Parmentier
NG Finance (Valuation): Jacques-Henri Hacquin



Sellside Advisory

Cambon Partners (Merchant bank): David Salabi, Oriane Benveniste Profichet, Benjamin Pitoun
Hoche Avocats: Jean-Luc Blein, Sophie Millet (Corporate), Eric Quentin, Pascale de Calbiac, Marion Behar (Tax), Frédérique Cassereau, Vincent Marty (Social)

Financement

Andera Partners: Stéphane Bergez, Jean-Baptiste Bessières, Pierre-Luc Wilain de Leymarie
Caisse d'Epargne Ile-de-France: Philippe De Oliveira, Julien Jonasson
LCL: Cécile Pénard, Véronique Darchy
Banque Populaire Rives de Paris: Chekib Ben Salah
Hogan (Legal): Sabine Bironneau, Isabelle Rivallin
Themis (Lega): Siham Belarbi

About Omnes

Omnes is a leading Paris-based European investor in private equity and infrastructure. With €4 billion of assets under management, Omnes provides SMEs with the capital needed to finance growth. The firm has dedicated investment teams across three key areas: Venture Capital, Buyout & Growth Capital and Infrastructure. Omnes is owned by its employees. Omnes is committed to ESG issues and has set up the Omnes Foundation in aid of children's charities. It is also a signatory to the United Nations Principles for Responsible Investment (PRI). www.omnescapital.com



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