

Press release
Paris, 1 December 2020

Geodesial Group acquires Bloc in Bloc to accelerate its growth in the openBIM sector

Geodesial Group, a leading developer and distributor of CAD (Computer-Aided Design) and CAE (Computer-Aided Engineering) software for infrastructure, announced the acquisition of Bloc in Bloc, a provider of AR (Augmented Reality) solutions enabling faster surveys of buildings and infrastructures, and increased productivity.

With over 30 years of experience in the CAD / CAE business, Geodesial Group specializes in the development and distribution of software solutions for infrastructure professionals. The undisputed leader in its field, the group is strategically positioned in the AEC (Architecture, Engineering & Construction) software market, a sector with high barriers to entry driven by the digitalization of construction, BIM (Building Information Modeling) adoption, and increased regulations.

The company has experienced a strong and steady double-digit annual growth over the past four years. With its c. 90 employees across four offices in France, Hungary, and Canada, Geodesial Group is the leading developer in France with an overall market share of approximately 75%.

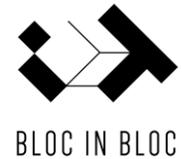
The integration of new technologies such as AR is an essential element in the growth strategy supported by Keensight Capital and led by David Le Roux and his team. Geodesial Group and Bloc in Bloc will combine their know-how, build synergies and accelerate the Group's growth in the openBIM sector by supporting customers over their infrastructure project's entire life cycle, from the design to the immersive experience of augmented reality and the completion of the work.

David Le Roux, President of Geodesial Group, said: *"We are delighted to welcome Bloc in Bloc's teams and their expertise in Augmented Reality, which will support our growth ambition. Thanks to their recognized technological expertise, we will provide our clients with a comprehensive offering covering every step of their infrastructure projects."*

Laurent Bartholomeus and Eric Pelherbe, Bloc in Bloc co-founders, added: *"Bloc in Bloc shares the dynamism, ingenuity and values of the project brought forth by David Le Roux and his team. We are thrilled to bring our know-how to the Geodesial Group and excited to take part in the Group's future endeavors."*

Jean-Michel Beghin, Managing Partner at Keensight Capital, concluded: *"Keensight Capital is proud to support Geodesial's development of new technologies. This build-up with the high-tech specialist Bloc in Bloc will enable the Group to accelerate its growth and to strengthen its leadership."*

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About Geodesial

Since 1993, GEODESIAL Group, with its subsidiaries Geomedia and Geomensura, develops and distributes business software aiming to meet the needs of conception making, terrain modelling and studies in geomatics, urban planning studies, transport infrastructures studies and in engineering of work execution and construction.

GEODESIAL Group's software solutions are designed for geomatics, architects, engineering companies, construction companies, transport network and infrastructure managers, public agencies and local authorities, in France and worldwide (Canada, Belgium, Switzerland, Hungary, North Africa). The Group is also one of the first distributors of the solutions developed by the editor Autodesk (Autocad, Revit, Infracad...) in France.

Thanks to a sustained strategy of investments in R&D and to the continual innovation policy, GEODESIAL Group is well-known for the quality of its business software and the rich functionality it offers that improves the customers' productivity and efficiency. GEODESIAL gives its clients what they need to respond to the digital developments of the architecture, engineering and construction (AEC) market, with the integration of new digital technologies and methodologies related to the roll-out of BIM (Building Information Modeling) and CIM (City Information Modeling) in its software solutions.

About Keensight Capital

Keensight Capital, one of the leading European Growth Buyout¹ firms, is committed to supporting entrepreneurs as they implement their growth strategies. For 20 years, Keensight Capital's team of seasoned professionals has leveraged their knowledge of investment and growth industries to invest for the long term in profitable companies with high growth potential and revenues in the range of €15 million to €250 million. Drawing on its expertise in the Technology and Healthcare sectors, Keensight identifies the best investment opportunities in Europe and works closely with management teams to develop and achieve their strategic vision.

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¹ **Growth Buyout:** investment in profitable, private companies experiencing strong growth, in minority or majority positions, with or without leverage, using a flexible approach tailored to the needs of individual entrepreneurs, in order to finance organic growth projects, acquisition strategies or provide historic shareholders with liquidity.