



Press release
Paris, April 27, 2021

UX-Republic, the expert in UX and UI, joins Smile Group, the European leader in digital and open source, with the support of Keensight Capital

UX-Republic joins Smile, the leading group recognized for its unique expertise in open source technologies, and also known through its brands Neopixl, the mobile applications specialist, and SensioLabs, creator of the world-famous Symfony framework. UX-Republic will continue to operate under its own brand and will benefit from Smile's capabilities to strengthen its customer offering – particularly on the technological side - and roll out its expertise in Europe. The acquisition benefits from the active support of the two companies' management teams and Smile's shareholders: Keensight Capital, one of the leading private equity managers dedicated to pan-European Growth Buyout¹ investments, and Eurazeo PME.

Smile and UX-Republic are bringing together their expertise and combining their know-how in terms of technologies and uses to continue to innovate and best meet the needs of their clients. The project also plans to conquer new markets based on UX-Republic's expertise, drawing on Smile's European presence.

UX-Republic will be an integral part of Smile Group, the European leader in open digital and open source (consulting, innovation, integration, infrastructure). Present in 7 countries (France, Belgium, Luxembourg, the Netherlands, Switzerland, Ukraine and Morocco) with more than 1 700 employees, Smile contributes each year to hundreds of strategic digital projects for major European accounts based on the most innovative solutions and concepts.

Founded in 2013, UX-Republic is an expert in the creation of user-centric digital experiences, recognized by the largest groups. UX-Republic advises and supports its clients from the analysis of their situation to the prototyping and testing of functional and creative concepts.

The integration of UX-Republic is part of Smile's Open Arrow strategic plan, which aims to develop the Group's consulting offer. Launched in 2019, Smile's consulting division offers European clients customized solutions to support their digital transformation.

In addition, UX-Republic will benefit from Smile's continuous international development, where the group intends to pursue expansion with the support of its shareholders.

Marc Palazon, CEO of Smile Group, said: *"The arrival of UX-Republic within the Smile family represents a real opportunity to mutually reinforce our expertise and our offerings in terms of consulting, uses and technologies. Thanks to the skills of this gem, an expert in the field of UX and UI, Smile is adding another string to its bow by becoming a major player in digital experience creation. We look forward to working with the entire UX-Republic team."*

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.



Sébastien Berten and Yann Cadoret, co-founders and CEOs of UX-Republic, added: *"Thanks to its complementarity with our expertise, its footprint in Europe, and its development dynamics, Smile Group is the perfect partner for UX-Republic. Throughout our discussions, Smile's teams have demonstrated their understanding of our activities, our strengths, and our potential. This partnership opens a new chapter that promises to be exciting for both our clients and our teams."*

Stanislas de Tinguy, Partner of Keensight Capital, concluded: *"We are proud to support Smile in this new stage of its development as part of the Open Arrow strategic plan. This new build-up contributes to strengthening Smile's position as the European leader in digital and open source, with very high value-added solutions."*

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About UX-Republic

Founded in 2013 by Sébastien Berten and Yann Cadoret, UX-Republic is a digital transformation and innovation firm specializing in the creation of user-centric experiences for brands. With a team of 85 Design, User-eXperience, Web-Analytics and Front-end Development experts, UX-Republic achieved more than 7 million euros revenues in 2020.

With two agencies located in Paris and Bordeaux, UX-Republic advises major companies such as Société Générale, BNP Paribas, AXA, France Télévision and Fnac-Darty, as well as startups at the cutting edge of services. Through its four areas of expertise (User eXperience, Data visualization, Web-analytics, UX-Research), UX-Republic supports its clients from problem analysis/opportunity to the prototyping and testing of the functional and creative concepts/specifications.

www.ux-republic.com

About Smile Group

We are over 1,700+ passionate people working on creative and innovative digital solutions in 7+ countries. Our approach is based on understanding the specifics of your market, your business, your financial stakes and your current and future challenges. Our open source DNA is the guarantee of our value proposition. In a constant concern for neutrality towards our partners, we always offer the solution best suited to your business objectives and your organization.

We support you in making technological decisions that will improve your business and the digitalization of your company: e-commerce, business applications, data, connected objects, embedded solutions, infrastructure. We are fun and innovative, but also pragmatic and result-oriented. We believe that our contribution is closely linked to your success as that is how we give meaning to our work.

We are SMILE, the European leader in digital and open source.

www.smile.eu

About Keensight Capital

Keensight Capital, one of the leading European Growth Buyout 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 €10 million to €300 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.

www.keensightcapital.com



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