

Press release  
Paris, Lausanne, September 15<sup>th</sup>, 2022

## Synotis CH, a consulting and Data Management specialist, joins the Smile Group, a European leader in digital and open source, with the support of Keensight Capital

Smile Group, European leader in digital and open source, announces the acquisition of a majority stake in Synotis CH, a Swiss-based company specialising in consulting and data management. As part of its development strategy, Smile Group is strengthening its positions in Switzerland and in the field of data management.

The project is in line with Smile's Open Arrow strategic plan, which aims to increase the group's geographical coverage, and benefits from the active support of the management of both companies and of Smile Group's shareholders: Keensight Capital, one of the leading private equity firms dedicated to pan-European Growth Buyout investments<sup>1</sup>, and Eurazeo through its Small-Mid Buyout team.

Effective data management is a key challenge for companies and public administrations. All companies in full digital evolution consider data as an intangible asset that needs to be mastered in order to exploit its full potential, both for clients and employees. Founded in 2014, Synotis CH specialises in the implementation of data projects covering a broad range of expertise: from data governance to the implementation of DataHub-type architectures. The company operates in Switzerland, both in the public sector (*cantons*, public and paraprofessional institutions) and the private sector (watchmaking, banking, industry). Synotis CH provides services and solutions to business and IT departments enabling organizations to realise the value of their data.

Smile and Synotis CH are combining their expertise in data management and digital projects to better meet the demands of Swiss companies. This market, which is very dynamic and undergoing a strong digital transformation, will be able to benefit from a unique association with high added value.

The acquisition of Synotis CH will enhance the Smile Group expertise, particularly thanks to the synergies created with its Lyon service centre, as well as with Smile's subsidiary in Switzerland whose digital projects cover sectors such as luxury goods, agri-food, transportation, and international organisations. The two entities will combine their market knowledge and projects to increase the value expected by the Group's clients.

Synotis CH will continue to be managed by **its founders, Robert Bounheng, Sébastien Malleret, Xavier Mouchot and François Delage**, who state: *"We are delighted to continue the adventure with Smile and to contribute to the creation of a European champion of digital and open source. We are convinced that the synergies resulting from our merger will enable us to address our customers' issues in a more global way, thanks to the Cloud architecture and digital expertise of Smile's teams, two areas of development that we have long identified"*.

**Marc Palazon, CEO of the Smile Group**, states: *"The acquisition of Synotis CH is in line with our Open Arrow strategic plan, which aims to increase the geographical coverage of the Smile Group on an international scale, with the support of its shareholders. By joining forces with Synotis CH's formidable teams, we are strengthening our presence in Switzerland and in data management, two markets that offer significant development prospects."*

**Stanislas de Tinguy, Partner at Keensight Capital**, concludes: *"We are pleased to support the Smile Group in this new stage of its strategic and international development plan. This new build-up follows the recent acquisitions of creativestyle, UX-Republic and alter way, and allows Smile to reinforce its European leader position in open-source digital solutions with high added value. The acquisition of Synotis CH is an important step in Smile's ambitious growth strategy."*

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<sup>1</sup> **Growth Buyout:** investment in unlisted profitable growth companies, in minority or majority stakes with or without leverage, with a flexible approach adapted to the needs of each entrepreneur, to finance organic growth projects, acquisition strategies or to provide liquidity to historical shareholders.

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### **About Synotis CH**

Founded in 2014, Synotis CH is a company specialised in implementing data projects for organisations engaged in their digital transformation. We accompany our clients to become "Data Driven" by revealing the value of their data. We have developed a service based on two synergistic business lines. Our Consulting division intervenes upstream of your projects in order to help you draft your various prerequisites and identify your needs. Our Data Management division intervenes in addition to the achievement of your data projects by bringing the necessary technical expertise. Our team of more than thirty consultants cultivates a sense of service, through multiple skills, strong expertise and respect for commitments.

More information on: [www.synotis.ch](http://www.synotis.ch)

### **About Smile Group**

For 30 years, we have been supporting our customers on innovative, bold and open-source digital projects covering all the company's IT scopes: web, mobile applications, business solutions, embedded and IoT, infrastructure and Cloud.

We work on creative digital solutions in total agility, where our 2 000 enthusiasts accompany and create the digital projects of our customers in Europe, but also around the world.

Our strength lies in the combination of expert brands at your service: Smile, Neopixl, SensioLabs, UX-Republic, alter way and creativestyle.

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

[www.smile.eu](http://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 €400 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. Keensight Capital's success has earned it a Gold Award from the Private Equity Exchange & Awards each year for the last five consecutive years, and in particular the Best European Growth Private Equity Fund.

[www.keensightcapital.com](http://www.keensightcapital.com)

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