

PRESS RELEASE

Keensight Capital invests in Plat4mation, a leading independent Global ServiceNow Elite Partner

Paris and Utrecht, February 6, 2024 – Keensight Capital (“Keensight”), one of the leading private equity managers dedicated to pan-European Growth Buyout^[1] investments, is pleased to announce it has invested in Plat4mation, the largest Europe-based global pure-play ServiceNow Elite Partner. Keensight Capital is acquiring a majority stake in Plat4mation and is pleased, together with Plat4mation’s founders, to have ServiceNow Ecosystem Ventures investing alongside them. This represents a significant step forward in Plat4mation’s growth strategy, allowing them to strengthen and significantly expand their footprint within the ServiceNow ecosystem.

Founded in 2013 and based in the Netherlands, Plat4mation has firmly positioned itself as one of the most innovative and trusted partners within the ServiceNow ecosystem, offering a comprehensive suite of advisory, implementation, and managed services to the most prestigious customers in the world. Leveraging its in-depth expertise in digital transformation and workflow automation, Plat4mation has successfully enabled organisations across various industries to optimise their operations and enhance productivity using the ServiceNow platform.

Today, Plat4mation employs more than 450 people and operates from 8 countries spread around the world (the Netherlands, Belgium, Germany, USA, Switzerland, India, Poland and Greece). Recognised for its commitment to excellence and client-centric approach, Plat4mation has earned several accolades, including Global & EMEA ServiceNow Partner Awards, for its contributions to the ServiceNow community, solidifying its reputation as a go-to partner for businesses seeking to harness the full potential of ServiceNow solutions.

In order to stay competitive in the rapidly growing ServiceNow ecosystem, Plat4mation has taken the next step in growing their business in both size and global presence to benefit all of their customers and employees. With Keensight Capital, Plat4mation has found a key investment partner that will support the founding team in accelerating growth in existing markets, expanding technological expertise and unlocking the power of the ServiceNow platform for its customers. In addition, Keensight Capital will support Plat4mation’s international development both organically and via acquisitions.

^[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.

ServiceNow, through its Ecosystem Ventures investment unit, is investing in Plat4mation in line with its commitment to expand the ServiceNow ecosystem and accelerate growth with partners in key global markets. Through this first investment in Europe, ServiceNow will enable a Go-To-Market strategy, alongside Plat4mation’s management, to increase the ecosystem growth with an emphasis on Germany.

Elmer de Valk, CEO of Plat4mation, said: *“Keensight Capital’s extensive international network and proven expertise in providing operational assistance to fast-growing and profitable companies, will be crucial for the success of our expansion strategy moving forward. The entire Plat4mation team is very excited to continue our mission to boost workforce productivity and happiness. With this investment today, we believe we are taking a step forward in achieving our growth ambition while maintaining our core values and heritage in providing our customers with best-in-class solutions.”*

Arjan Hannink, Partner of Keensight Capital, added: *“Plat4mation’s impressive track record in delivering value through ServiceNow’s NOW platform aligns seamlessly with Keensight’s investment focus on high-performing, innovative tech companies. We are excited about the opportunity to support the Plat4mation team in their remarkable journey of growth, leveraging our expertise and resources to help them further expand their services and geographic presence.”*

David Parsons, Senior vice president of ecosystem ventures at ServiceNow, concluded: *“ServiceNow Ecosystem Ventures is proud to join forces with Plat4mation & Keensight Capital in this strategic investment. Plat4mation’s industry and domain specific thought leadership and innovation will be critical to enabling customers to transform and digitize their businesses as we accelerate growth in Germany & Europe. This partnership reinforces our commitment to accelerating the adoption of GenAI enabled ServiceNow offerings & solutions to targeted buyer personas in key industries. We look forward to highlighting the key showcase wins with compelling business outcomes to follow on the journey ahead.”*

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About Keensight Capital

Keensight Capital (“Keensight”), one of the leading European Growth Buyout firms, is committed to supporting entrepreneurs as they implement their growth strategies. For over 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 also earned it a Gold Award from the Private Equity Exchange & Awards each year for the last seven consecutive years, and in particular, the Best European Growth Private Equity Fund.

www.keensightcapital.com

About Plat4mation

Plat4mation is a global pure-play ServiceNow Elite partner that makes work flow. Our solutions and strategic guidance drive digital transformation and boost employee happiness. Hereby empowering people to get work done quickly and efficiently so they can focus on what truly matters in their work. By utilizing the golden square – People, Process, Platform and Performance, we provide tailored ServiceNow solutions and insights to ensure work flows intelligently across and between organizations. Enabling customers to continually measure and improve performance. After all, technology is only as good as the processes implemented around it, which in turn are only as good as the insights gained from it and the people responsible for them.

www.plat4mation.com

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Plat4mation

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