

Web to Store software publisher Proximis raises €1 million

Proximis, a pioneer of the Web to Store concept and leader in terms of Click and Collect, announced it has raised funds from investment funds 3T Capital (specialized in technological projects) and Naxicap Partners, as well as from key French internet figures such as Jacques-Antoine Granjon and Ilan Benhaim from Vente Privée, and Manuel Zebeida, the founder of Press Index.

One ambition: bolster its position as a key Web to Store player

Recognized among brands and retailers for its unique Click & Collect expertise, software publisher Proximis intends to confirm its leading position by offering ongoing innovation and services in line with its consumers' most recent expectations.

With 100,000 stores equipped and 80 clients including Michelin, Bricorama, Intersport, Optic 2000, Nature & Découvertes, Ikks, Lacoste and The Kooples, Proximis has managed to strike the perfect balance between technology, user experience and performance, and is attracting more and more retailers at a time when cross-channel marketing is being generalized.

A first round to support growth and innovation

With double-digit growth for the past 3 years, the Alsace-based publishing company has enjoyed exceptional momentum over the past 12 months. This is due in particular to the development of the Web to Store market, with devices now becoming more widespread across the entire retail sector.

"The funds are intended to increase our production capacity, so as to serve our brands and retailers at the earliest possible opportunity. At the same time, our R&D department will benefit from significant additional resources to guarantee the best Cross-Channel service for our clients" commented Philip Bianchi, CEO of Proximis.

"Cross-channel services are at the core of retailer concerns. Proximis provides concrete solutions for market needs using cutting-edge innovation which will meet certain challenges over the next few years", confirmed Ilan Benhaim from Vente Privée.

"Their unique Click and Collect expertise and the development of their software suite have meant that Proximis have already been snapped up by leading brands and distributors, enabling the company to be the supplier of choice in this high growth market" added Nicolas Tcherdakoff from 3T Capital.

"The demand for professional Web to Store solutions is growing rapidly. Proximis' strong leading position make it the best suited company to support the market towards maturity with solutions which effectively meet demands across the whole retail sector, including stores and brands", says Antoine Le Masson from Naxicap.

About Proximis

Proximis is a software publisher dedicated to cross-channel services, providing an innovative Web to Store software solution aimed at brands and retailers. It is the first global Web to Store solution to make tools available to clients in order to increase in-store sales from their website and mobile site (store locator, product locator, click and collect, multicast). Founded in 2008 by Philip Bianchi and Jérôme Faure, this start-up provides concrete solutions to deal with the behavioral phenomenon which is known as the ROPO (Research Online, Purchase Offline), and boasts unique expertise thanks to 5 years of experience in On/Off conversion.

Since 2011 the company has been supported by the BPI (Oséo Innovation) and the Region of Alsace.

More information at: www.proximis.com

About TELECOM TECHNOLOGIES TRANSFERT (3T Capital)

3T Capital is an independent venture capital firm and partner of the Institut Mines-Télécom, specializing in the funding of technology transfer and the launch of innovative businesses in the information and communication technology sector, starting from the phases of initiation and start-up. Its main shareholders are the European Investment Fund, through the framework program for innovation and competitiveness of the European Union, CDC Entreprises, within the framework of the FSI France Investissement program, and the Institut Mines-Télécom. 3T is run by experienced entrepreneurs with a track record of the launch, development and sale of technology companies.

More information at: www.3tcapital.com

About NAXICAP Partners

A benchmark in capital investment in France, NAXICAP Partners have €1.5 billion of capital under management. As a committed and responsible investor, NAXICAP Partners builds solid and constructive partnerships with entrepreneurs to bring their projects to fruition. A subsidiary of Natixis, the company is organized into 3 teams: Small Caps, Mid Caps and Capital Creation with a total of 35 investment professionals in 5 offices across France: Paris, Lyon, Toulouse, Strasbourg and Nantes.

More information at: www.naxicap.fr

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