

Rennes, France, Thursday, May 14, 2020

Sofiouest: An unbroken commitment despite the lockdown

With three investments finalized and a LOI (Letter of Intent) signed since the beginning of the lockdown, Sofiouest proves the strength of its commitment to entrepreneurs.

Sofiouest, the investment and holding company subsidiary of the Ouest-France Group, has chosen to continue to implement its entire investment program despite the current health and economic crisis, in line with its commitment as a responsible investor.

Since the beginning of March 2020, Sofiouest has thus finalized, under the conditions initially planned in terms of price and deadline, **three investment deals in innovative companies in the acceleration phase.**

- > Sofiouest is becoming a **shareholder of Neocase**, a French company specializing in the digitalization of HR and financial processes and shared service centers, alongside Iris Capital and the management team, in a €6 million fundraising round. Identified as a key player in Human Resources Services Management, this SaaS software publisher already has 5 million users in 180 countries. Its success highlights the usefulness of augmented management, which frees HR specialists from transactional work in order to focus on people. Neocase intends to double its turnover in the next 3 years by accelerating its international development. **For more information** > <http://www.sofiouest.com/news/neocase-software-plateforme-saas-de-numerisation-des-rh-leve-6-millions-deuros-pour-se-developper-a-linternational-et-ce-pendant-la-crise-du-covid-19/>
- > **Acquiring a stake in Andjaro**, as part of a €13.4 million fundraising round from several investors. Specializing in digital human resources management, this French start-up offers companies a platform for real-time management of staffing needs, enabling them to solve their problems of peak activity or temporary absenteeism in-house. With this optimization, Andjaro helps make "blue collar" jobs more stable and allows employees who wish to work more to supplement their income. This deal is a new digital and SRI investment for Sofiouest. **For more information:** <https://www.sofiouest.com/news/andjaro-leve-134-millions-deuros-pour-acceler-son-developpement-et-deployer-sa-solution-de-staffing-en-europe>
- > **Reinvestment in D-Aim**, as part of a new €10M fundraising round with an expanded pool of investors. This reflects the confidence of Sofiouest, the historical investor and first shareholder of the software publisher, which specializes in intelligence. Artificial intelligence for customer experience is what enables this French start-up to be a game-changer in relationship marketing. **For more information:** <https://www.sofiouest.com/news/d-aim-voit-grand-en-2020-avec-une-levee-de-10-millions->

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Two of these investments concern digitalization activities in the field of human resources, one of Sofiouest's favorite fields: *People & Capital*. Sofiouest is already supporting Bruce (digital temping) and Clever Connect (hiring solutions).

In addition, Sofiouest has continued its sourcing and selection of companies that could represent opportunities in terms of its investment strategy focused on innovative and impactful companies, "Late-stage Start-ups" with a proven business model that want to boost their growth. **A LOI (Letter of Intent) has just been signed** in the wake of discussions initiated before the Covid crisis.

Finally, Sofiouest has pulled out all the stops to accompany its holdings during the period, in order to help them adapt to this unusual situation.

- > **On a group basis**, this support took the form of **3 webinars organized for them** (with the help of the agency Précontact), on topics currently of great interest to these business leaders:
 - **"Managing the COVID-19 crisis"**
 - **"Post-crisis recovery plans"**, with Michel Gotlib, from Bloom, a business marketing company
 - **"Preparing for the end of lockdowns, structure and HR,"** with Deborah David, a lawyer who specializes in labor law, from De Gaulle, Fleurance et Associés.

- > On an **individual basis**, Sofiouest has strengthened its commitment to its shareholdings, both by **closely supporting** the managers and by opening up the **possibility of providing additional financial resources**, when their unique situation has made such support necessary.

Sofiouest has thus strengthened its profile as a trusted investor, solidly committed to the long term alongside its shareholdings and co-investor partners, and putting into practice the values of Responsibility and Solidarity that stem from its humanist roots. Its ability to meet its commitments despite economic difficulties is due in particular to the fact that it invests in equity.

About Sofiouest

Sofiouest, an investment company that is part of the Sipa Ouest-France Group, invests in digital innovation, growth capital, and corporate real estate.

In terms of digital innovation, Sofiouest favors "late stage" start-ups that have demonstrated the potential and suitability of their business model, that wish to boost their growth, and that have a clear path to profitability. In this area, since 2016, Sofiouest has invested in 15 companies directly and in three investment funds.

Since 2018, Sofiouest has decided to focus a significant portion of its investments on companies or projects with an employment, social or environmental impact.

For more information: <https://sofiouest.com>

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