



September 13th, 2023

Pitchy, the European leader in "do it yourself" video creation for Enterprise companies, announces a \$40m funding round alongside Isatis Capital, Entrepreneur Invest and Seventure Partners.

Isatis Capital (via the funds it manages in Pitchy) together with Entrepreneur Invest and Seventure Partners, is pleased to announce an investment in the capital of Pitchy Group, a SaaS software publisher and European leader in video creation for corporate employees. This represents one of the largest French funding rounds for a SaaS company in 2023.

Founded in 2013 by Lionel and Benjamin Chouraqui, Pitchy has become the European leader in its segment over the last 10 years, offering a software solution that enables its customers to create professional-quality videos on their own, positioning itself as a genuine alternative to the traditional agency model for content creation.

The company, which has built its success around a natively SaaS solution, enables users to produce an unlimited number of videos using templates, for any business function: marketing, internal and external communications, human resources, training, sales, customer relations, finance, etc... The company's pioneering B2B positioning has enabled it to build up a portfolio of over 1,000 customers, mainly European based enterprise accounts, who are increasingly creating their own video content on a daily basis.

Today, Pitchy intends to capitalize on its historic leadership position to accelerate the company's growth in 3 key areas: (1) accelerating its penetration within its key accounts, (2) strengthening its international expansion, particularly within the booming European market, and (3) strong investment in R&D (*with a large focus on integrating AI technology*). In addition, the company will be able to rely on its new investors to pursue its M&A strategy, initiated in May 2022 with the acquisition of Kannelle (*Pitchy's "mobile" counterpart*).

With this acquisition, Pitchy Group has become the only player in the market to offer an "end-to-end" mobile video creation experience from *in app* filming, editing and broadcasting. With their business plan, which combines organic and external growth, the company aims to more than double in size by 2026. The company is also strengthening its corporate governance, notably by increasing the number of independent directors to 3: Jean-Stéphane Arcis (*Founder and former CEO of Talentsoft, sold to Cegid*), Antoine Ganancia (*Clipperton Finance, Partner*) and Loïc Moisand (*Founder and former CEO of Synthesio, sold to Ipsos*).

"A pioneer in its market since 2013, and after a successful cycle initiated in 2017 with Seventure and Bpifrance, Pitchy was looking for the right development capital/growth partners to support the company in the next stage of its development. Of the various offers we received, Isatis and Entrepreneur Invest seemed the best suited to understanding our entrepreneurial, family-based DNA, while sharing our excitement about continuing to write the story of our product and market with our customers. The meeting was an obvious choice in terms of values and ambition. The renewed confidence of our long-



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*standing shareholders, including Seventure Partners, which is reinvesting in one of its holdings for the first time in 20 years, bears witness to the high level of ambition we all share in this new phase of development. This major step will enable us to accelerate the consolidation of our market, and to continue deploying our product vision, particularly in terms of extremely promising AI technology", says **Lionel Chouraqui, President of Pitchy.***

*"Initially, it was a unique encounter with two charismatic founders, Lionel and Benjamin, whose human and entrepreneurial values fully match those of Isatis Capital. It's also a rare positioning in the software world: a company that has been profitable since 2019, with strong growth and a business model that has been based on recurrence since the creation of Pitchy. All these qualities motivated our enthusiasm and our strategic interest in the company", says **Laurent Baudino, Managing Partner, Isatis Capital.***

Operational Stakeholders

Investors

- Isatis Capital : Laurent Baudino, Nicolas Buggy
- Entrepreneur Invest : Marouane Bahri, Anastasia Bizard, Julie Gruner
- Seventure Partners : David Manjarres

Investor counsel

- Legal advice : UGGC Avocats – Yves Mondellini, Paul Grandet, Olivier Moriceau
- Legal advice : Walter Billets – Fabien Billet, Christophe Cussagnet
- Financial advice : Alvarez & Marsal – Cedric Zana, Guillaume Descamps, Antoine Fabiani
- Strategic advice : One Man Support

Advisors

- Investment banking : Rothschild & Co – Guillaume Cauchoix, Arik Alter, Anas Moussaïf, Laetitia Lanière, Clément Khosrovchahi
- Legal advice : Villechenon – Morgan Hunault-Berret, Amélie Maindrion
- Legal advice : Mamou et Boccara – Virginie Aïdan
- Legal advice : Wize - Alex-Igor Chmelewsky
- Financial advice : 2C Finance - Benjamin Bitton, Nicolas Rivière
- Financial advice : Grant Thornton - Frédéric Zeitoun, Loubna Bouziani, Bouataina Bouazzaoui

About Isatis Capital

Isatis Capital is an independent management company that has been investing capital for 20 years alongside ambitious entrepreneurs looking to develop their SMEs. As a long-term investor, Isatis Capital takes minority or majority stakes and brings its expertise in supporting growth.

A signatory of the UN and iCi charters, and a member of the TCFD, Isatis Capital is committed to respecting ESG rules in its operations as well as in its investment activity.

The company has 480 million euros in assets under management, spread over several funds dedicated to institutional clients or distributed through private banks and wealth management advisors.

More information at www.isatis-capital.fr

About Entrepreneur Invest

Founded in 2000, Entrepreneur Invest is an independent AMF and AIFM-approved management company specializing in unlisted investments, owned and managed by its founders. It manages several investment funds with assets under management of nearly €1 billion. A major player in equity and bond financing for SMEs, Entrepreneur Invest has completed over 200 investment transactions. The company's philosophy is to go beyond the status of

capital provider, by assisting the managers of the companies it supports in making the strategic choices they need to ensure their company's development. This takes the form, among other things, of experience-sharing between members of the investment team, participation in strategic discussions and access to a network of qualified partners.

More information on www.entrepreneurinvest.com

About Seventure Partners

Seventure Partners is a long-term investor, providing capital to innovative companies with a positive impact on people, society and the planet. With €950 million under management at the end of 2022, Seventure is a European leader in innovation capital, and has been investing since 1997 in companies with high growth potential in two main areas of activity: (i) Life Sciences (Biotechnologies, Health & Digital Health, Nutrition, Food, Blue Economy, Aquaculture, Animal & Agriculture, Sport & Wellness ...) with a particular focus on microbiome companies, throughout Europe as well as in Israel, Asia and North America, and (ii) Digital Technologies (FinTech, RetailTech etc...) mainly in France and Germany. Seventure supports the development of companies from start-up (seed and first round), through to development capital financing rounds (venture, growth, pre-IPO and IPO), with investment amounts ranging from €500,000 to €10 million per financing round, and up to €20 million per company.

More information at: <http://www.seventure.fr/en> Twitter / X: @seventurep

For more information on this transaction :

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