

## IK Partners invests in Plus que PRO

**IK Partners (“IK”) is pleased to announce its investment in the French digital platform and services company Plus que PRO (“the Company”) alongside the co-founders Gregory Regouby and Sacha Goepp, who will retain control and management of the business. Financial terms of the transaction are not disclosed.**

Founded in 2014 in Alsace, France, Plus que PRO is a digital platform which enables craftsmen and small to medium-sized enterprises (“SMEs”) elevate their online presence, drive revenue and margin growth as well as protect and improve their reputation, while also providing consumers with a tamperproof review hosting service based on blockchain technology. The Company employs 190 people and has a growing subscriber base of thousands of business-to-business and business-to-consumer businesses in France, with a particular focus on the Construction as well as Business Services sectors.

With IK’s backing, Plus que PRO will be well-positioned to expand its share of the digital services market for SMEs and support its growth plan. IK’s experience in both the French market and with similar tech-enabled Business Services companies will enable Plus que PRO to roll out new and complementary solutions while marketing its consumer feedback solution to a wider range of enterprises.

Through this new partnership with IK, Plus que PRO aims to accelerate its franchise roll-out, further support its partners’ growth and continue to invest in R&D to enhance its product offering. The Company will continue to be led by Gregory Regouby, Sacha Goepp and their team.

The investment was made from the dedicated pool of Development Capital within the IK Small Cap III Fund, which held a final close at its hard cap of €1.2 billion last year.

**Gregory Regouby, Chief Executive Officer of Plus que PRO, commented:**

“We are looking forward to working closely with IK Partners in the next stage of our growth. Their extensive expertise in the French market and proven track record of scaling similar-sized businesses makes them the optimal partner for Plus que PRO as we seek to expand our services offering and gain further market share in a promising market.”

**Pierre Gallix, Managing Partner and Advisor to the IK Small Cap III Fund, said:**

“Gregory and Sacha have built an impressive business in the competitive digital services sphere in France. The underlying market opportunity is set to grow further in the coming years and we believe that with additional capital and support, Plus que PRO has the potential to become a leading player in France and beyond.”

**ENDS**

## About IK Partners

IK Partners (“IK”) is a European private equity firm focused on investments in the Benelux, DACH, France, Nordics and the UK. Since 1989, IK has raised more than €14 billion of capital and invested in over 170 European companies. IK supports companies with strong underlying potential, partnering with management teams and investors to create robust, well-positioned businesses with excellent long-term prospects. For more information, visit [www.ikpartners.com](http://www.ikpartners.com)

## About Plus que PRO

Plus que PRO is a digital platform and services company providing a range of solutions for small businesses to accelerate their digitalisation. Headquartered in Alsace, France, the firm already serves thousands of businesses in France with a primary focus on the building and business services. For more information, visit <https://www.plus-que-pro.fr/> or <https://www.rejoindre-plus-que-pro.fr/>

For further questions, please contact:

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