

| EFFICY MEDIA KIT

#European CRM Champion





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Who we are?

Efficy is a Belgian software provider offering small, medium and large businesses a complete, flexible, and extended CRM (Customer Relationship Management) solution which helps companies manage their customer relationship. Our flagship products are our extended CRM solutions.

We offer sales automation, digital marketing, customer service and reporting solutions such as many CRMs. On top of that, we also have project management and document management modules. That's why we talk about extended CRM solutions.

History

2002

Cédric Pierrard and Robert Houdart decided to buy the collaborative software company where they used to work (and which went bankrupt), with the support of a business angel.

2005

Cédric and Robert sold the company, which allowed them to take the time to think about a highly customisable, easily scalable and 100% SaaS (Software as a Service, a type of software born in the early 2000s) CRM solution.

The two founders bought the business of **Invemaco NV**, a CRM software distributor. At that time, this company had about 100 customers and five employees.

The strategy of the two founders was to develop a CRM product and then offer it to the customers of **Invemaco NV**. After ten months, a Minimum Viable Product (MVP) was developed. Efficacy CRM, named after the term Efficiency, was officially launched in May 2006.

2006-2007

In 2006 and 2007 Invemaco customers were migrated to the Efficacy CRM solution and a new customer base was built, including the Kinopolis group since 2007.

After only one year of existence, Efficacy was elected Best Buy CRM by Datanews in 2007 and acquired over a hundred customers and more than 5,000 users in Belgium and The Netherlands.

2010 and onwards

The build-up strategy accelerated with the integration of an average of one company per year. Since then, the following acquisitions have been made:

2010

Efficacy speeded its growth by acquiring **NextApplication** (eLink products) which was addressing 200 customers across Europe.

2013

Efficacy acquired Efficacy **Netherlands BV** (Efficacy Netherlands, WINRIS and ISI products) and reached the size of 60 full-time equivalents and more than 1,200 customers across Europe.

2014

Efficacy acquired **NextApplication/Sowdis** in Paris and grew to 80 employees and €7.2M turnover.

2016

Efficacy acquired **Royal App Force** (Peak Me Up), a start-up company specialised in gamified mobile applications.

2017

Efficacy acquired **Vente Partner** (Desico SAS), reached 100 employees and reached a consolidated turnover of €11M.

2018

Efficacy acquired **E-Deal** and reached 175 employees.

2019

Efficacy defined its strategic plan 5³, meaning that the company is planning to become 5 times bigger, represent 5% of the European CRM market within 5 years, and reach a turnover of €100 M. Since then, the Group has accelerated its acquisition strategy while maintaining its organic growth objectives. In order to ensure this growth, the Belgian fund Fortino, managed by Duco Sickinghe, strengthens Efficacy's financial resources in September 2019 by taking a significant stake in the capital.

2019

Efficacy acquired **SUMA CRM** for €2,1M. This acquisition allows Efficacy to have a greater presence in Spain.

2020 and 2021

The growth through acquisitions continues with

2020

Efficacy reinforced its position in France by acquiring **INES CRM**, in Lyon area (turnover €4M). Efficacy France tells now roughly 100 employees.

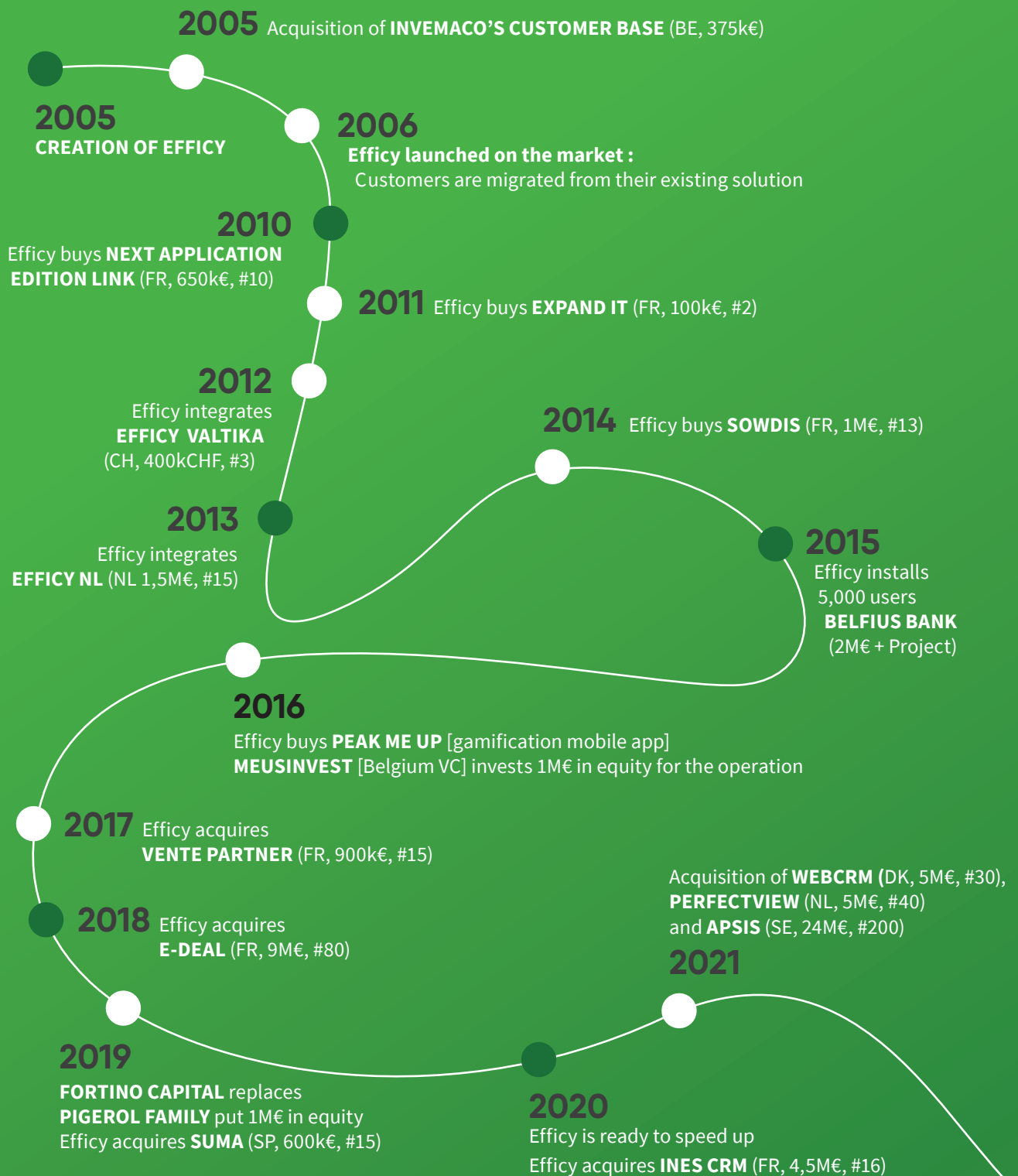
2021

Efficacy enters the Scandinavian market with **webCRM** acquisition (headcount: 40 people, turnover €5M).

2021

Efficacy strengthens its position in The Netherlands by acquiring **PerfectView** (turnover €5 M). Efficacy counts now about 330 employees. Efficacy enlarges its product range and confirms its position in Sweden by acquiring marketing provider **APSIS**. Efficacy counts now more than 500 employees.

Efficy's timeline



Efficy Group in numbers

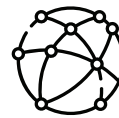
Efficy has a customer portfolio of 13,500 references and 330,000 users in 60 countries and an annual turnover of €66 M. In 2019, Efficy defined its ambition to become 5 times bigger in 5 years' time and obtain 5% of the European CRM market.



330 000
daily users



13 500
clients



Customers in
60 countries



Offices in
15 countries



Turnover of
€66M



Average age is
38,7 years old



550
employees



34
nationalities

Sector focus



Banking & Insurance



Chambers of commerce



Construction



Healthcare



Industry



Law Firms



Local Governments



Service Companies



Public Sector



Real Estate



Retail



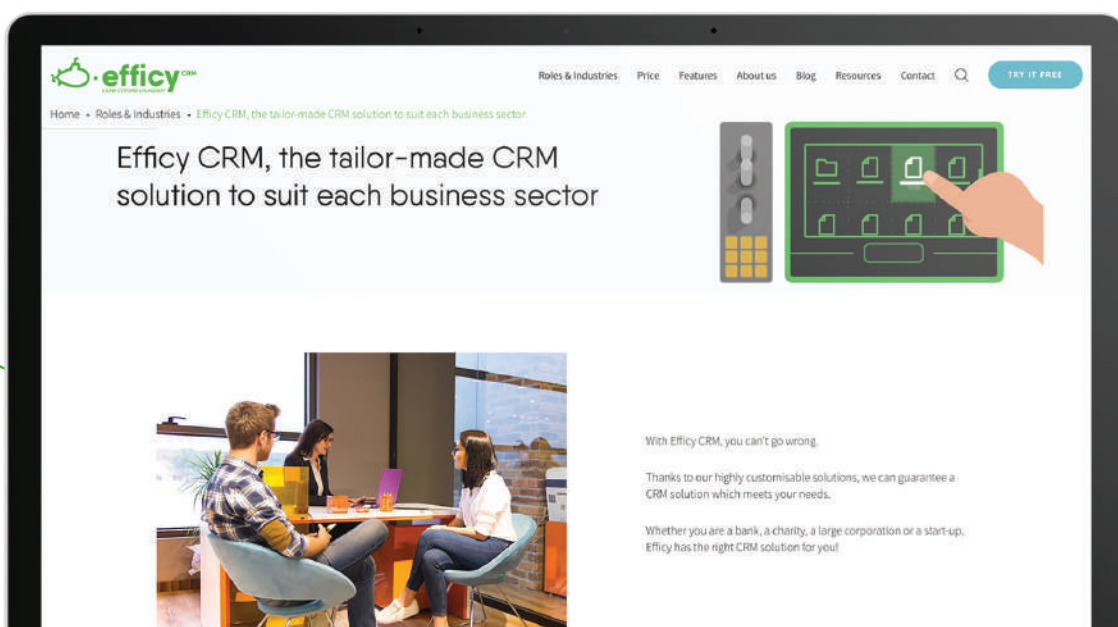
Nonprofit Organisations and Fundraising



Tourism



Transportation Companies



Our core values



Efficiency

Our strength: delivering the best CRM to demanding and inspiring clients.



Openness

Our raison d'être: providing the perfect solution for each and every need.



We care

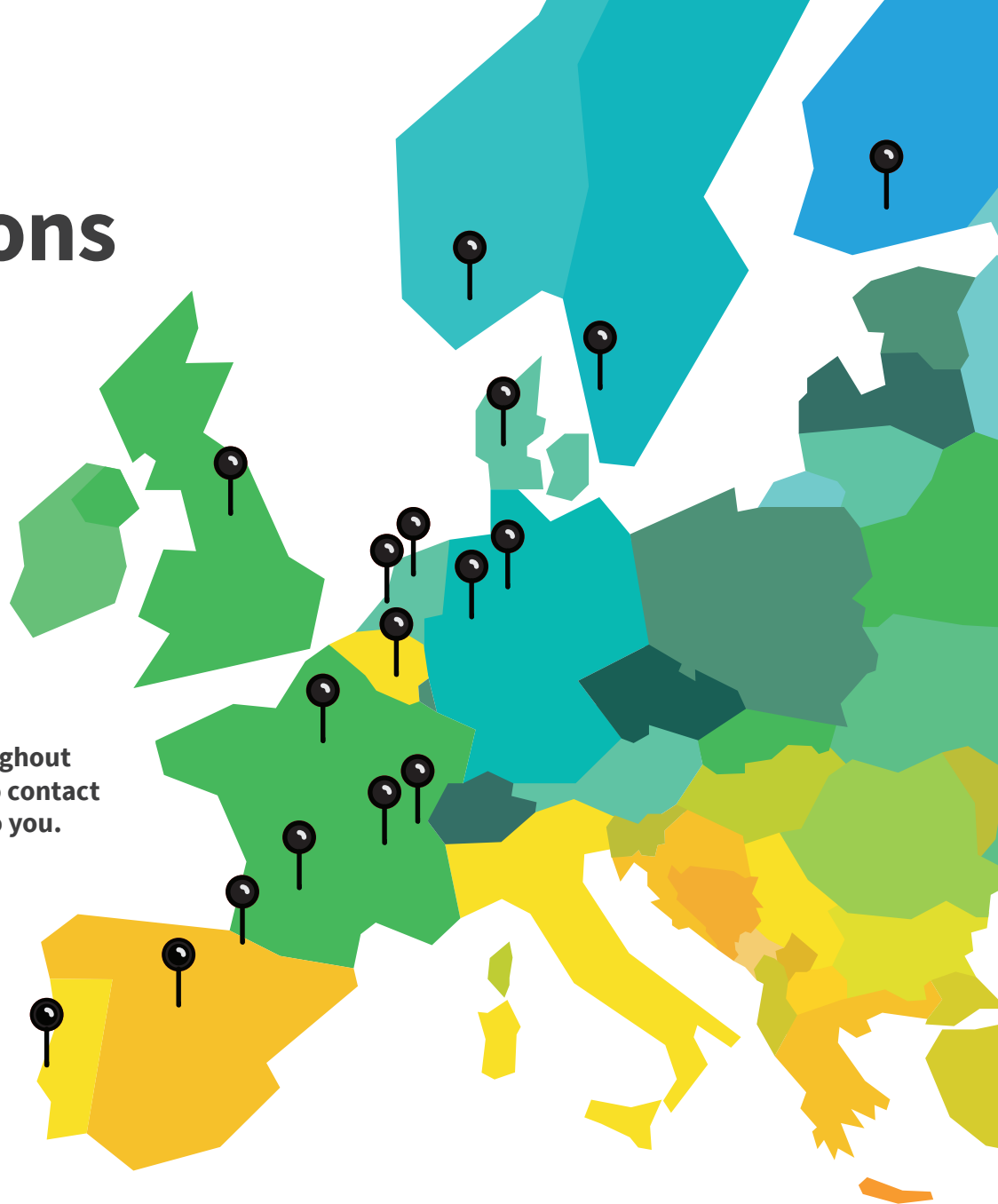
Our DNA: listening to our customers, to our ecosystem and to our colleagues.

Our Mission


We are aiming at helping each company to succeed by helping them to transform their customer data into customer knowledge, while simplifying the work of their employees.

Locations

We are based throughout Europe. Feel free to contact the office closest to you.



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Corporate Social Responsibility

At Efficy we believe that corporate social responsibility offers an added value to clients, employees, shareholders, business partners and the communities in which we live and operate. We are committed to integrating responsible business practices into all our activities, therefore corporate social responsibility is an integral part of our company's policy. We aim to positively impact the workplace, the marketplace, the environment and the community through:

The support for Handicap International through donations, participation in the 20km of Brussels under the colours of Handicap International and other charity events, sponsorship of the Corporate Hockey Tournament, signing of the UN Global Compact for Human Rights, collaboration with the Red Cross in France... Efficy has a strong attachment to certain societal values, and is strongly rooted in the social fabric.

- During this period of COVID-19, the company has made one of its employees available to the Red Cross in France. This employee, a volunteer throughout the year, expressed her wish to strengthen her commitment during this complicated period. Management agreed. For a few weeks she worked 100% for the Red Cross and her salary was maintained by Efficy.

- As far as environmental issues are concerned, Efficy is reducing its consumables, advocating paperlessness, favouring trains over planes and electric vehicles (10% of Efficy's fleet are electric cars). Again, all this is done in conjunction with the employees, who have the freedom to propose their own ideas and participate in reducing waste.

Gender equity, a focus for Efficy

Like any software company, Efficy is faced with a concern about the balance of its workforce, with a severe lack of female IT talent. Efficy has launched its Women in IT strategy to promote gender diversity in IT and digital professions. With this programme, Efficy is mobilising its network and deploying initiatives with female students in engineering schools and universities, with a view to attracting and recruiting more women in the digital sector. Efficy is committed to a continuous improvement process based on the principle of professional equality between men and women.



Efficy Management Team





Cédric Pierrard

CEO



Audrey Levin

Chief Operating Officer



Carolien Colpaert

Chief HR Officer



Dimitri Lhoste

Chief Financial Officer



Laetitia Baret

Chief Marketing Officer



Robert Houdart

Chief Technical Officer



Stéphane Manfroy

Chief Sales Officer

Efficacy employs 550 people across 15 offices in Europe. Efficacy is committed to continuous improvement based on the principle of professional equality between women and men. The Management Committee is therefore composed of three women and four men.



Contact

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