

## **Astorg Mid-Cap to invest in Redslim in partnership with its Founders and Management Team**

Luxembourg/London/Zug, 7<sup>th</sup> November 2024 – **Astorg, a leading Pan-European private equity firm, is pleased to announce that it has signed a binding agreement to acquire a majority stake in Redslim (the “Company”) from its Founders, Eric Bensimon, Alberto Alcaniz, Soren Altmann and Patric Mezei (the “Founders”), who will re-invest significantly in the business. Redslim provides data management services, leveraging a proprietary technology platform, and focusing on Consumer-Packaged Goods (CPG) and Consumer Healthcare (CHC) segments. Through this partnership, Astorg will support the Company’s growth and international expansion, collaborating closely with the Founders and the management team.**

Headquartered in Switzerland with a Pan-European presence, Redslim helps global companies transform their fragmented market data into powerful business intelligence assets for critical use cases. Redslim harmonizes and integrates data from more than 50 sources and countries globally, providing insights on commercial performance, market shares, marketing, innovation, and pricing, directly feeding client data lakes and C-level reporting.

With over 100 employees, and a proprietary data management platform, Redslim aggregates and optimizes data consumption for over 30 global organizations, including top CPG and CHC clients such as Mars, Danone, L’Oréal, or Kenvue. Redslim addresses a rapidly growing global market, driven by the proliferation of data sources and the increased usage of third-party solutions to solve data challenges, both specific and common to the end-markets targeted.

Redslim has been growing strongly over the past four years, with an annual rate of 30-40%. The Company has demonstrated its ability to expand globally, attracting new clients and strengthening relationships with existing ones, with additional countries, data sources, and services covered by Redslim. The Founders and management team are fully committed to the next phase of growth in partnership with Astorg, with plans to accelerate R&D and platform investments, scale the commercial and service teams, and drive growth beyond Europe and existing verticals.

The investment will be part of Astorg’s Mid Cap portfolio, representing the sixth portfolio company of the fund to date, and the third one in Software & Technology.

**Eric Bensimon, Co-Founder and Co-CEO, Redslim, said:** *“At Redslim, we are passionate about clients, people, data, technology, and the challenging use-cases that our clients set out for us. Astorg combines a collaborative and entrepreneurial approach, a pragmatic mindset, and a deep understanding of our industry, all of which allowed us to foster a trusted relationship and to align on a common vision for Redslim’s future growth and development.”*

**Alberto Alcaniz, Co-Founder and Co-CEO, Redslim**, continued: *“We are delighted to work alongside Astorg as we continue to deliver on our strategic mission and enable new use cases and functionalities for our clients to unlock the full potential of data and address their evolving and complex needs. Astorg will support the growth of Redslim over the next few years and help deliver our ambitious plans for our clients and our team.”*

**Charles-Hubert Le Baron, Partner, Head of Software & Technology for Astorg Mid-Cap**, said: *“We have spent considerable time gaining deep insights into Redslim’s industry, while initiating a dialogue with the Founders a few months ago. We are impressed by Redslim’s unique positioning and highly differentiated offering, which are reflected in strong customer satisfaction and upselling trends. The Company’s ability to attract top industry talents has built very solid foundations, and we are eager to partner with the team to drive accelerated growth and international expansion.”*

**Lionel de Posson, Partner and Co-Head of Astorg Mid-Cap**, concluded: *“Redslim is exactly the type of business Astorg likes to partner with: it is undeniably a global B2B niche champion, with strong growth and innovation momentum, and an ambitious leadership team. Our deep experience in software and technology, paired with our entrepreneurial culture will be key to successfully accompany Redslim towards new exciting milestones for the benefit of its clients, employees, and all its stakeholders.”*

### **Ends**

Following the successful completion of the first capital reorganization with Andera Acto in 2022, Edmond de Rothschild Corporate Finance has once again advised Redslim’s founders, in executing this landmark transaction with Astorg. Redslim was also advised by Kearney (Strategic due diligence), Eight Advisory (Finance due diligence), Jeantet (Corporate legal), and Mayer Brown (tax). Astorg was advised by Natixis Partners and Clipperton (M&A), Bain & Company (Strategic due diligence), EY (Finance due diligence), and Winston & Strawn (Legal & Tax).

Financial terms were not disclosed. The transaction will be subject to customary regulatory approvals and should be expected to close in the coming months.

\*\*\*

### **About Astorg**

Astorg is a leading pan-European private equity firm with over €24 billion of assets under management. Astorg works with entrepreneurs and management teams to acquire market leading global companies headquartered in Europe or the US, providing them with the strategic guidance, governance and capital they need to achieve their growth goals. Enjoying a distinct entrepreneurial culture, a long-term shareholder perspective and a lean decision-making body, Astorg has valuable industry expertise in healthcare, software and technology, business services and technology-based industrial companies. Headquartered in Luxembourg, Astorg has offices in London, Paris, New York, Frankfurt, and Milan. For more information about Astorg: [www.astorg.com](http://www.astorg.com) | Follow Astorg on [LinkedIn](#)

### **About Redslim**

Redslim streamlines data management for teams faced with the request to leverage fragmented datasets for critical decision making. Specialized in data engineering, harmonization and BI, their teams manage data from over 50 agencies and covering more than 55 countries. Their technology-enabled



services optimize data consumption for more than 30 global organizations. Active for more than 10 years, Redslim is constantly innovating their solutions to always meet the evolving needs of their clients and data partners.

Learn more at [www.redslim.net](http://www.redslim.net) and follow Redslim on [LinkedIn](#).

## **PRESS CONTACTS**

### **Astorg**

**Samia Hadj**, Head of Corporate Communications

Tel: +33 7 88 34 43 99 / [shadj@astorg.com](mailto:shadj@astorg.com)

### **PR Consultants**

**Prosek Partners**, [pro-astorg@prosek.com](mailto:pro-astorg@prosek.com) (UK)

**Steel & Holt**, [astorg@steeleandholt.com](mailto:astorg@steeleandholt.com) (France)