

Astorg-backed Redslim acquires CatMan Solution to create a global data powerhouse

Luxembourg/London/Zug – Redslim (“the company”), a specialist in data management & harmonisation and an Astorg portfolio company, today announced its first add-on acquisition with the purchase of CatMan Solution, a Denmark-based leader in retailer data harmonization and visualization. The combination further enhances the Group’s value proposition towards blue-chip FMCG and Consumer Healthcare customers. In 2024, Redslim partnered with Astorg, a leading pan-European private equity firm, to accelerate its growth and development. With Astorg’s backing, this acquisition marks the launch of Redslim’s M&A strategy and a pivotal milestone in its expansion, reinforcing its leadership in the high-growth European retail direct data market.

Redslim has established itself as the partner of choice for businesses looking to unlock the value hidden in fragmented data sources. By centralizing and integrating siloed data, Redslim enables organizations to gain clear visibility into market share, marketing effectiveness, and innovation opportunities that drive competitive advantage.

CatMan Solution brings proven expertise in retailer data harmonization and Power BI visualization, further strengthening Redslim’s value proposition. By handling and visualizing store-level retailer data, CatMan’s platform drives daily user engagement, enabling operational optimization and sharper insights into sales performance across regions and categories. Its automated data ingestion capabilities reduce manual workloads, with data refreshed within hours rather than days.

The combination of Redslim and CatMan will deliver a more powerful client-focused offering, giving manufacturers and retailers a comprehensive view of their markets. Enhanced retailer direct data will help clients manage promotions and pricing, optimize placement, and grow market share with greater confidence and execution control. The deal also brings CatMan’s experienced management team and strong recurring revenue base, providing a solid foundation for Redslim’s European rollout and continued expansion.

Alberto Alcaniz, Co-CEO of Redslim, said:

“This acquisition marks an important step in Redslim’s long-term growth journey, supported by our partner Astorg. It reflects the natural evolution of our mission: making complex data usable and actionable for our clients. By investing in retailer direct data, where demand for advanced solutions continues to rise, we are reinforcing our commitment to deliver more value and deeper insights to the companies we serve.”

Charles-Hubert Le Baron, Partner, Head of Software & Technology for Astorg Mid-Cap, and Andrea Coretti, Director, Mid-Cap added:

“We are delighted to support Redslim in its first add-on acquisition, a milestone that underscores the company’s strong momentum and ambition. CatMan Solution is a highly strategic fit, expanding Redslim’s

capabilities in the rapidly growing retailer direct data segment and adding complementary technology and expertise. This transaction reflects our conviction in backing market-leading platforms in high-value data and analytics. We look forward to accelerating Redslim's expansion with further add-ons and to reinforcing its position as the partner of choice for global manufacturers addressing consumer segments."

The combined teams remain fully committed to business continuity, ensuring no disruption to ongoing projects, contracts, or client relationships. The focus will be on a seamless integration for clients, partners, and employees, with the assurance that data assets and trusted relationships will be not only safeguarded but enhanced through the combined expertise.

Ends

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.

For more information about Redslim: <https://redslim.net/> | Follow Redslim on [LinkedIn](#).

About CatMan Solution

CatMan Solution helps FMCG companies in the Nordics unlock the full potential of their data. As experts in retail measurement, particularly in retailer direct data, they empower teams to dive deep into category and sales management, providing actionable insights that drive performance. With nearly 20 years of experience, their tailored Power BI dashboards democratize information, offering intuitive and reliable reports and tools to make faster and better decisions at every level. Combining industry knowledge with technical expertise, CatMan Solution delivers value-driven services that support sustainable growth for businesses.

For more information about CatMan Solution: <https://www.catmansolution.com/>

About Astorg

Astorg is a leading pan-European private equity firm with over €23 billion of assets under management. Astorg works with entrepreneurs and management teams to acquire market leading international 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, technology & software, and business services companies.

Headquartered in Luxembourg, Astorg has offices in London, Paris, New York, Frankfurt and Milan.

For more information about Astorg: www.astorg.com | Follow Astorg on [LinkedIn](#).

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