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Press release

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NAXICAP PARTNERS AND BANQUE POPULAIRE TAKE A STAKE IN WEEZEVENT, THE FRENCH LEADER IN TECHNOLOGICAL SOLUTIONS FOR EVENT ORGANISERS

Naxicap Partners and Banque Populaire Bourgogne Franche-Comté take an equity stake in Weezevent to alongside founders Pierre-Henri Deballon and Sébastien Tonglet.

Weezevent, a French start-up founded in April 2008, has quickly become the French leader in technological solutions for event organisers. As a pioneer in self-service ticketing in France with its Software as a Service (SaaS) online software, Weezevent interconnected solutions of ticketing, access control, payment CRM and 3D seat modelling are now used by more than 15,000 event organisers across the globe.

Weezevent's success is based on integrated and customisable solutions in the form of connected white label tools (including software, bracelets, and payment terminals) that are easy to use, secure and robust, and able to absorb extremely high load increases. With a highly scalable business model strong on innovation and operational performance, Weezevent was able to establish itself in France and successfully initiate its international expansion, particularly through the acquisition of its Belgian counterpart Playpass in 2020. Weezevent is now present in over 30 countries and employs 150 employees in six offices in Paris, Antwerp, Lausanne, Madrid, Montreal and London.

In 15 years, the group has become the preferred partner of prestigious festivals such as Hellfest, Les Vieilles Charrues and Lollapalooza, as well as leading professional clubs including PSG, Stade Français, Lausanne Sport and Club Bruges. Weezevent solutions are also used for events such as the Paris Air Show, the Belgium Formula 1 GP, Taste of Paris, the Vendée Globe, and the Fan Zone of Euro 2016 and the 2023 Rugby World Cup. Every year, 10 million tickets are sold via self-ticketing by Weezevent, with over €600 million in transactions for 21 million spectators.

Naxicap Partners and Banque Populaire Bourgogne Franche-Comté join forces to support the two directors in their strong ambitions outside France, particularly in Germany and the United Kingdom, two European markets with extremely high potential. Naxicap Partners intends to provide the group with its resources and experience in buy & build strategies and enable Weezevent to broaden its solution offering, extend its customer base and step up its international development. Together, the aim is to build a worldwide leader in ticketing and cashless solutions for event organisers.



"Through innovation, Weezevent has become the technological benchmark for event organisers. Profitable and constantly growing, Weezevent has proven its solidity and boasts a win-win model in both ticketing and electronic payments. At a time when most of our business is moving abroad, and our ambition being to create a world leader, we are working with Naxicap Partners and Banque Populaire to form an amazing French team able to accelerate and grow." Pierre-Henri Deballon and Sébastien Tonglet, co-founders of Weezevent.

"Weezevent operates in a fast-growing market, driven by significant technological changes. We are convinced of Weezevent's strategic positioning and growth potential and are delighted to support the founders in their ambition to create the world champion in technology solutions for event organisers," said Angèle Faugier, Partner at Naxicap Partners

Contacts:

I Weezevent Group

- Pierre-Henri Deballon, *Founder*
- Sébastien Tonglet, *Founder*

I Naxicap Partners

- Angèle Faugier, *Partner*
- Virginie Lambert, *Director*
- Caroline Lachaud, *Director*
- Flontin Perez, *Investment Manager*
- Ludovic Blachon, *Associate*

I BFC Croissance

- Dominique Limousin
- Jean-Sébastien Guinchard
- David Alateinte

I Weezevent Group Advisory

- M&A Consulting: Cambon Partners
 - Morgann Lesne
 - Maxime Wuthrich
 - Alain Boulet-Gercourt
- Financial due diligence: Eight Advisory
 - Fabien Thièblemont
 - Thibault Lorin
 - Pierre Mortagne
- Legal, Tax, and HR advisory: Pinot de Villechenon & Associés
 - Alexander Kotopoulis
 - Alix Tricot



- Legal, Tax, and HR advisory: FTPA
 - Nicolas Message
 - Sophie Jouniaux
 - François-Xavier Beauvisage

I Investor Advisory

- Legal, Tax, and Social advisory: Lamartine Conseil
 - Cédric Sapède
 - Gibril Douibi
- Strategic Due Diligence: Oliver Wyman
 - Olivier De Demandolx
 - Nicolas Afti
 - Magnus Hedberg
- Financial due diligence: Deloitte
 - Eric Boucharlat
 - Julien Lanoiselée
- Technological due diligence: Neovian Partners
 - Frédéric Vezon
 - Sébastien Nicouleau
- ESG due diligence: Indefi Partners
 - Emmanuel Parmentier
 - Nora Fossat

About Weezevent

Founded in 2008, Weezevent supports more than 15,000 event and leisure venue organisers by providing them with the best ticketing, access control and payment solution (cashless) technologies. Since the launch of Weezevent, more than 100 million accesses have been issued for all types of events, including festivals, trade fairs, concerts, competitions and conferences. Based in Clichy, the Group employs over 150 people in France and Europe. www.weezevent.com

About Naxicap Partners:

As one of the top private equity firms in France, **Naxicap Partners** – an affiliate of Natixis Investment Managers* – has €6.7 billion in assets under management. As a committed, responsible investor, Naxicap Partners builds solid, constructive partnerships with entrepreneurs so that their projects can succeed. The firm has 95 investment professionals spread across five offices in Paris, Lyon, Toulouse, Nantes and Frankfurt.

For more information, visit www.naxicap.com/en



À propos de Natixis Investment Managers* :

Natixis Investment Managers' multi-affiliate approach connects clients to the independent thinking and focused expertise of more than 15 active managers. Ranked among the world's largest asset managers¹ with more than \$1.2 trillion assets under management² (€1.1 trillion), Natixis Investment Managers delivers a diverse range of solutions across asset classes, styles, and vehicles, including innovative environmental, social, and governance (ESG) strategies and products dedicated to advancing sustainable finance. The firm partners with clients in order to understand their unique needs and provide insights and investment solutions tailored to their long-term goals.

Headquartered in Paris and Boston, Natixis Investment Managers is part of the Global Financial Services division of Groupe BPCE, the second-largest banking group in France through the Banque Populaire and Caisse d'Épargne retail networks. Natixis Investment Managers' affiliated investment management firms include AEW; DNCA Investments³, Dorval Asset Management; Flexstone Partners; Gateway Investment Advisers; Harris Associates; Investors Mutual Limited; Loomis, Sayles & Company; Mirova; MV Credit; Naxicap Partners; Ossiam; Ostrum Asset Management; Seventure Partners; Thematics Asset Management; Vauban Infrastructure Partners; Vaughan Nelson Investment Management; and WCM Investment Management. Additionally, investment solutions are offered through Natixis Investment Managers Solutions and Natixis Advisors, LLC. Not all offerings are available in all jurisdictions. For additional information, please visit Natixis Investment Managers' website at im.natixis.com | LinkedIn: linkedin.com/company/natixis-investment-managers.

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¹ Cerulli Quantitative Update: Global Markets 2023 ranked Natixis Investment Managers as the 17th largest asset manager in the world based on assets under management as of December 31, 2022.

² Assets under management ("AUM") of current affiliated entities measured as of June 30, 2023 are \$1,230.1 billion (€1,127.5 billion). AUM, as reported, may include notional assets, assets serviced, gross assets, assets of minority-owned affiliated entities and other types of non-regulatory AUM managed or serviced by firms affiliated with Natixis Investment Managers.

³ A brand of DNCA Finance.

Press contacts:

Naxicap Partners

Valérie Sammut - Tel: +33 (0)4 72 10 87 99

valerie.sammut@naxicap.com

Weezevent Group

Pierre-Henri Deballon - Tel: +33 (0)6 62 46 30 92

ph.deballon@weezevent.com