

COMMUNIQUÉ

AUGUST DEBOUZY ADVISED TINYCLUES IN CONNECTION WITH ITS SALE TO SPLIO ALLOWING SPLIO TO BECOME THE LEADER PLATFORM IN AI-POWERED CRM

M&A | 15/03/23 | Philippe Lorentz Julien Wagmann Coralie Foucault Juliette Vachet Elie Bétard

PROPRIÉTÉ INTELLECTUELLE

August Debouzy advised Tinyclues, a company specialised in SaaS predictive marketing, which provided a solution based on Deep Learning (AI), as well as its main shareholders through its acquisition by Splio, CRM expert and developer of the SaaS Individuation® marketing platform which it provides to B2C customer marketing professionals.

Splio provides a solution based on Machine Learning (AI) which addresses the dual challenge of personalising the customer experience for each individual whilst offering marketers a simple solution for large-scale orchestration.

This acquisition allows Splio to acquire predictive engine developed by Tinyclues, winner of the Sammy Award for Product of the Year in 2021 and the Martech Breakthrough Award for Best CRM Solution for Enterprises in 2021 and 2022.

As a result of this acquisition, Splio group now has 250 employees in Europe and the MEA as well as a portfolio of 500 business clients from various industries and sizes.

August Debouzy advised Tinyclues on this transaction as well as on all its previous fundraisings in the last few years. The team was composed regarding corporate matters of Julien Wagmann (partner), Laure Khemiri (counsel), Coralie Foucault (senior associate) and Juliette Vachet (associate); and regarding tax matters of Philippe Lorentz (partner) and Elie Bétard (counsel).

Gide Loyrette Nouel advised Splio with Antoine de la Gatinais and Paul de France (partners) and Benjamin Dufour--Jules (associate).

