



7 June 2011

PRESS RELEASE

Strata advises Oxatis on the acquisition of certain assets of Actinic Software

Strata Partners is pleased to announce that it has advised Oxatis, the largest provider of e-commerce services to small & medium enterprises in France, Italy & Spain, on the acquisition of the brand, domain names and online customer base of Actinic Software business, the UK's leading e-commerce software provider to small & medium enterprises.

As part of the acquisition, Oxatis and Actinic have entered into a multi-year strategic partnership agreement in order to jointly transition Actinic's licence-based e-commerce software customers to Oxatis' SaaS solution. Both companies will collaborate to win new customers in the UK for Oxatis' SaaS solution, while allowing those customers who are committed to a licence based solution to continue to rely on Actinic's software suite.

Oxatis was established in 2001 in Marseille, France, by a team led by Marc Schillaci, who was a successful pioneer of e-commerce software in the US in the 1990s. Oxatis' powerful cloud-computing technology and pan-European growth strategy make it a European leader in delivering SaaS e-commerce solutions. Oxatis has over 6,500 confirmed customers in France, Italy and Spain over 300 certified Oxatis partners. Oxatis are backed by leading French venture capital firms A-Plus Finance and Crédit Agricole Private Equity.

Strata Partners acted as exclusive financial adviser to Oxatis on its UK M&A strategy. Strata mapped out the competitive landscape in e-commerce technology in the UK market and identified and approached the most appropriate potential targets for Oxatis. Once it became clear that Actinic Software provided the best potential fit, Strata managed the full buy-side execution process, including the negotiation of a very detailed termsheet outlining the key terms of the Asset Purchase Agreement, Strategic Partnership Agreement and Transition Services Agreement with Actinic and its shareholders.

Marc Schillaci, Founder & Chairman of Oxatis S.A. commented: *"We were very pleased with Strata's work on helping us identify a suitable acquisition target to fulfil our strategic goal of establishing a presence in the UK. The Strata team did a thorough market review, demonstrating deep knowledge of the market, and then worked with us every step of the way to finalise a deal with our preferred target within the timeframe we had set out from the start."*

For more information please contact:

Robert Lees
Strata Partners
+44 (0) 207 730 1200