

PRESS RELEASE

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Strata Partners advises Euronext-listed Oxatis on its acquisition of Channel Pilot Solutions

Strata Partners is delighted to announce that it acted as exclusive corporate finance adviser to Oxatis S.A. (Euronext: ALOXA) on its acquisition of Channel Pilot Solutions GmbH ("Channel Pilot"). Having advised Oxatis on its entry into Europe's largest e-commerce market, the UK, through the acquisition of certain assets of Actinic Software Limited in 2011, Strata is pleased to have advised Oxatis on a second acquisition, which provides an entry point into Europe's second largest e-commerce market, Germany.

Founded in 2012, Channel Pilot is a high-growth company that develops and sells product data marketing solutions allowing online merchants to list their catalogues on all the influential marketing networks (price comparison sites, marketplaces, etc.), analyse their performances and optimise pricing.

Market entry into the second largest e-commerce market in Europe

With this transaction, Oxatis has secured market entry into the no. 2 e-commerce market in Europe. B2C e-commerce revenue exceeded €85 billion in Germany last year and is expected to reach €93 billion in 2018 (i.e. growth of almost 10% year-on-year¹).

Strong technological synergies, 100% SaaS solutions that can be easily integrated with the Oxatis platform

Channel Pilot Solutions develops innovative multi-channel solutions designed to maximise visibility and boost online sales:

- Access to the main international price comparison sites (Google Shopping, Facebook, Kelkoo, Le Guide, etc.)
- Product catalogues connected to leading marketplaces (Amazon, eBay, Otto, Rakuten, etc.)
- Product listing and optimisation on Google Shopping, managed according to profit margin strategy
- Market price analysis and incorporation of competitive conditions in defining a dynamic catalogue pricing policy
- Data analysis and optimisation tools

These cutting-edge solutions will strengthen the Oxatis technological platform, which already boasts more than 400 features to help companies launch and develop their online shop.

The transaction

Retention and incentivisation of key members of the Channel Pilot management team was a key consideration in formulating the transaction structure. Strata helped Oxatis develop a transaction structure consisting of cash and share-based consideration, partially payable on completion and partially as deferred and earn-out consideration over the next three years.

¹ Centre for Retail Research. 2017 E-commerce Foundation.



About Oxatis

Oxatis is the leading e-commerce SaaS solution in Europe with more than 8,500 SME clients. Oxatis is a certified Google Premier Partner, recommended by Sage, and the exclusive e-commerce solution chosen by Crédit Agricole, Crédit du Nord Group, Crédit Mutuel–CIC Group and CEPAC. Oxatis has been listed on Euronext Growth since April 2018. Oxatis operates in four European countries (France, UK, Spain and Italy). For more information, please see www.oxatis.com.

About Strata Partners

Founded in 2002, Strata Partners is an independent corporate finance partnership headquartered in London that provides buy side and sell side mergers & acquisitions advice and capital raising services to technology and science-enabled businesses across the globe. Learn more about Strata at www.strata-partners.com.

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