

Paris, 23 September 2021

Press release

Opportunity has acquired MS Innovations, a cloud-based Conversational Marketing and Business Messaging 2.0 platform

This deal has enabled Opportunity to deliver three-digit growth and achieve the targets set during the LBO led by Omnes Capital **in just 24 months**. The proven quality and performance of the solutions offered by Opportunity and MS Innovations have attracted a Blue-Chip customer base thanks to their rich functional features and their simplicity. The new group positions itself as the European leader in solutions for digitising customer pathways.

With over 5,000 customer accounts, MS INNOVATIONS, led by Thierry Dusautoir, César Camy and Thomas Fauq, has firmly established itself in the field of **conversational marketing and business messaging 2.0** in just a few years. MS Innovations is a key player in France and Africa thanks to its ability to support businesses at every stage of the customer journey with SaaS solutions offering contextualised interaction with customers in real time.

“The merger with Opportunity and access to its omni-channel CPaaS (Communications Platform as a Service) platform and AI will enable us to offer businesses innovative tools that can help them return to growth and quickly improve ROI on their marketing campaigns. It will also enable the companies of all sizes that have placed their trust in us to simplify customer journeys and give them unparalleled experiences,” says Thomas Fauq, CEO of MS Innovations.

The enhanced Opportunity platform will offer European businesses powerful tools for ensuring personalised mass experiences, **enriching and automating interaction from digital channels**, innovating with voice signature, faster debt collection and measuring the customer experience in an unprecedented manner.

“This acquisition will bring outstanding talents to our teams and enhance our ability to consistently deliver innovative solutions, thereby giving our customers a competitive advantage. Our goal is to enable businesses to become part of the daily lives of people worldwide by accelerating their digital transformation and facilitating their entry into the conversational age.” Anthony Dinis, Chairman and Chief Executive Officer, Opportunity.

“Over the past year and a half, Opportunity has continued to grow strongly, exceeding our roadmap. This first build-up, carried out over the counter, strengthens Opportunity's expertise and know-how at the strategic and technological levels, as the original deal's business plan targets have already been achieved.” Frédéric Mimoun, Senior Director, Omnes

Conversational Marketing and Business Messaging are increasingly essential for brands and are growing fast, driven by the new possibilities offered by Whatsapp for Business and conversational RCS, which promise simpler customer pathways and a more personalised user experience. Natively embedded in smartphones, RCS (Rich Communication Services) allows companies to give customers completely new experiences by interacting with them in their SMS applications, with content enriched with personalized clickable buttons, suggested replies, videos or audio messages, as well as location data without any need for downloading. RCS is already deployed in France, driven by US giant Google. This new communication protocol is ready to replace SMS messaging by making customer interactions more personal, faster and completely secure.

The deal was financed by Andera Acto, a partner of the group since the spin-off, via its ActoMezz III Fund.

About Opportunity

Opportunity is a major player in cloud solutions for digitising customer journeys, offering simple, fast and secure marketing, customer services and debt collection solutions for ensuring a successful digital and mobile transition. Simple and free of obligation, Opportunity's communications platform as a service attracts businesses of all sizes seeking to enrich, personalise or automate their customer relationship.

About Omnes

Omnes is a leading private equity and infrastructure investor. With €5 billion in assets under management, Omnes provides companies with the capital they need to fund their growth, in three key areas: Venture Capital, Growth and Buyout Capital and Infrastructure. Omnes is wholly owned by its employees. Omnes is committed to ESG issues and has set up the Omnes Foundation to fund initiatives in favour of children and young people. It is a signatory to the United Nations Principles for Responsible Investment (PRI). www.omnescapital.com

Participants:

Vendor Founder/Management: César Camy, Thierry Dusautoir and Laurent Silva. (They will continue the adventure as Senior Advisors)

Opportunity: Anthony Dinis, Eric Viel and Roger Lei

Omnes: Frédéric Mimoun, Senior Director, and Victor Versmee, Associate

Advisors to the Buyer:

LL Berg (Corporate): Olivier Abergel, Gaëlle Quillivic, Julien Carrascosa, Leslie Batazzi

Orsan (Legal): David Sebban

Mamou Boccara (Tax): Laurent Mamou

Vivien et Associés (Social): Marie-Emilie Rousseau-Brunel

Next! Financial Advisors: Hervé Krissi

Aurys (Evaluation): Ghislain d'Ouince

Advisors to the Vendor:

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Cabinet GAFTARNIK LEVI LE DOUARIN (Corporate): Sarah Mobtahij and Mickaël Levi

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