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#PAYMENT #FINTECH

IZICAP announces a €6 million Series A fundraising

The specialist in transforming payment data into a loyalty tool for local stores will finance its European expansion and recruit new talents.

Nice, July 4 2018 – IZICAP, creator of a SaaS platform to collect, analyze and monetize payment data for local stores, announces today a €6 million fundraising from Seventure Partners and Entrepreneur Venture.¹

Financing European ambitions

This raising will allow IZICAP to continue its European expansion and recruit about 100 people over an 18-month period to reinforce its team (currently 40 people).

IZICAP develops a SaaS platform enabling banking networks to bring new value-added services to their customers. Thus, by collecting, analyzing and enhancing payment data, IZICAP offers a unique opportunity for local stores to benefit from a powerful marketing and loyalty tool to increase their sales. IZICAP makes it possible to turn the payment card into a loyalty card and to digitize the local stores marketing.

IZICAP, which already serves Crédit Agricole, Banque Populaire and Caisse d'Epargne, TOP 3 of the local banking networks, is deploying its solution across Europe.

"We are very proud to be supported by Seventure Partners and Entrepreneur Venture," comments Reda El Mejjad, co-founder and President of IZICAP. "Our technological solution and associated services enable local stores to benefit from a loyalty and digital marketing tool just as powerful as those used by large scale retail chains. Integrated into banks' service catalogues, our solution also enables banking networks to strengthen the relationship with their clients and enable them to increase their turnover.

"We are very pleased to support IZICAP in its expansion," adds David Manjarrès, Director of Digital Technologies at Seventure Partners. "This investment is perfectly aligned with our investment strategy always focused on digital tech and notably in Fintech. IZICAP has developed a very powerful technology allowing to value payment data, which is according to us, one step ahead of their competitors in Europe. »

"We were impressed by the complementarity and vision of the team of IZICAP' founders," adds Marouane BAHRI, Investment Director at Entrepreneur Venture. "They have convinced the largest

¹ The repartition between the 2 investors is not public.

banking networks in France to integrate their solution to enrich their payment offer, making it a unique and powerful loyalty tool, accessible to all. We have decided to support them in their national accelerated deployment phase, with the ambition of conquering several new European territories within 24 months. »

IZICAP acts as a trusted third party and benefits from PCI-DSS certification. IZICAP solutions are proposed in partnership with banks and players in the electronic payment industry. "By transforming Big Data from payment data into intelligible and intelligent information, we enable the banking industry to create value and bring essential expertise to local stores," adds Reda El Mejjad.

The operation has been conducted by 66NTH.

About Seventure Partners

With over €690m in assets under management as of the end of 2017, Seventure Partners is a leading venture capital firm in Europe. Since 1997, Seventure Partners has invested in innovative businesses with high growth potential in two fields: Digital technologies in France and Germany, and Life sciences across Europe and North America.

In Digital technologies, the three main areas of focus include Fintech / Insurtech, innovative services and software. Investments can range between €500 000m and €10m per round, or up to €20m per company, from early to late stage.

For more details: www.seventure.com / Twitter @SeventureP

A propos d'Entrepreneur Venture

Founded in 2000, Entrepreneur Venture is an AMF and AIFM approved independent asset management company, specializing in private equity, owned and managed by its founders. It manages more than 35 Investment Funds (FIP, FCPI, FCPR), covering 12 metropolitan regions with total assets under management of over €700 million. Entrepreneur Venture Gestion's founders are entrepreneurs who have successfully gone through the various stages of a company's life: creation or turnaround, sale or IPO. The members of the team have carried out more than 140 investment operations, as minority partners, a majority of which in digital (e-commerce, SaaS, IT, AI, digital marketing, Adtech).

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