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Oxatis Group, leading Cloud-based e-Commerce Firm, Announces Fundraising of €5 million to accelerate its European expansion

Oxatis Group, the leading European e-Commerce solutions provider with over 10,000 active e-Commerce sites announced today a fundraising of €5 million from private investors secured by Arkea Capital and current investors. Oxatis Group trades under the Actinic brand in the UK, the Xopie brand in Spain and MYTHO in Italy.

Commenting on the announcement, Marc Schillaci, CEO of Oxatis Group said:

"This significant funding reflects the dynamic growth of our business which we owe to our unique cloud based e-Commerce solution."

We have the ambitious goal to quadruple our turnover in the following 5 years, building on the quality of our solution, the expansion of our sales force and the intensification of our international approach in the four European countries where we operate: the UK, France, Spain and Italy." He added: "We are delighted to have convinced ARKEA CAPITAL and private investors to join us on this journey. This fundraising, combined with renewed backing from A Plus Finance and OMNES CAPITAL is testament to their confidence in us and represents a vital asset in achieving the ambitious goals we have set."

Oxatis Group is the only European e-Commerce player using a cloud development environment, offering SMEs a comprehensive e-Commerce solution that outstrips its rivals due to its ease of deployment, the continuous development of new features and site improvements as well as its powerful technical performance – a unique combination of key factors in an increasingly competitive environment.

Oxatis Group has unveiled a three-pronged approach to support its development over the next 4 years:

Research and development

This latest fundraising will allow Oxatis Group to pursue its innovation strategy by strengthening its R&D team. Following the acquisition of SAGE's e-Commerce division in 2014 and an exclusive partnership allowing Sage to distribute its e-Commerce offer, Oxatis Group will continue to invest in the B2B sector, a market that's projected to grow over 15% annually over the next 4 years (Source: Forbes).

Furthermore, drawing on the best practices for e-Commerce, proven successful in the US, for example Web to Store, mobile commerce and suggestive selling, Oxatis Group continuously incorporates new features such as a fully optimised mobile site that has allowed some of its clients to realise almost 50% of their turnover on their mobile channel alone.

Between this year and next, more than 70 features will have been added to the solution and deployed for the benefit of its customers. *"With SaaS, all the best technology is instantly delivered to all our e-merchants,"* said Marc Heurtaut CTO and co-founder of Oxatis Group.

Increasing the internal sales force, and strengthening partnerships with ERP publishers and European banks

Oxatis Group aims to expand its SME portfolio by increasing its sales teams and redoubling its marketing activities. "We will strengthen ties with our 450 re-sellers in Europe who bring in valuable knowledge about local businesses and are vital partners in the success of their e-Commerce projects." adds Florence Caillat, Director of International Sales with Oxatis.

Oxatis Group will also strengthen its relationship with Sage Group in the UK, Spain, France and Belgium (with 2 million business customers). For the last two years Oxatis Group has been the fully integrated e-Commerce solution for the entire Sage Group, chosen for the quality of its SaaS architecture and the seamless interface between Sage's business software and the Oxatis e-Commerce solution. Oxatis Group has also been chosen as the exclusive partner of Team-System Group (with 300,000 business customers) in Italy.

Capitalising on its SaaS offer, Oxatis Group is also pursuing a partnership strategy within the banking sector.

By extending its successful partnership with Crédit Agricole Group (CA is one of the largest banking groups in Europe, supporting its customers' projects in Europe and around the globe), Oxatis Group provides a practical and customisable solution to banks that want to expand their business services to SME customers: the ability to move from a simple payment tool to a complete, secure and centralised online business solution. Two new banks are in the process of being signed to equip several thousand more SMEs.

European Development

Oxatis Group aims to consolidate its leading position in its four priority markets (UK, France Spain, Italy) which together account for 60% of the European e-Commerce market, itself the number one e-Commerce market in the world. Europe's diverse payment and logistics systems, languages and regulations allowed Oxatis Group to acquire a unique position in this dynamic market. Oxatis Group will use the raised funds to further develop their expertise and increase the share of its turnover outside France from 20% today to over 50% by 2020.

"We are very pleased to support Oxatis group and participate in the acceleration of its growth. The competence of their teams combined with its excellent customer service and the overall quality of its solution are compelling advantages for continued successful international expansion," – said Pierre-Emmanuel Boulic, Director of Innovation at ARKEA CAPITAL.

"The Oxatis group's year-on-year growth demonstrates the relevance of its solutions and the dynamism of the market. OMNES CAPITAL is delighted to repledge its support to Oxatis group and partner with them in reinforcing its position as Europe's leading e-Commerce solution in the cloud," –said Renaud Poulard, Venture Capital Partner at OMNES CAPITAL."

"A Plus Finance has supported Oxatis Group in its development since its first fundraising. The arrival of private investors, represented by ARKEA CAPITAL, will further accelerate the international growth of the company. Oxatis has successfully built a loyal customer base among small and medium sized businesses removing the first obstacles businesses encounter in achieving online success," –said Niels Court-Payen.

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About Actinic UK (part of the Oxatis group)

Founded in 2001, Actinic offers a high performing, comprehensive e-Commerce solution for SMBs. With over 10,000 e-tailers, (England, France, Spain, Italy) across 21 industries and a revenue growth of over 30% per year, Actinic is the leading e-Commerce solutions provider in Europe. Based on a SaaS technology model, Actinic provides many unique advantages; a wealth of features, reliability, quick to start and continually evolving to keep in line with the latest e-Commerce developments. In May 2014, the Oxatis Group, of which Actinic is an integral part, was chosen by Sage (representing more than 900,000 corporate clients throughout England, France and Spain) to complete their business software package and become their exclusive e-Commerce provider for France, Spain and Belgium. Actinic's growth is based on the quality of its solution and continued innovation (Big Data, etc.). This success also lies in a growing awareness

of the benefits of the SaaS model, which represents a 25% market share in the United States compared with only 10% in Europe. According to a KPMG- Actinic study, Actinic e-Commerce sites are significantly more profitable than the average (75% balanced their budgets compared to only 45% on average - Source: Study Webloyalty / CCM Benchmark). Since 2008, Actinic has enjoyed the full support of prominent investors, such as A Plus Finance and OMNES Capital.
www.actinic.co.uk