



PRESS RELEASE

Paris, 3 November 2022

Hoche Avocats advises IK Partners in the context of its investment in Plus que PRO, the French digital platform and services company, alongside the co-founders Gregory Regouby and Sacha Goepp

Founded in 2014 in Alsace, France, Plus que PRO is a digital platform which enables craftsmen and small to medium-sized enterprises (SMEs) elevate their online presence, drive revenue and margin growth as well as protect and improve their reputation, while also providing consumers with a tamperproof review hosting service based on blockchain technology. Plus que PRO employs 190 people and has a growing subscriber base of thousands of business-to-business and business-to-consumer businesses in France, with a particular focus on the Construction as well as Business Services sectors.

With IK Partners' backing, Plus que PRO will be well-positioned to expand its share of the digital services market for SMEs and support its growth plan. IK Partners' experience in both the French market and with similar tech-enabled Business Services companies will enable Plus que PRO to roll out new and complementary solutions while marketing its consumer feedback solution to a wider range of enterprises.

Through this new partnership with IK Partners, Plus que PRO aims to accelerate its franchise roll-out, further support its partners' growth and continue to invest in R&D to enhance its product offering. Plus que PRO will continue to be led by Gregory Regouby, Sacha Goepp and their team.

The investment was made from the dedicated pool of Development Capital within the IK Small Cap III Fund, which held a final close at its hard cap of €1.2 billion last year.

About IK Partners: IK Partners is a European private equity firm focused on investments in the Benelux, DACH, France, Nordics and the UK. Since 1989, IK Partners has raised more than €14 billion of capital and invested in over 170 European companies. IK Partners supports companies with strong underlying potential, partnering with management teams and investors to create robust, well-positioned businesses with excellent long-term prospects. For more information, visit www.ikpartners.com.

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IK Partners' counsel: **Hoche Avocats** – corporate: Grine Lahreche (partner), Audrey Szultz (associate) and Marie Terlain (jurist); tax: Jérôme Mas (partner); finance: Ariane Berthoud (partner)

Gregory Regouby and Sacha Goepp's counsel: **Simon Associés** – corporate: Jean-Charles Simon (partner), Arthur Anton (partner) and Lara Boursier (partner); finance: Christelle Salmon-Lataste (partner)

Lenders' counsel: **Cards Avocats**: Chucri Serhal (partner), Carole Geara (associate) and Othmane Mestari (associate)

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About Hoche Avocats:

Hoche Avocats currently has more than 75 lawyers and legal professionals including 20 partners. The firm offers its French and international clients comprehensive legal advice and support in the major areas of business law. Hoche Avocats supports and assists its clients at all stages of their projects' development, in order to help them meet current challenges and achieve their growth objectives.

For more information, please visit: www.hoche-avocats.com

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