

Sofinde and Deparco join forces to further strengthen the growth and innovation of MEDIAGENIX

Groot-Bijgaarden (Belgium), 18 November 2020. MEDIAGENIX brings private equity firm Sofinde on board as a strategic partner. The aim is to further implement their strategy of strong global growth as a leading player in the field of innovative Content Supply Chain Management solutions for media companies. Sofinde will join majority shareholder Deparco as a new partner.

With the entry of Sofinde, MEDIAGENIX takes the next step in further expanding and staying at the forefront of innovation amid accelerating change in the global media landscape. This follows the appointment earlier this year of Fabrice Maquignon as the new CEO who is to lead the company to its breakthrough as a mature global player. This new step will also further strengthen MEDIAGENIX in their efforts to continue to develop their product, WHATS'ON, and their services at the level where they anticipate the media companies' need for greater flexibility, scalability and efficiency.

Dirk Debraekeleer and Fabrice Maquignon, respectively Chairman of the Board and CEO of MEDIAGENIX: "By partnering with Sofinde MEDIAGENIX takes an investor on board with the knowledge needed to help us make the right strategic choices and attain business maturity on a global scale. In the fast changing global media industry our customers need to strengthen their entire Content Supply Chain management to meet the demand from more targeted audiences, the shifts in revenue models and the added complexity of their operations. Our platform WHATS'ON delivers a closed loop Content Supply Chain orchestration which drives automation of their back office and major efficiencies from acquisition, rights management, planning and multi-channel scheduling to publication and smart analytics. Our international customer portfolio includes BBC, DAZN, Disney+, ViacomCBS and recently France Télévisions, to name but a few. This proves that MEDIAGENIX can deliver for all segments of the Industry around the world. We are pleased to welcome Sofinde on board to help us take our solutions and services to the next level of strategic content supply chain optimization."

Eric Van Droogenbroeck and Carlo Daelemans, partners Sofinde:

"MEDIAGENIX is a global player in the field of broadcast management software, which manages the business of multi-platform TV for over 100 of the world's top TV and media companies. We are excited to team up with Deparco in order to support the company and its management team as they continue to consolidate their leading position in helping media companies monetize their assets."

Bruno Denys and Wouter Wouters, respectively CEO and Investment Manager at Deparco:

"We're convinced that combining the financial expertise and the investment management practices of Sofinde with the hands-on and entrepreneurial approach of Deparco shall be a great fit for MEDIAGENIX. Sofinde's tailor-made and human approach to value creation make them the ideal partner to help ensure sustainable success without watering down the unique MEDIAGENIX company culture."

About MEDIAGENIX

MEDIAGENIX develops and implements WHATS'ON, the most advanced platform for managing and programming radio, TV and online content channels, and orchestrating the content supply chain. On premise or in the cloud, our modular and scalable solution sits at the centre of future-proof media operation ecosystems.

With more than 250 employees working from offices in Europe, America and Asia, we enable customers on all continents to strategically run a mix of OTT, VoD and Linear business, supporting their content workflow and helping them drive efficiencies from acquisition, rights management, planning and scheduling to publication and beyond. Our platform WHATS'ON also integrates with best-of-breed niche applications to drive content/rights/media/EPG/finance workflows as a central system.

More than 120 media networks with thousands of channels and services worldwide work in co-creation with us as we constantly improve our software and innovate. This has put us among the top of tech vendors in the international media industry.

More information on www.mediagenix.tv.

About Sofinde

Sofinde is a leading independent private equity firm, specialized in buyout and growth capital for small and mid-sized companies in the Benelux region. Sofinde was founded in 1991 by Sofina and Colruyt, two prominent family-controlled publicly listed groups. Throughout the years, Sofinde has evolved into a fully independent investment team supported by a large number of respected family offices and international institutional investors.

The Sofinde funds have made equity investments of more than 280 MEUR in more than 50 companies. Currently, the Sofinde Management team manages the Sofinde IV fund (°2015) with committed capital of 107 MEUR and the recently raised Sofinde V fund (°December 2019), with total commitments of 170 MEUR. Just like Sofinde IV, Sofinde V realizes equity investments in successful Benelux-based SMEs, in partnership with the entrepreneurs and management teams of these companies, to support their further growth.

More details on our website: www.sofinde.com

About Deparco

Deparco is the investment company of Bruno Denys and his family. Since 2000 Bruno Denys has been active as founder of consulting companies (AE NV, Resilient NV,...) and business application companies in well-defined niches (MEDIAGENIX, C-Quilibrium,...). As a people oriented investor with an entrepreneurial mindset, Deparco supports its existing participations as a long term investor and invests in new opportunities as co-investor with founders, managers, private investors and private equity funds.

For more information about Deparco see www.deparco.be.

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