



Bordeaux, May 16th 2013

## NP6 makes a strategic move by acquiring SOCIO Logiciels, the french leader in statistical data analysis and modelling

**As part of its strategic development NP6 group, the e-marketing solutions editor, acquires a mathematical know-how to satisfy growing needs in data intelligence.**

The NP6 group, specialist in e-marketing SaaS solutions, offers a complete e-marketing expertise which is organised around five main fields: data management, multi-channel campaigns, e-CRM programs, deliverability and e-mail marketing consultancy.

MailPerformance, NP6's e-CRM multichannel routing solution, is the only ISO 9001 certified e-mailing platform since 2001. In 2012, MailPerformance has sent over 12 billion e-mails and 7.5 million SMS with a 98% deliverability rate, one of the highest rates in the European market.

The NP6 group, present in France and the UK, continues its international expansion through sustained growth and acquisition of new assets. Recently, the company has acquired B2D1, an e-marketing consulting agency, and opened its capital to Naxicap Partners and Initiative & Finance, who joined Turenne Capital to support the group expansion plans.

NP6 today aims to focus its development strategy around the data intelligence and announces SOCIO Logiciels acquisition.

### **SOCIO Logiciels, data intelligence expert**

Since 1976, SOCIO Logiciels is a key player in the data intelligent use. Their expertise is currently based on three main areas: the statistical data analysis, data mining and geo-marketing, as well as data mining software development.



Concerning the treatment of statistical analyses, SOCIO Logiciels generates more than 5 million euros yearly turnover.

It now offers its expertise to various big companies, advertising agencies and research institutes.

### **UNIQUE offer around the treatment of the data**

Thanks to this acquisition strong synergies will take place around data intelligence. NP6 benefits from the expertise of SOCIO Logiciels, particularly in the areas of data mining and geo-marketing. In the meantime SOCIO Logiciels will develop SaaS solutions in collaboration with NP6 experts.

To go further, thanks to this acquisition, innovative services and solutions will be born taking the best of the both companies, NP6 as a key player in Cloud solutions editing, and SOCIO Logiciels in data management and analysis. This fusion will place NP6 group as a reference in the consumer insight.

Jacques Paget and Christian Delom accompanied by Stéphane Boucharenc and Thierry Vallaud, SOCIO Logiciels directors and their teams are going to integrate NP6 group which now **counts 90 experts and has at present over 15 million euro turnover.**

Stéphane Zittoun, CEO of NP6: *"The market expectation is high and there is no SaaS actor dedicated to operational marketing that has added a Business Intelligence activity of that level. This acquisition is a subsequent move that our customers have expected, and our prospects will discover soon."*



Jacques Paget, one of two SOCIO Logiciels directors: *"We are sure that the SOCIO Logiciels adventure will accelerate thanks to NP6. This decision was not taken lightly but with the certainty that SOCIO Logiciels and NP6 together are going to create more opportunities for us to deliver the most appropriate solutions to the market and continue developing the historical SOCIO Logiciels offers."*

#### **About NP6**

*The NP6 group, the e-marketing solutions editor founded in 1999 by Stéphane Zittoun, will generate at the end of this operational year 2013 more than 15 million euro turnover. The group provides a complete vision of e-marketing campaigns from consulting to implementation and routing of e-mail and SMS marketing campaigns, through its MailPerformance solution.*

*Based in France and the United Kingdom, after this fusion NP6 group will count nearly 90 employees and 700 customers.*

They choose NP6: Microsoft, Natixis CDiscount.com, Canal+ group, E. Leclerc, Easyvoyage, TF1 Group, Casino group, Total France, Lucien Barrière group, Bouygues Telecom, LVMH, GDF Suez, Home, Paragraph, MMA...

[www.np6.com](http://www.np6.com)

#### **About SOCIO Logiciels**

SOCIO Logiciels possesses a mathematical expertise around its five business units, which enabled it to become a reference partner. SOCIO Logiciels team consists of statisticians, IT-specialists and all kind of data scientists:

- data analysis
- data mining and modelling
- geomarketing
- decision makers
- training

Founded in 1976 by Joseph Leon, appropriated in 1998 by its current directors the company has grown from a dozen employees to more than 40 and from 150 000 euros to 5.2 million euro in 2013 while keeping the values of transparency and know-how that are the DNA of its success.

[www.SOCIO.fr](http://www.SOCIO.fr)

---

## **Press Contacts**

### **NP6 Group**

#### **Paulette Alson**

*Communication manager*

Tel. +33 (0)5 57 22 27 85

pa@np6.com

### **LEWIS PR**

#### **Morgane Meyer**

Tel. 01 55 31 75 61

Morgane.meyer@lewispr.com

Raphaële Coulot-Brette

Tel. 01 83 94 04 99

Raphaelle.coulotbrette@lewispr.com