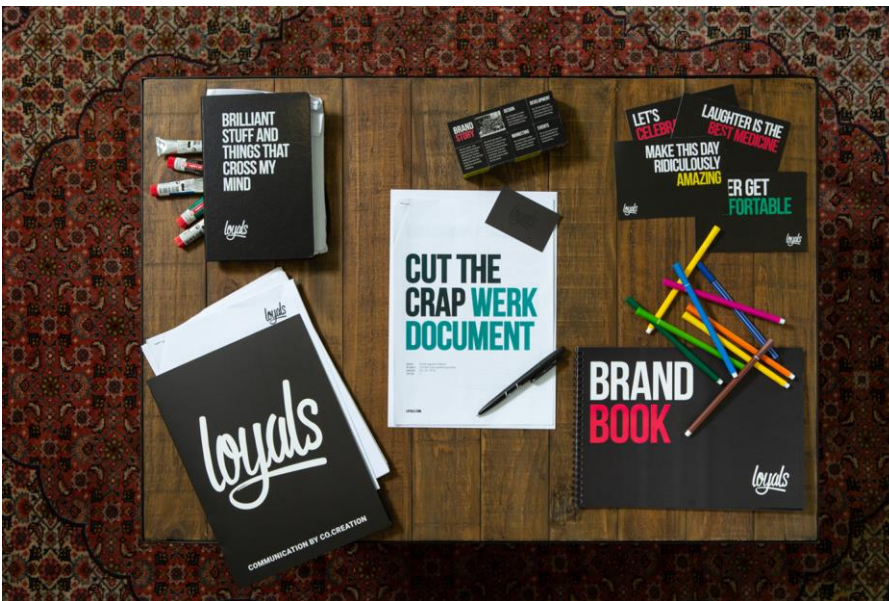




Loyals and Sofindev conclude a partnership in support of further growth of Loyals

October 19th 2021

With the objective of strengthening the growth of Loyals, Youri Lieberton and Jerry Remmers, managing directors and shareholders of Loyals, have reached an agreement with Sofindev on a partnership and entry into the capital of the group. Youri Lieberton and Jerry Remmers remain important shareholders and are responsible for the day-to-day management of Loyals. This partnership marks the fifth investment of the Sofindev V fund and underlines the Benelux focused strategy of Sofindev.



About Loyals

Loyals, based in Mijdrecht, the Netherlands, is a fast-growing full-service agency for branding and digital transformation with a history of more than 20 years. Under the leadership of experienced entrepreneurs Youri Lieberton and Jerry Remmers, the company evolved into a prominent digital agency focused on the Dutch mid-market. Amongst its clients are many small to medium-sized businesses, but also (semi-)public authorities.

Loyals is established on a solid technical foundation that has been complemented by a strong marketing team. With a team of about 50 employees, the organization operates with a full-service business model with a focus on Strategy, Design, Creation of brand identity and brand experience, (online) Marketing, Development and Hybrid events. This enables Loyals to deliver custom solutions for its clients as one company and one team, whereby Loyals forms a strategic partnership with its clients' senior management and operates as extension of their organisations for branding and digital transformation.

With the entry of Sofindev, Youri Lieberton and Jerry Remmers have attracted a strong financial and strategic partner, enabling Loyals to further accelerate its strong growth path. Building on its purposely focused suite of specialised digital services, the intention is to scale the platform through expansion of the existing team and

competencies. In addition, Loyals will selectively assess strategic acquisition opportunities where these are complementary to or a further deepening of the existing service offering.



Youri Lieberton and Jerry Remmers, Managing Directors, of Loyals:

“The partnership with Sofindev is the result of a well thought out process. Throughout the years we have built a strong position with Loyals in the area of branding and digital transformation. In our ambition to further grow and evolve Loyals on a standalone basis in the dynamic and consolidating market of digital agencies, we chose to onboard a financial partner that can support us strategically and provide additional firepower to realise our own growth plan.

We found the right partner in Sofindev for jointly rolling out our strategy. With Sofindev we have a complementary partner on board that shares our values and has a mindset and vision which perfectly fits with the current needs and ambitions of our company. With the contribution of Sofindev we are ready to take the next step in strengthening our incumbent market position and expanding our service offering.”

Maurice van Veggel and Carlo Daelemans, Partners Sofindev:

“Loyals is a leading player in the Netherlands in the area of branding and digital transformation for medium-sized businesses. With its service offering and approach Loyals responds to the increasing need in the market for digital solutions. The management of Loyals has invested significantly in the platform in the past years allowing it to embark on the next phase of its growth plan. This partnership fits perfectly within our strategy

to support the growth of prominent organisations and to add meaningful value in partnership with the existing owners.”

While being an active player for many years in the Netherlands through its Belgian portfolio companies, Sofindev realises with Loyals its first platform investment in the Netherlands, confirming its focus on the Benelux and its ambition to broaden its geographical investment focus from Belgium to the Benelux.

About Loyals: <https://loyals.com/nl/about-us>

About Sofindev:

Sofindev is a leading independent private equity firm, specialized in buyout and growth capital for small and mid-sized companies in the Benelux region. Sofindev was founded in 1991 by Sofina and Colruyt, two prominent family-controlled publicly listed groups. Throughout the years, Sofindev has evolved into a fully independent investment team supported by a large number of respected family offices and (international) institutional investors. Amongst them are also the entrepreneurs and owners of family businesses which Sofindev invested in in the past.

The Sofindev funds have made equity investments of more than 300 MEUR in more than 50 small and medium sized companies. Currently, the Sofindev Management team manages the Sofindev IV fund (°2015) with committed capital of 107 MEUR and the recently raised Sofindev V fund (°December 2019), with total commitments of 170 MEUR. Just like Sofindev IV, Sofindev 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.sofindev.com