



Loyals Group strengthens its design- and development activities with the acquisition of Stimmt

January 20th 2021

Loyals has formed a partnership with the digital agency Stimmt in line with its strategy to expand its service offering in digital transformation and branding. Stimmt is the first acquisition of Loyals since the entry of Sofindeo in October 2021 and underlines Loyals' ambition to expand its position as full-service digital agency in specific domains and across different regions.



About Stimmt

Stimmt is a dedicated team of specialists in design and development of websites, webshops and web applications, with locations in Enschede and Amsterdam. The company was founded by Nick Velten in 2010 and has grown, supported by Danny de Wit, into a leading player in the area of digital solutions where the customer journey is central.

Nick Velten and Danny de Wit, Stimmt:

"Stimmt has the ambition to grow more and faster. In that regard, we sought partners that wanted to realise this growth with us. Therefore, we joined Loyals Group and together we want to build a group of specialised agencies spread over the country focused on different domains. The objective of the group is to be able to provide a broader service offering to our clients."

"We had an immediate connection with Youri and Jerry and we strongly believe in the platform that they have built to grow into a full-service agency by adding new agencies and disciplines, and thus be able to support our clients even better in the area of digital transformation."



Youri Lieberton and Jerry Remmers, Loyals:

“With its focus on design and development of digital solutions, Stimmt has grown significantly and is very complementary to the services of Loyals. We are delighted to welcome Nick and Danny as strong partners on board that share the same vision and mindset. In addition, we will also have more local coverage in the Netherlands with Stimmt’s offices in Enschede and Amsterdam.”

“Our goal has always been very simple: we want to be the best agency for the mid-market in the area of digital transformation and branding. This ambition goes hand in hand with having the best people around us, which means we have to grow, focus and make choices. In a consolidating market you can either start acquiring players or you will be acquired. We decided to go for the first and are very ambitious in our growth strategy. Thanks to external capital and support from Sofindev we are now ready to bring the best people together in achieving our goal.”

“In the past 20 years we have seen that our services have become indispensable and that the market consolidation is accelerating. We also notice that our SME clients are seeking one agency that can unburden them in different domains. Clients want one point of contact for their digital strategy and execution. By positioning ourselves as a full-service platform with in-house specialists in different domains we can tackle all their digital challenges, also given we are the first group in the Netherlands with 100% focus on SMEs.”

Sofindev:

“Stimmt marks the first acquisition since the entry of Sofindev and fits perfectly in the strategy of Loyals to continue to service the increasing need of clients for digital solutions, organically as well as through external growth.

Under leadership of Nick Velten and Danny de Wit, Stimmt has succeeded in differentiating itself with its high-quality solutions thanks to its talented and motivated team of professionals. We are very happy that they have chosen to partner with Loyals which will enable them to further expand their service offering towards clients.

Recently Loyals also acquired the video content producer PPCRN which will allow the group to meet the strong demand from clients for video content.”

About Loyals Group:

Loyals is a fast-growing full-service agency for digital transformation and branding with a history of more than 20 years. The experienced entrepreneurs behind Loyals, Youri Lieberton and Jerry Remmers, have built the organisation into a prominent digital agency focused on the Dutch mid-market. Loyals has many small to medium sized companies, but also (semi)public authorities as clients.

Loyals Group helps small to medium sized companies with a turnover between 20 and 250 million euros to grow through digital transformation and through defining its brand strategy. Through an active buy and build strategy Loyals Group is strengthening its full-service offering of services with specialised labels in digital innovation, content, marketing and branding. The labels each add value in their own domain but work towards one common goal: the success of its clients.

More details on our website: www.loyalsgroup.com

About Sofindev:

Sofindev is a leading independent private equity firm, specialised 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 realises 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