



Digital innovation agency Gravity joins forces with Loyals Group

February 21st 2022

In the context of Loyals Group's ambitions to become a full-service digital agency with specialised labels, Loyals Group has added Gravity to the group as new label, a renowned player in the field of digital innovation and platform development. This marks the second add-on acquisition of Loyals since the entry of Sofindev in October 2021, following the acquisition of webshop and website developer Stimmt. Loyals previously acquired video content agency PPCRN.



About Gravity

Gravity, based in Amersfoort, offers digital and innovative solutions for platform and app development. The company was created in 2017 by spinning off the web development activities from the hosting branch iOnline, which was founded in 2010 by Marco Groenendijk. This allowed Gravity to focus on its core business and further invest in the professionalisation of the company. Today, Gravity employs more than 30 specialists.

Within the group, Gravity will play an important role in the field of digital innovation and platform development. Gravity will retain its own identity and workflows and will work closely with the other labels. This allows the agency to support its existing and new clients even broader in the field of digital work processes, development, innovation and design thinking. Marco Groenendijk takes on a leading role as Group Director of Loyals Group, in which he will support the management of the individual labels in their development, growth and cooperation.

Marco Groenendijk, Gravity:

"The plans of Youri Lieberton and Jerry Remmers fit very well with the development of Gravity and myself, as well as the DNA with which they lead their company. Investor Sofindev also gives a lot of space and confidence and has an entrepreneurial spirit. We believe that there is a lot of added value from joining Loyals Group, such as recruitment, HR, finance, and sales, which can be centralised, making us stronger, more comprehensive, and more flexible. Given our one P&L structure, we can also easily play with over- and undercapacity of

personnel and compare different benchmarks. This is unique and makes us an attractive partner for new labels, employees and clients."



Youri Lieberton and Jerry Remmers, Loyals:

"The acquisition of Gravity is a great new chapter in the growth of Loyals Group. Their specialist knowledge and years of experience in the field of digital innovation make our group even stronger. With all the talent within the collection of agencies, we are more than ready to realise our growth ambitions. This year we will onboard at least two more new labels, for which the preparations are in full swing.

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."

Sofinddev:

“Gravity marks the second acquisition since the entry of Sofinddev and fits perfectly with 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 Marco, Gravity has succeeded in differentiating itself with its innovative, tailor-made solutions that address complex customer issues in digital strategy, UX & UI design, technology and data & insights.

We are grateful for Gravity's confidence in Loyals to build its full-service offering together and to be able to meet customers' expectations even more in their digital transformation journey."

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 Sofinddev:

Sofinddev is a leading independent private equity firm, specialised in buyout and growth capital for small and mid-sized companies in the Benelux region. Sofinddev was founded in 1991 by Sofina and Colruyt, two prominent family-controlled publicly listed groups. Throughout the years, Sofinddev 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 Sofinddev invested in in the past.

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

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