



## Loyals Group strengthens its service offering with sixth label Smartranking

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SEO agency Smartranking joins Loyals Group, which is a major step forward in the growth ambition of the fast-growing digital agency group in the Netherlands. With this, Loyals Group strengthens its service offering in digital transformation and brand building with a specialised label in online marketing and can offer improved and extended services to clients. In addition, Loyals Group further expands its presence in the Netherlands geographically with a new branch in Groningen, in addition to existing locations in Mijdrecht, Enschede and Amsterdam.



As a result of the acquisition of Smartranking the fourth addition since Sofindex's entry after development agencies Stimmt and Gravity and production agency PPCRN, Loyals Group now consists of six labels (Gravity, Stimmt, Loyals, Huray, PPCRN and Smartranking) each with their own specialism but at the same time perfectly and organically complementing and reinforcing each other. This integrated approach underlines Loyals Group's ambition to become the reference in digital transformation and brand building for medium and large businesses within five years. The group now employs a total of 160 staff.

### About Smartranking

With 17 employees, Groningen-based SmartRanking is a successful SEO (Search Engine Optimization) team specialising in online visibility through the existing search engines. Founded by Jarik Oosting, Smartranking has independently grown under his leadership to become the leading SEO specialist in the Benelux today.

### Jarik Oosting of Smartranking:

"Smartranking has experienced strong growth over recent years due to its focus on SEO and a loyal and growing customer base. To continue supporting our growth in the future and to guide our customers even better in their digital journey, we decided to join Loyals Group. The partnership mindset of Loyals while at the

same time maintaining entrepreneurial freedom at the label level was decisive in my choice of Loyals Group as strategic Partner."

**Marco Groenendijk, COO and Group Director of Loyals Group:**

"Through the partnership with Jarik, CEO and founder of SEO agency Smartranking, we bring on board a disciplined team of 17 employees and the Loyals Group now consists of six specialised labels that complement each other seamlessly. Together, we support companies looking to take the next digital step through an integrated approach, which we can serve even better with this acquisition in online marketing competencies. In addition, with Smartranking we now have more national coverage in the Netherlands with our new office in Groningen."

## About Loyals Group:

Loyals is a fast-growing full-service agency for digital transformation and brand building with a history of more than 20 years. The experienced entrepreneurs behind Loyals, Youri Lieberton and Jerry Remmers, have built the organisation into a leading digital agency focused on the Dutch mid-market. Among its clients are many small and medium-sized companies, as well as (semi)government institutions.

Loyals Group helps medium- and large-sized companies with revenues of €20m to €250m grow through digital transformation and brand building. Through an active buy and build strategy, Loyals Group is strengthening its full-service offering with specialised labels in digital innovation, content, marketing and branding. The labels each add value in their own specialism and work together as one group to ensure clients' success.

More details on the website: [www.loyalsgroup.com](http://www.loyalsgroup.com)

## About Sofindev:

Sofindev is a leading independent private equity firm specialising in buyout and growth capital for small and medium-sized companies in the Benelux region. Sofindev was founded in 1991 by Sofina and Colruyt, two leading family-controlled listed groups. Since then, the Sofindev team has evolved towards full independence and has surrounded itself with a wider range of respected family and (international) institutional investors. These investors include entrepreneurs and owners of family businesses in which Sofindev has invested in the past.

Sofindev funds have invested over 300 MEUR of capital in over 50 small and medium-sized companies. Currently, the Sofindev Management team manages the Sofindev IV fund (°2015) with committed capital of EUR 107 MEUR and the Sofindev V fund (°December 2019), with total commitments of EUR 170 MEUR. Like Sofindev IV, Sofindev V realises investments in the capital of successful small and medium-sized companies in the Benelux, in partnership with the entrepreneurs and management teams of these companies, to support their further growth.

More details on the website: [www.sofindev.com](http://www.sofindev.com)

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