

## The IT services group Dynamate expands further with the integration of Make it fly

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Dynamate announces the integration of Make it fly, based in Bruges, Genk, Ghent and Kortrijk. This move strengthens Dynamate's Web & Mobile Business Line. As a result, Dynamate grows to a turnover of c.€50 million and 250 employees. The geographical spread of Make it fly makes Dynamate more accessible to customers throughout Flanders, while conversely a complementary range of business software and IT infrastructure becomes available to Make it fly's customers.

### Ambition

This initiative demonstrates Dynamate and Make it fly's focus on offering total solutions for the digitisation needs of companies of different sizes. This cooperation allows Dynamate, which last year integrated Ghent-based web agency Esign, to further expand its Web & Mobile offering with additional experts in the field of mobile applications and customised solutions. Moreover, the company continues to grow in the field of ERP software based on Microsoft Dynamics 365 Business Central, modern workstations and IT infrastructure solutions such as cloud, managed services and cybersecurity. In this, the group is fully supported by investment company Sofinde, which has been on board as a shareholder of Dynamate since June 2020.

### Experts

Make it fly exists more than 28 years and has a team of 70 experts specialising in customised digital solutions for SMEs, multinationals, governments and NGOs. Make it fly brings expertise in customising integrated ordering platforms, mobile applications, content platforms and automation tools. Here, customer experience remains central, not as an extra layer, but as an integral part of the customised digital platforms they develop. This is how they deliver unrivalled ROI for companies in B2B and B2C.

The entry of Make it fly into the group, strengthens the IT expertise of both parties and offers Dynamate a boost in terms of customer experience. Both Dynamate's and Make it fly's customers can now enjoy a full digital unburdening. CEO Mathieu Cardinael will continue to lead Make it fly and become a co-shareholder of Dynamate

**Mathieu Cardinael, Make it fly** : "By being part of Dynamate group, Make it fly can directly benefit from the already existing Business Lines and thus support our customers with the broader IT solutions. It is also crucial to have an inspiring approach that gives our employees room to further develop their skills. Make it fly employs exceptionally skilled people, and it is important to retain and further enhance that talent"

**Alexander & Olivier Christiaens and Anton Luyten & Matthias Stevens, Dynamate** : "With the expertise of Make it fly, we complete our offering within the Web & Mobile Business Line. In addition, the geographical location of their offices gives us the option to also roll out our other services within the Business Line, such as Shopify Plus and B2B & B2C e-commerce. But also for the other Business Lines, we see opportunities in terms of growth through the Genk and Bruges offices."



#### **About Dynamate:**

Dynamate will realise c.40 million euros of turnover in 2024 with over 175 employees. From its four locations in Passendale, Roeselare, Sint-Denijs-Westrem and Ghent, Dynamate serves more than 1,000 customers. Dynamate is the ideal partner for unburdening companies in their digital transformation and the change it brings. This ranges from software for Enterprise Resource Planning (ERP), CRM and Business Intelligence (BI), to products and services for its customers' IT infrastructure (such as cloud solutions, security and managed services), to B2B and B2C e-commerce platforms and marketplaces, content management systems, web and mobile applications, and digital marketing solutions, all integrated with each other.

## 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 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.

Since 2015, more than €500 million of capital has been raised to invest in Belgian and Dutch SMEs, which in turn have realised dozens of acquisitions, at home and abroad. Currently, the Sofindev team manages the Sofindev IV fund (°2015) with a committed capital of €107 million, the Sofindev V fund launched in 2020, with total commitments of €170 million and the €250 million fund launched in early 2023, Sofindev VI. The Sofindev funds invest in the capital of successful SMEs in the Benelux, in partnership with the entrepreneurs and management teams of these companies, to support their continued growth.

More info at [www.sofindev.com](http://www.sofindev.com)