



## Linzor Capital Partners acquires 70% of the technology companies inConcert and Convertia

- » The private equity fund, partnering with the founders and management team, has invested in both companies to accelerate their global growth plans
- » inConcert and its partner Convertia previously operated independently as strategic partners. With this transaction, they are coming together under the name inConcert Holdings and are establishing their headquarters in Madrid. The group generated ~40 million euros of revenue in 2021.
- » inConcert is a pioneer and leading provider of end-to-end, natively integrated, SaaS solutions for digital marketing and customer experience. The company has a broad portfolio of proprietary solutions, including AI applications for conversational commerce, omnichannel assistance, automation of digital marketing processes, analytics for voice interactions, staff optimization, and digital collection management.
- » Convertia accompanies its clients in the transition to the digital economy, generating demand through digital media channels and converting leads into large-scale sales for various sectors.

**Madrid, Spain, January 24, 2022.** Linzor Capital Partners has announced its new investment in the technology company inConcert and its partner Convertia. The fund has partnered with the companies' founding group, who will continue to lead the business operationally. Both organizations have extensive experience in leading organizations as they transition their business model to the digital economy. inConcert's omnichannel platform enables an organization's communication with its clients across marketing, sales and service cycles.

With offices in Spain, Mexico, Colombia, Peru and Uruguay, and clients in more than 30 countries, this technology platform is experiencing fast growth due to the migration from on-premise to cloud solutions and the global transition to the digital economy. The group's revenue has grown at a 32% compounded annual growth rate between 2018 and 2021, reaching ~40 million euros in revenue in 2021 while maintaining high profitability levels.

Before this operation, inConcert and Convertia had led together, as strategic partners, multiple transformation projects for clients worldwide. Convertia works with inConcert's technology and acts as its channel partner.

The group and Linzor have designed a five-year strategic plan that contemplates a substantial increase in sales, promoting its geographical expansion in Latin America, where both companies already have a large presence, the United States, and Europe (mainly Spain, Italy, France, and Germany). The project plans to triple the companies' headcount over the next few years, to approximately 450 employees.

### Linzor's first operation in Spain

This acquisition is the Latin American fund's third investment in companies focused on applications of digital technologies, preceded by UTEL/Scala Higher Education, a leading online upskilling and reskilling education group; and Mundo, a telecommunications group that provides fiber-to-the-home ("FTTH") services with a disruptive proposal in the Chilean market.

"Digital transformation is a reality and we are very happy to serve prestigious companies in Europe, the US, the Middle East and Latin America, with this complete suite of software and managed services, maximizing flexibility and return on investment for our clients" said Jean Bernard Ide, a Partner at Linzor Capital Partners.

Linzor Capital Partners is a private equity firm founded in 2006, with presence in Chile, Colombia, Mexico, Peru and Uruguay. The fund has more than US\$1.2 billion in capital commitments and investments in various sectors, including financial services, education, healthcare, retail and technology.

inConcert is a leading, pioneering company in cloud software solutions for contact centers and customer experience that offers a wide range of technological products with a substantial artificial intelligence component. The company has more than 12 years of experience in cloud services and during 2021, it managed over 8 billion interactions between its ~300 clients and these clients' end-customers. inConcert solutions offer an omnichannel service platform designed to address native digital businesses and accelerate digital transformation processes in different sectors such as retail, telecommunications, energy, fintech, education, health and government.

inConcert technology is recognized worldwide and has received multiple awards. Some of the leading industry reports highlight inConcert solutions. Frost & Sullivan included inConcert in its Frost Radar™ 2020, a study that highlights the main "Contact Center as a Service" companies in Europe, and considers parameters linked to technological innovation. In addition, inConcert received the Technology Leadership Award "Enabling Technology Leadership Award 2020" from Frost & Sullivan, after having received awards for its excellence in best practices in 2016 and 2017.

Convertia accompanies its clients in the transition to the digital economy, generating demand in digital media channels and converting leads to large-scale sales for different sectors. In addition, the company offers consulting and managed services, using inConcert technology, for organizations seeking to deploy strategies that combine organic marketing with digital advertising.

For more information, visit [linzorcapital.com](http://linzorcapital.com), [inconcertcc.com](http://inconcertcc.com), and [convertia.com](http://convertia.com).