



**Providence Strategic Growth Signs Agreement to Invest €32 million in Net Reviews  
to Accelerate its Global Expansion**

*Blueprint Partners, Sole Financial Advisor to Net Reviews and its Founders*

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**Paris, London, Marseille - 12 November 2019** - Blueprint Partners, a leading European corporate finance boutique focusing on Digital Transformation, announces that Providence Strategic Growth (“PSG”, the growth equity affiliate of Providence Equity Partners) entered into an Agreement with Net Reviews for a €32 million growth equity investment.

Founded in 2012 and headquartered in Marseille, Net Reviews is a leading developer of software as a service (SaaS) solutions providing customer review management for retailers. Its solution enables online and omni-channel retailers to collect, display and analyse verified customer reviews. Core to its value proposition are offline review capabilities and the flagship subscription-only trust mark, Verified Reviews, which generates authentic feedback – improving SEO visibility and repeat sales - while promoting trust and confidence in participating retailers. Net Reviews has offices in the United States, Spain, Germany and Brazil, and is present in 44 other countries globally - with 90 employees serving over 6,000 clients in 17 languages.

Olivier Mouillet, Founder and CEO of Net Reviews, said: “In just a few years, Net Reviews has grown into a market-leading developer of software that provides a trustworthy and independent web solution, as well as critical data to retailers looking to better understand their customers’ needs and improve engagement. We are pleased to be partnering with Providence Strategic Growth who brings deep expertise supporting growth companies in the software sector. This investment is aimed at accelerating the expansion of Net Reviews across Europe and the Americas through a combination of organic growth and strategic acquisitions. We thank M Capital and Net Angels for their support of Net Reviews over the last few years”.

Tom Brami, Co-Founder added “We thank Blueprint Partners for its strong support in making this transaction possible. Its understanding of SaaS businesses and its strategic vision of the Customer Experience sector really helped us select a world-class partner to back our international growth strategy and our role as an industry consolidator”.

Dany Rammal, Managing Director of Providence Strategic Growth, said: “The tremendous success of Net Reviews since it was founded is a testament to Olivier, Laurent and Tom and we are thrilled to be partnering with them to help drive the business further forward. With e-commerce and customer engagement continuing to be focus areas for retailers, Net Reviews provides an innovative and attractive business model that increases e-buyers’ trust while improving online retailer visibility and fostering sales growth. Through this partnership, Net Reviews will access the full resources of Providence Strategic Growth across the USA and Europe, enabling accelerated go to market and M&A activity. We are excited about the potential of Avis Vérifiés to continue expanding in Europe and beyond.”

Marc Chancerel, Partner at Blueprint Partners leading the transaction said: “We are very proud of having supported Net Reviews and its founding team through this process. Net Reviews’ management demonstrated a unique ability to serve this fast and dynamic market. Its performing SaaS solution and its superior customer support generate immediate and measurable benefits for its clients. PSG shares the same industry vision as Net Reviews, making them the perfect investor”. He added: “This operation - executed with our partner Ridgecrest Capital in San Francisco - is further proof of our SaaS expertise adding to 15 SaaS transactions recently concluded”.

## Involved Parties

PSG - Dany Rammal, Christopher Nesbitt

PSG Legal Counsel - Weil, Gotshal & Manges (Paris) LLP: Emmanuelle Henry, Guillaume de Danne, Serene Lefevre

Net Reviews - Founders: Olivier Mouillet, Laurent Abisset, Tom Brami

Net Reviews Legal Counsel - ASA: David Sitri

Net Reviews Financial Advisor - Blueprint Partners: Marc Chancerel, Eric Plantier, Elaine Y. Wen

## About Blueprint Partners

Blueprint Partners is a European corporate finance boutique specialising in the digitization of the economy and the transformation induced for all trade, services, industry, energy and food activities. With a team based in Paris and a network of partners in Silicon Valley and Singapore, Blueprint advises high growth companies on Mergers, Acquisitions and Fundraisings. Thanks to its deep technology understanding and its broad international exposure, Blueprint Partners' Team has delivered more than 90 successful tech small cap transactions. For more information, visit: [www.blueprint.pe](http://www.blueprint.pe)

## About Net Reviews

Net Reviews is a leading developer of software as a service (SaaS) solutions providing customer review management for retailers. Net Reviews trades as Verified Reviews in English-speaking markets, Avis Vérifiés in France, and Opiniones Verificadas in Spain and Latin America. The company's flagship product authenticates customer reviews and enables businesses to collect critical information that helps them improve customer engagement, increase satisfaction and drive loyalty. Founded in 2012 and a market leader in France, Spain and Brazil, Net Reviews is headquartered in Marseille, with additional offices in the United States, Spain, Germany, and Brazil. Net Reviews was named by the Financial Times as one of Europe's fastest growing companies in 2018. For more information, visit: [www.avis-verifies.com](http://www.avis-verifies.com)



## About Providence Strategic Growth Capital Partners LLC

Providence Strategic Growth ("PSG") is an affiliate of Providence Equity Partners ("Providence"). Established in 2014, PSG focuses on growth equity investments in lower middle market software and technology-enabled service companies. Providence is a premier global asset management firm that pioneered a sector-focused approach to private equity investing with the vision that a dedicated team of industry experts could build exceptional companies of enduring value. Since the firm's inception in 1989, Providence has invested in more than 180 companies and is a leading equity investment firm focused on the media, communications, education and information industries. PSG is headquartered in Boston with offices in London and Kansas City.

For more information on PSG, please visit [www.provequity.com/private-equity/psg](http://www.provequity.com/private-equity/psg)

For more information on Providence, please visit [www.provequity.com](http://www.provequity.com)