



AB Tasty acquires Epoq, German-based AI-driven personalization provider

Blueprint Partners acted as buy-side advisor

Paris, October 5, 2020 — AB Tasty, the fast-growing global experience optimization company, announced today that it has acquired Epoq, an AI-driven recommendation and smart search solution. Blueprint Partners advised AB Tasty in this transaction.

The acquisition accelerates both companies' shared vision of empowering digital teams to deliver relevant and engaging shopping experiences along the consumer journey with a best-in-class experience optimization platform.

"The Epoq team is the perfect addition to AB Tasty's business, bringing their expertise, insights and sophisticated products. We are truly excited for this new era as we work together to unlock more value for our customers, who will now have unparalleled recommendation and search capabilities at their fingertips," said Alix de Sagazan, AB Tasty CEO and co-founder.

Blueprint Partners has been advising AB Tasty on this cross-border acquisition including:

- Identifying targets matching the strategic need of AB Tasty
- Contacting & screening those targets narrowing down to the best SaaS players
- Assembling and managing team of expert advisors for business, technical, finance and legal due diligence
- Structuring and negotiating a win-win transaction
- Coordinating, time-keeping and executing a successful closing process

"We are very happy with the support Blueprint Partners provided during this acquisition process and the outcome of their work," according to Remi Aubert, AB Tasty CEO and co-founder. "They were instrumental throughout the process from identifying the targets meeting our strategic goal, to the closing of such a great cross-border transaction. Their marketing & AI SaaS experience was key to focusing on the most important aspects for an efficient and win-win operation." The Blueprint Partners team was led by Eric Plantier with the support of Elaine Yi Si Wen and Marc Chancerel.

"It was great working with the whole AB Tasty team," according to Eric Plantier, Blueprint Partners co-founder. "Epoq's team is a great addition to AB Tasty. They share the same vision and bring complementary skills and know-how. Epoq's amazing technology is a perfect complement to AB Tasty's Platform, quickly and easily actionable by customers. Together they have the best Experience Optimization Platform on the market. I look forward to seeing the outcome of our joint work."

About AB Tasty

AB Tasty is a global leader in experimentation, personalization and feature management solutions — enabling companies to validate ideas while maximizing impact, minimizing risk and accelerating time to market. Enterprises use AB Tasty and Flagship solutions to align their marketing, product and engineering teams and ensure increased efficiency, reduced costs and optimal end-user experiences. Founded in 2013 in Paris, AB Tasty is built for businesses looking to use controlled experimentation to implement only the best ideas to better serve their customers. AB Tasty has offices in key markets from France, UK, US to Singapore for complete global coverage. To learn more, please visit www.abtasty.com.

About Epoq

Epoq internet services GmbH provides its customers with a unique software suite for the holistic personalization of digital commerce. With modular, customized services based on artificial intelligence, Epoq creates unique shopping experiences along the entire customer journey. Consumers receive orientation, advice and inspiration when shopping online. After the purchase, they are provided with relevant shopping news in real time in their personal shopping area, encouraging them to return to the online store. In addition, consumers are kept up to date with personalized emails and, thus, stay in touch with the online store.

About Blueprint Partners

Blueprint Partners is a European corporate finance firm focused on the digital economy, with a core team in Paris and a network of partners in San Francisco, Munich and Singapore. Blueprint Partners advises growing companies in M&A and private placement. Its solid technology experience and international exposure have enabled it to complete more than 150 transactions in this demanding sector. Blueprint Partners assists its clients all the way, from the strategic positioning to the closing of the desired transaction. For more information: www.blueprint.pe