

Press Release – For immediate release

LUNDI MATIN Group strengthens its position in the online marketplace industry with the acquisition of IZBERG.

Montpellier, July 7, 2023

LUNDI MATIN, a leader in management solutions (ERP, CRM, Point of Sale, E-commerce), announces the acquisition of IZBERG, a renowned company in marketplace development. This strategic acquisition further consolidates LUNDI MATIN's European position in this thriving sector.

IZBERG is one of the major players in the marketplace market and has built a strong reputation with its cutting-edge technology that enables businesses to create, manage, and develop B2B and/or B2C marketplaces. With this acquisition, LUNDI MATIN expands its portfolio of products and services, providing its clients with a turnkey solution for the implementation of high-performing, flexible, and scalable marketplaces.

This move perfectly aligns with LUNDI MATIN's vision of growth and expansion, aiming to meet the digital transformation needs of businesses, by integrating IZBERG's expertise and capabilities, LUNDI MATIN strengthens its ability to offer comprehensive and customized solutions that are perfectly tailored to the specific requirements of each company, bringing together both online and offline channels.

LUNDI MATIN's clients will now benefit from an extended range of integrated services, from the initial creation of the marketplace to its day-to-day management.



«We are extremely excited to welcome IZBERG into the LUNDI MATIN Group,» said Benjamin CHALANDE, CEO of LUNDI MATIN. «This acquisition demonstrates our commitment to expanding in the French and European markets, in order to provide our clients with the best solutions to grow their sales. IZBERG's cutting-edge technology and expertise complement the group's other solutions, offering exceptional added value to our clients.»

About LUNDI MATIN

Founded in 2007 in Montpellier by Gaëlle and Benjamin Chalande, LUNDI MATIN is a company specializing in the development of online management software and mobile applications. With over 200 employees, LUNDI MATIN has established itself as a major player in the market, offering innovative and customized digital solutions for businesses of all sizes, from SMEs to large corporations.

LUNDI MATIN collaborates closely with renowned clients such as Groupe Galeries Lafayette, OVH, Chronodrive, Legrand, Atalian, Crédit Mutuel-CIC, Conforama.

In 2022, LUNDI MATIN acquired the companies OXATIS, WIZAPLACE, and YUTO. The recent acquisition of IZBERG confirms LUNDI MATIN's rapid growth ambitions, aiming to become a European champion in sales development software.

About IZBERG

IZBERG is a renowned company in the field of online marketplace development. Founded in 2014, the company quickly emerged as one of the key players in the market, offering state-of-the-art technology and turnkey solutions for the creation and management of high-performing marketplaces.

With its in-depth expertise, IZBERG enables businesses from various sectors to create and operate customized marketplaces tailored to their industries.

IZBERG's technology is built on a robust and scalable architecture, providing high availability, enhanced security, and optimal performance. By collaborating with renowned companies worldwide (Veepee, Asos, Total, Groupe ADP...), IZBERG has established a strong reputation for innovation, reliability, and quality of service.

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