



# EDMOND DE ROTHSCHILD CORPORATE FINANCE ADVISES REDSLIM SHAREHOLDERS ON ASTORG MID-CAP'S INVESTMENT IN PARTNERSHIP WITH FOUNDERS AND MANAGEMENT TEAM

Edmond de Rothschild Corporate Finance has advised the shareholders of Redslim and Andera Acto on the sale of a majority stake to Astorg Mid-Cap, to support the Company's growth and international expansion, collaborating closely with the Founders and the management team.

Headquartered in Switzerland with a Pan-European presence, Redslim helps global companies transform their fragmented market data into powerful business intelligence assets for critical use cases. Redslim harmonizes and integrates data from more than 50 sources and countries globally, providing insights on commercial performance, market shares, marketing, innovation, and pricing, directly feeding client data lakes and C-level reporting.

With over 100 employees, and a proprietary data management platform, Redslim aggregates and optimizes data consumption for over 30 global organizations, including top CPG and CHC clients such as Mars, Danone, L'Oréal, or Kenvue. Redslim addresses a rapidly growing global market, driven by the proliferation of data sources and the increased usage of third-party solutions to solve data challenges, both specific and common to the end-markets targeted.

Redslim has been growing strongly over the past four years, with an annual rate of 30-40%. The Company has demonstrated its ability to expand globally, attracting new clients and strengthening relationships with existing ones, with additional countries, data sources, and services covered by Redslim. The Founders and management team are fully committed to the next phase of growth in partnership with Astorg, with plans to accelerate R&D and platform investments, scale the commercial and service teams, and drive growth beyond Europe and existing verticals.

The investment will be part of Astorg's Mid Cap portfolio, representing the sixth portfolio company of the fund to date, and the third one in Software & Technology.

Related to the operation, **Eric Bensimon, Co-Founder and Co-CEO, Redslim**, said: *"At Redslim, we are passionate about clients, people, data, technology, and the challenging use-cases that our clients set out for us. Astorg combines a collaborative and entrepreneurial approach, a pragmatic mindset, and a deep understanding of our industry, all of which allowed us to foster a trusted relationship and to align on a common vision for Redslim's future growth and development."*

**Alberto Alcaniz, Co-Founder and Co-CEO, Redslim**, continued: *“We are delighted to work alongside Astorg as we continue to deliver on our strategic mission and enable new use cases and functionalities for our clients to unlock the full potential of data and address their evolving and complex needs. Astorg will support the growth of Redslim over the next few years and help deliver our ambitious plans for our clients and our team.”*

**Charles-Hubert Le Baron, Partner, Head of Software & Technology for Astorg Mid-Cap**, said: *“We have spent considerable time gaining deep insights into Redslim’s industry, while initiating a dialogue with the Founders a few months ago. We are impressed by Redslim’s unique positioning and highly differentiated offering, which are reflected in strong customer satisfaction and upselling trends. The Company’s ability to attract top industry talents has built very solid foundations, and we are eager to partner with the team to drive accelerated growth and international expansion.”*

**Lionel de Posson, Partner and Co-Head of Astorg Mid-Cap**, concluded: *“Redslim is exactly the type of business Astorg likes to partner with: it is undeniably a global B2B niche champion, with strong growth and innovation momentum, and an ambitious leadership team. Our deep experience in software and technology, paired with our entrepreneurial culture will be key to successfully accompany Redslim towards new exciting milestones for the benefit of its clients, employees, and all its stakeholders.”*

Following the successful completion of the first capital reorganization with Andera Acto in 2022, Edmond de Rothschild Corporate Finance has once again advised Redslim’s founders, in executing this landmark transaction with Astorg.

This transaction reaffirms Edmond de Rothschild Corporate Finance’s expertise in Tech especially in Software & Data benefiting from the recent following credentials: Amelkis, Arche MC2, Loré, Neoledge, Payxpert (Société Générale), Hoppen, Cleyrop, DriveMe, Sensefuel, Bimedia (Orisha), YesWeHack, ACA (Cegid), Dydu, WiiSmile, Idnomic (Atos).

## OPERATION STAKEHOLDERS

### SELLERS

**Redslim founders** (Eric Bensimon, Alberto Alcaniz, Soren Altmann, Patric Mezei)

**Management team**

**Andera Acto** (Laurent Fichter, Antoine Soucaze, Cécile Ah-Fa)

### INVESTORS

**Astorg Mid-Cap** (Lionel de Posson, Charles-Hubert Le Baron)

### SELL-SIDE ADVISORS

**M&A advisory:** Edmond de Rothschild Corporate Finance (Arnaud Petit, Alexandre Aron-Brunetière, Victor Auguin-Rougier, Etienne Ceccaldi, Antoine Laval, Benjamin Loiseau)

**Debt advisory:** Edmond de Rothschild Corporate Finance (Paul Assael, Carlos Martinez Oliva)

## ABOUT ASTORG

Astorg is a leading pan-European private equity player with €24bn of Assets under management. The firm has 26 years of experience, partnering with management and entrepreneurs to help them accelerate their growth and international development. Astorg has valuable industry expertise in software and technology, B2B services, healthcare, and tech-enabled industrial companies.

## ABOUT EDMOND DE ROTHSCHILD GROUP

Edmond de Rothschild is a conviction-driven investment house founded on the belief that wealth should be harnessed to build for the future. The firm specializes in Private Banking and Asset Management, serving an international clientele of families, entrepreneurs, and institutional investors. The Group is also active in Corporate Finance, Private Equity, Real Estate, and Fund Services.

Its distinctly family-oriented nature provides Edmond de Rothschild with the independence necessary to offer bold strategies and long-term investments grounded in the real economy.

Founded in 1953, the Group managed over 163 billion Swiss francs in assets as of December 31, 2023, employing 2,600 professionals and maintaining 28 locations worldwide.

### Press contact:

EDMOND DE ROTHSCHILD  
Louis Betton: +41 79 578 81 37 - [l.betton@edr.com](mailto:l.betton@edr.com)