

**Press Release – For Immediate Release**

## **LUNDI MATIN Group Becomes the #2 Player in the Marketplace Sector with the Acquisition of Uppler**

**Montpellier, le 11 octobre 2023**

LUNDI MATIN Group, a major player in omnichannel solutions and business management software (ERP, CRM, POS, E-commerce), continues its growth strategy by announcing the strategic acquisition of Uppler, a key reference in B2B Marketplace development in France.

Izberg, one of the leading names in the Marketplace sector, also joined the LUNDI MATIN family in June 2023. Together, these acquisitions represent a major new milestone for LUNDI MATIN, positioning the group in the European Marketplace market right behind Mirakl.

Uppler, a renowned company in the Marketplace sector, has distinguished itself through its advanced technology that enables businesses to create, manage, and scale high-performance, seamless, and robust B2B Marketplaces. This acquisition aligns with LUNDI MATIN Group's vision for growth and expansion, enabling the company to offer its clients a turnkey solution for connected, flexible, and scalable Marketplaces.



**Gaëlle CHALANDE, COO of LUNDI MATIN, explains the group's strategy with this new step:**

*"Beyond our strategic positioning in the European Marketplace software market, we aim to deliver real added value to our clients. Our expertise in POS systems, e-commerce, and information systems orchestration is already well established. With the acquisition of Wizaplace, Izberg, and Uppler, we will launch a unified solution on the market. Our promise? A unique omnichannel software suite made possible by the native interoperability of our solutions!"*

The acquisition of Uppler strengthens LUNDI MATIN Group's ability to offer complete and customized solutions that meet the specific needs of each business, bringing together both online and physical channels. LUNDI MATIN's clients can now benefit from an extensive range of services, from Marketplace to brick-and-mortar retail.

### **About LUNDI MATIN Group:**

Founded in 2007 in Montpellier by Gaëlle and Benjamin Chalande, LUNDI MATIN Group specializes in developing online management software and mobile applications. With more than 200 employees, LUNDI MATIN has established itself as a major market player, offering innovative and customized digital solutions for businesses of all sizes, from very small enterprises to large corporations. LUNDI MATIN works closely with leading clients such as Groupe Galeries Lafayette, OVH, Chronodrive, Legrand, Atalian, Crédit Mutuel-CIC. In 2022, LUNDI MATIN acquired OXATIS, WIZAPLACE, and YUTO, further strengthening its position as a European leader in sales development software.

### **About Uppler:**

Uppler is a leading company in the development of B2B Marketplaces. Founded in 2014, the company quickly stood out thanks to its advanced technology and expertise in creating and managing high-performance Marketplaces for businesses across all sectors. Uppler's technology is built on a robust and scalable architecture offering high availability, enhanced security, and optimal performance. By collaborating with renowned companies, Uppler has built a strong reputation for innovation, reliability, and quality of service.

### **Contact press**

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