

Press Release – For immediate release

LUNDI MATIN JOINS THE GOVERNMENT’S “ETIncelles” PROGRAM TO ACCELERATE ITS DEVELOPMENT

Montpellier, November 27, 2024

LUNDI MATIN, a French company specializing in innovative digital solutions for businesses, is proud to announce its selection for the 4th cohort of the ETIncelles program, a strategic government initiative aimed at supporting the growth of SMEs destined to become mid-cap companies.

ETIncelles: a program promoting competitiveness

Launched by the French government in 2023, the ETIncelles program supports high-potential French companies in their development projects. Its goal is to strengthen the competitiveness of promising SMEs in both national and international markets.

Through diverse expertise and a network of institutional and private partners, ETIncelles offers selected companies:

- Personalized strategic guidance
- Tools to optimize performance and accelerate growth
- Levers to address major economic challenges, such as international expansion
- Privileged access to networks of decision-makers and experts to share best practices and foster synergies

A new milestone for LUNDI MATIN

By joining ETIncelles, LUNDI MATIN reinforces its growth ambitions and further strengthens its position in the digital technology sector. With long-standing solutions such as LMB, RoverCash and Gezy, the company has been supporting thousands of professionals since its creation, offering intuitive and high-performance tools to manage their business operations.

Through ETIncelles, LUNDI MATIN aims to:

- Boost its innovation: develop new solutions anticipating market needs
- Strengthen its strategic capabilities: benefit from expert advice and exchanges with other industry leaders
- Expand its professional network: build fruitful collaborations with partners, suppliers, and companies sharing similar ambitions

Benjamin CHALANDE, CEO of LUNDI MATIN, states:

"The ETIncelles program is a tremendous opportunity to accelerate our strategic projects, strengthen our international presence, and better meet the needs of our clients."

LUNDI MATIN: a key player in innovation and digital transformation

A market leader, LUNDI MATIN specializes in developing omnichannel business management software. It offers a suite of solutions tailored to the needs of physical and online retailers, including POS systems, ERP software, CRM tools, and platforms for building e-commerce sites and marketplaces.

LUNDI MATIN's mission is to support companies in their digital transformation by optimizing their sales and management processes.

Key figures :

- 200+ employees
- 40% annual growth
- 5,000+ clients

By participating in ETIncelles, LUNDI MATIN intends to leverage the program's resources and network to reach new milestones in its growth trajectory.

About the ETIncelles program

ETIncelles is a program launched in 2023 by the French Ministry of Economy and Finance to support French SMEs in their strategic ambition to become mid-cap companies. It provides access to high-level tools, resources, expertise, and a large professional network of partners and experts.

More information : <https://www.economie.gouv.fr/actualites/lancement-programme-etincelles-accompagnement-500-PME-ETI>

For additional information, visit LUNDI MATIN's website or contact our press department. <https://www.lundimatin.fr/>

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