

## PRESS RELEASE

# Lundi Matin announces the acquisition of Plezi and Sinfin and strengthens its ecosystem to support business growth

MONTPELLIER, NOVEMBER 25, 2025

LUNDI MATIN, a French publisher of ERP, CRM, e-commerce and point-of-sale software solutions, announces the acquisition of two strategic companies: Plezi, a B2B marketing automation expert, and Sinfin, publisher of a PIM / DAM platform.

These two acquisitions are part of LUNDI MATIN's strategy to build a fully integrated ecosystem covering the entire sales journey from lead generation and product data management to in-store and online sales.

### Introducing Plezi: marketing automation driving growth

Founded in France, Plezi has established itself as one of the simplest and most effective marketing automation tools on the market. Its platform enables companies to :

- generate and qualify leads,
- automate nurturing scenarios,
- accurately analyze the return on investment of their campaigns.

Today, Plezi supports several hundred companies in structuring their digital strategy and accelerating their growth.

### Introducing Sinfin: a central platform for comprehensive product and digital management

Also founded in France, Sinfin is an all-in-one SaaS solution combining:

- a PIM (Product Information Management) system to centralize, structure and enrich product data;
- a DAM (Digital Asset Management) system to manage product-related media (images, videos, documents);
- a HUB to centralize order management across multiple channels, including e-commerce websites and marketplaces.

This platform enables its clients to orchestrate the consistent distribution of their product catalogs, content and digital assets across all digital channels, while maintaining full control over product data quality.

### About LUNDI MATIN

Founded in 2007 in Montpellier, LUNDI MATIN is a French publisher of ERP, CRM, e-commerce and point-of-sale software solutions. The group supports several thousand companies in the digitalization and management of their operations through innovative, accessible and modular cloud solutions.

#### Press contact :

Sabrina Gonzalez  
communication@lundimatin.fr / 04.84.25.04.85

### Why these acquisitions? A clear and consistent strategy

With the integration of Plezi and Sinfin, LUNDI MATIN reaches a new strategic milestone: offering a complete ecosystem that brings together sales, management, marketing and product data.

These acquisitions will enable our customers to :

- centralize and manage their product data with Sinfin, ensuring rich, consistent product information available across all channels;
- automate their marketing strategy with Plezi to turn data into business opportunities;
- implement an optimized customer journey from acquisition to sales and logistics;
- benefit from a fully integrated 360° offering, without the accumulation of disconnected tools.

*" We are very pleased to welcome the Plezi and Sinfin teams into the LUNDI MATIN Group. Together, we will offer companies an integrated solution covering their entire customer journey—from lead generation to sales and product management—addressing their growth and digital transformation challenges "*

Benjamin Chalande,  
Founder and CEO of LUNDI MATIN.

### About Plezi

Plezi is a French B2B marketing automation software publisher designed to help companies generate qualified leads, automate nurturing and measure campaign effectiveness. Plezi primarily targets SMEs and mid-sized companies looking to structure their digital marketing strategy.

### About Sinfin

Sinfin is a French SaaS solution combining a PIM, a DAM and a HUB. It enables the centralization of product data and associated media, and the management of digital experiences across multiple channels, with the goal of optimizing product information quality and customer journey efficiency.