



Leading Automotive Retail SaaS Provider MotorK Agrees to Acquire Dapda, FIDCAR and FranceProNet to Accelerate Growth Strategy

Acquisitions strengthen MotorK's position as a leading provider of sales and marketing SaaS solutions to the automotive retail industry

Bolster MotorK's strong track record of strategic M&A to consolidate the market

Dapda and FranceProNet to increase MotorK's scale and geographic reach in the Spanish and French market, respectively; FIDCAR to complement integrated solution offering

MILAN, ITALY – 8 October 2021 – MotorK Ltd (“MotorK”, the “Company”), a leading SaaS provider to the automotive retail industry in EMEA, today announced it has entered into separate definitive agreements for the acquisitions of Dapda, a Spanish leader in providing digital tools to automotive retailers, FranceProNet, a top-tier French digital agency specialising in web solutions for the automotive sector, and FIDCAR, an innovative solution provider for automotive retail based in France (together, “the Acquisitions”). Financial terms of the Acquisitions were not disclosed.

The Acquisitions are fully aligned with MotorK's growth strategy and further strengthen its position as a leading provider of sales and marketing SaaS solutions to the automotive retail industry.

- By adding a wide range of customers and a complementary suite of digital products, the acquisition of Dapda will accelerate the Company's growth through diversification of its customer base and increased scale in the Spanish market.
- FranceProNet will further expand MotorK's footprint in France by bringing a strong portfolio of clients and deep local industry knowledge.
- FIDCAR's innovative e-reputation solutions will enhance MotorK's integrated SaaS platform by adding new proprietary AI and data analysis capabilities.

MotorK offers a comprehensive suite of automotive-specific modules through a cloud-based SaaS platform to support customers in managing their digital presence throughout the entire vehicle lifecycle and customer journey. The Company has a clearly defined, multi-pronged growth strategy geared towards supporting the digital transformation of OEMs and dealers. To achieve this, MotorK plans to lead sector consolidation efforts through strategic M&A, entering new markets across the EMEA region, expanding its customer base organically and inorganically, and investing heavily in R&D and innovation. The Company's M&A strategy is designed to acquire fast-growing, high-quality targets that offer similar or complementary products and have the potential to accelerate product innovation to further strengthen MotorK's SaaS offering.

Marco Marlia, Co-Founder & CEO of MotorK, said: “As we enter our next phase of growth, these acquisitions are a testament to our strategy to build on our M&A track record to continue increasing our market share by driving consolidation in the highly fragmented automotive retail market. The addition of Dapda, FranceProNet and FIDCAR to MotorK will bolster our international presence and add key technology and service capabilities that will better position us to serve our dealer and OEM clients across the EMEA region. On behalf of the entire MotorK team, I am delighted to welcome all three companies to the family and look forward to working together to further accelerate our growth.”



Juan Carlos Afán, Co-CEO of Dapda, commented: “MotorK and Dapda have been the engines of change in the digital transformation of the automotive sector in Spain. Thanks to the complementarity of our professional teams and the technologies developed by both companies, we will be able to provide greater value to all our clients. We now have the firepower to not only solidify our presence in Spain but expand rapidly across Europe and beyond. It's an exciting new chapter in Dapda's history and we can't wait to start working hand-in-hand with our new colleagues at MotorK.”

Gilles Battan, Founder & CEO of FranceProNet, added: “We are proud to be joining forces with EMEA’s leading automotive retail SaaS provider, by bringing our expertise in search engine optimisation, as well as the development of customised digital solutions. In this day and age dealers and OEMs demand experts who can deliver international and integrated services to help them unlock the full potential of digitalisation. MotorK is the ideal partner to take FranceProNet to the next level and we are excited to work together to add further value to the automotive retail ecosystem.”

Fabrice Caltagirone and Thibault Henry, Co-Founders of FIDCAR, said: “This acquisition is a strong vote of confidence in the invaluable technology we have built. Customer data is a priceless currency in the digital era, and we are pleased MotorK recognises its value to drive acquisition and retention for dealers and OEMs. As part of MotorK, we will have the necessary resources to continue sharpening our tools and deploying our solutions to many more customers across the EMEA region. We look forward to working with Marco and the entire team at MotorK to provide world class digital tools to the fast-changing automotive industry.”

The Acquisitions are subject to customary closing conditions, as well as a pending future capital increase. MotorK is represented by global law firm White & Case LLP in each of the Acquisitions and PricewaterhouseCoopers Advisory SpA supported for the financial due diligence.

Dapda

Founded in Spain in 2005, Dapda is a SaaS B2B company whose solutions focus on CRM, web design, cloud, online reviews and SEO, and lead generation. Dapda offers complementary services covering digital marketing, call center automation and training. A leader in the Spanish market, Dapda has a solid team in 9 business units that serve a wide range of clients.

FranceProNet

FranceProNet was founded in 2005 in Toulouse, France and is a digital agency specialising in web solutions for the automotive sector. The company consults OEMs, dealers and agents on web design, SEO audit and optimisation, training, digital marketing, lead generation, and reputation management. FranceProNet’s team combines sector expertise with cutting-edge IT solutions to deliver superior results.

FIDCAR

Founded in France in 2017, FIDCAR is a B2B SaaS provider that supports the automotive sector in customer acquisition, satisfaction and retention. FIDCAR’s predictive marketing solutions capture information relating to customer journey and their vehicles, massively store this data (Big Data), and then analyse it with a proprietary AI. This way, FIDCAR is able to determine the preferences, habits and journeys of consumers. The company is currently active across four key markets: France, Spain, the UK, and Belgium.



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About MotorK

MotorK is a leading software as a service (“SaaS”) provider for the automotive retail industry in the EMEA region, with over 250 employees and eight offices in seven countries (Italy, Spain, France, Germany, Portugal, the UK and Israel). MotorK empowers car manufacturers and dealers to improve their customer experience through a broad suite of fully integrated digital products and services. MotorK provides its customers with an innovative combination of digital solutions, SaaS cloud products and the largest R&D department in the digital automotive industry in Europe. MotorK was founded in Italy in 2010 and is backed by leading investment firms 83 North and Zobito. The Company has been recognised by multiple organisations as one of the fastest growing tech companies in Europe – including Euronext TechShare, Tech Tour 50, Technology Fast 500 EMEA and the FT 1000. For more information, please visit: www.motork.io.

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