



SOCIETEX CORPORATE FINANCE advises the Canada-based company mTrip on its sale to French Group MisterFly



May 25, 2018 – Paris: Sale of mTrip to French Group MisterFly

Driven by innovative product and service offerings, MisterFly continues its expansion with mTrip. Using mTrip's expertise in mobile solutions, MisterFly will be developing personalized mobile applications that will allow them to better assist travelers throughout their purchasing and travel journey.

Since 2009, mTrip has been redefining the mobile travel experience. First with a B2C mobile application, offering travel guides that reached over 3 million downloads. Followed by an expansion to the B2B market in 2014, with white-label solutions for the tourism and leisure industries. Thanks to a very robust and agile platform, mTrip has quickly attracted the attention of the corporate travel industry, developing white-label and custom solutions for travel companies around the world.

For mTrip, the merger with MisterFly will be a great opportunity to strengthen resources, technological exchanges, and accelerate its growth in existing and new markets. For MisterFly, this expansion enriches the differentiating services provided to its customers and is also a first step in the North American market.

Nicolas Brumelot, President of MisterFly, says: « *We are pleased to welcome mTrip to the MisterFly Group. As part of our development projects, we wanted to extend the range of services offered to all MisterFly customers. For these innovations, we chose to add the know-how of professionals who master this expertise. mTrip's custom-made mobile applications can be tailored to the specific needs of each of our distribution channels. We will soon be offering an enriched and personalised customer experience throughout the journey, extending our services beyond the booking process, namely between booking and departure, but also at destination. Collaborating with mTrip's team will also strengthen our monitoring of the user experience and technologies and will allow us to increase our competitive advantage.* »

According to **Frederic de Pardieu, CEO and Founder of mTrip** : « *This is truly a win-win operation, in line with the DNA and shared-values of our two companies. It's an opportunity to drive more value to our customers, accelerate our growth in the European market, and strengthen our position around the world. We are truly excited to join the MisterFly family, they grew from 15 team members in 2015 to 250 today, winning one million passengers in 2 years, and selling over 270 million. We were drawn in by MisterFly's remarkable success story, there's a good reason why they were highlighted in the Tech5 Europe Award in 2017, the French Tech Pass and Skift's Top 20 Travel Startups to Watch 2018. MisterFly was able to establish itself in a competitive market with the recognition of its peers and the general public, and we will accompany the growth of the group with strong conviction* ».

mTrip will be fully merging with MisterFly, with its founders joining the executive team.

With mTrip, MisterFly further strengthens the group's technological know-how and will now benefit from a base across the Atlantic to reach new markets and develop its products and services for business travelers. MisterFly already serves the corporate travel industry through another division, Koedia, a software company specialized in information systems dedicated to the travel industry. Amongst its customers are business travel specialists like Appart'City, CDS Group, Havas Voyages, HCorpo and IAlbatros.



ADVISORS

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About SOCIETEX CORPORATE FINANCE

Created in 1952, Societex CF is specialized in Corporate Finance advisory and delivers tailored services for family-owned SMEs of the Small and Mid-market, as well as non-core divestments of larger groups. Its multidisciplinary team of 5 partners and 14 professionals enables Societex CF to fulfil most of the sectorial issues of its clients.

Its areas of intervention, in France or abroad, primarily cover:

- The M&A advisory, as well as the financial engineering that goes along,
- The Financing of acquisitions through equity and debt,
- The international support,
- The business valuation (equity, social shares, material goods, brand, patents, ...) in the context of a sale, a negotiation, an independent expertise, ...

The values of most of the advised operations are ranging between EUR 5 and 50 million. Societex CF advised nearly 200 transactions during the last 10 years, and also completed around 100 corporate and brand valuations throughout its SVA entity.

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