

Infopro Digital acquires Haynes to create a leading global information services provider in the automotive industry



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Two of the world's leading automotive data companies have joined forces to create a leading global information services provider in the automotive industry.

Haynes, with its presence in the UK, the US, Continental Europe and Australia is a leading multi-national supplier of content, data and innovative workflow solutions for the automotive industry and motorists as well as an iconic brand for all motor enthusiasts.

Combining Infopro Digital's own automotive division ("Infopro Digital Automotive") with Haynes and leveraging both companies' datasets, customer bases and existing international operations, creates a compelling product proposition for the enlarged Group's partners who are increasingly seeking international software, data and insight solutions.

Both businesses are very complementary:

- Infopro Digital Automotive's geographic footprint is complementary to Haynes': Infopro Digital Automotive has a historically strong presence in France through its brands ETAI and Inovaxo and has accelerated its international expansion in Italy and Spain since 2016. Conversely, Haynes has, through both its business lines, built a leading position in the UK, Germany, Benelux, Eastern Europe and further afield in the US, Australia and New Zealand.
- From a product offering standpoint, Infopro Digital and Haynes are also complementary both in terms of the content which can be combined to build a leading pan-European database, and also in broadening both businesses' respective solutions for their customers.

Commenting on the acquisition, Christophe Czajka, Founder and Executive Chairman of Infopro Digital, said:

"At Infopro Digital we have long respected Haynes' spirit of innovation and its reputation for excellence. With a deeply complementary product set and geographic footprint, the combined

companies have an opportunity to serve our clients more effectively and to build on both organisations' history of creating innovative, transformative products that the automotive industry has come to value. We are committed to working together to create a company that will continue to help define the future of automotive data."

Further, Julien Elmaleh, CEO of Infopro Digital said:

"Haynes is an extraordinary brand underpinned by unique products and services and most importantly, a talented and dedicated team of people. We believe this is the start of a great story where, together, we will build on our respective strengths and cement our position as a leading automotive data company and make our products and services available to even more customers worldwide."

Infopro Digital Automotive's business - including its brands E.T.A.I, Inovaxo and Autronica - and Haynes' Professional business - including HaynesPro, OATS and E3 Technical - will be jointly led by Jean-Michel Poissonnier and Peter van der Galiën. The latter, commenting on the acquisition said:

"This presents a unique opportunity to reinforce both companies' leading positions in our markets and better serve our customers. Together with Jean-Michel, we have already begun identifying opportunities to widen the products and services we deliver to our clients and we look forward to benefiting from E.T.A.I.'s expertise and the wider Infopro Digital Group's technological capabilities."

Haynes' Consumer business which, amongst other things, publishes leading vehicle maintenance and repair manuals in print and online format will be led by James Bunkum.

Infopro Digital is a leading independent provider of business-to-business ("B2B") data and platforms, events and insight, committed to servicing professionals across the automotive aftermarket, construction, insurance and finance, industrials, public sector and retail sectors internationally. Leveraging a deep understanding of its clients and the professional communities in which it operates, Infopro Digital delivers business solutions that enable users to make better business decisions, increase their productivity and grow revenue by generating new business and sales opportunities.

Infopro Digital was founded in 2001 and has a global presence with offices across Continental Europe (including the UK, France, Germany, Spain, Italy, Belgium and the Netherlands), North America and Asia Pacific.

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