

## Winston & Strawn advised Astorg on the acquisition of a majority stake in Redslim, in partnership with its founders and management team

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Winston and Strawn Paris represented Astorg, a leading Pan-European private equity firm in connection with the signing of a binding agreement to acquire a majority stake in Redslim (the “Company”) from its Founders, Eric Bensimon, Alberto Alcaniz, Soren Altmann and Patric Mezei (the “Founders”), who will re-invest significantly in the business. Redslim provides data management services, leveraging a proprietary technology platform, and focusing on Consumer-Packaged Goods (CPG) and Consumer Healthcare (CHC) segments. Through this partnership, Astorg will support the Company’s growth and international expansion, collaborating closely with the Founders and the management team.

Headquartered in Switzerland with a Pan-European presence, Redslim helps global companies transform their fragmented market data into powerful business intelligence assets for critical use cases. Redslim harmonizes and integrates data from more than 50 sources and countries globally, providing insights on commercial performance, market shares, marketing, innovation, and pricing, directly feeding client data lakes and C-level reporting.

Redslim has been growing strongly over the past four years, with an annual rate of 30-40%. The Company has demonstrated its ability to expand globally, attracting new clients and strengthening relationships with existing ones, with additional countries, data sources, and services covered by Redslim. The Founders and management team are fully committed to the next phase of growth in partnership with Astorg, with plans to accelerate R&D and platform investments, scale the commercial and service teams, and drive growth beyond Europe and existing verticals.

The investment will be part of Astorg’s Mid Cap portfolio, representing the sixth portfolio company of the fund to date, and the third one in Software & Technology.

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