

PLANITY

Press release
Paris, 20 of February 2024

Planity, the leading French booking platform for the beauty industry, raises \$50 million Series C to drive international expansion

- **Founded in 2017, Planity is the market-leading online booking SaaS platform for the beauty industry, supporting 25% of hair and beauty salons across France.**
- **The funding round was led by InfraVia Capital Partners with participation from existing shareholders Crédit Mutuel Innovation, Revaia, and Bpifrance Digital Venture, bringing the total funding since inception to \$105 million.**
- **This financing will accelerate Planity's European expansion, the recruitment of 300 new employees, and support enhancement of its product through AI.**

A French gem transforming the European appointment booking market

Launched in 2017 by Antoine Puymirat and his co-founders Jérémy Queroy and Paul Vonderscher, Planity is the number one beauty appointment booking platform in France. In the last 18 months Planity has also gained significant and growing market positions in Germany and Belgium, securing the second position in those countries. **Over 10 million hair and beauty appointments are booked every month** through Planity's unique solution with just a few clicks. Salons experience a **16% increase in turnover within one year of use** as a result of a significant reduction in missed appointments through reminder SMS, increased booking frequency, as well as the acquisition of new clients from the platform's unique coverage.

Growth across markets drives strong financial performance for 2023

Having successfully achieved break-even performance in its home market, Planity now aims to become number one in Belgium, Germany, and Europe. With over **40,000 establishments using its solution**, Planity achieved ARR of \$40m in 2023 whilst growing 60%.

A decisive fundraising round to win new markets

To achieve its growth ambitions, Planity completed a **\$50 million new financing round** led by French growth fund InfraVia Capital Partners with participation from existing shareholders Crédit Mutuel Innovation, Revaia, and Bpifrance Digital Venture. Arma Partners acted as exclusive financial adviser to Planity in connection with this transaction. The startup plans to continue developing its product, make potential acquisitions, and invest in new verticals.

Conversational AI to automate phone appointment bookings

To support its internationalization, commercial development, and solution improvement, Planity, which employs 400 people, plans to recruit **300 new employees in 2024**. Among the planned developments, Planity intends to integrate conversational AI to manage calls and appointment bookings by phone and to enable its clients to process card payments using their mobile phones.

Antoine Puymirat, CEO and co-founder of Planity: *"This fundraising round is further proof of our model's relevance and the financial community's trust. We are very happy we can count on the support of our existing shareholders whilst welcoming InfraVia as a new backer as we approach a pivotal chapter in our journey. After securing a leadership position in France and quickly establishing a significant presence in the German and Belgian markets, we will strive to replicate our national success there."*

Guillaume Santamaria, Partner at InfraVia Capital

Partners: *"The model developed by Planity was efficiently carried out in three countries and demonstrates a strong sector trend globally. The company's leaders and their teams can therefore legitimately nurture great ambitions. We are thrilled to participate in the development of an innovative solution that transforms the daily lives of tens of thousands of professionals and millions of consumers."*

About Planity

Launched in 2017 by Antoine Puymirat and his co-founders Jérémy Queroy and Paul Vonderscher, Planity is an online booking platform dedicated to beauty professionals, such as hair salons, beauty institutes, and barbers. Its solution integrates a cash register software with multiple features, allowing their 40,000 partners to efficiently manage their activities. Planity's connected agenda offers automated appointment management and work time optimization, in addition to complete visibility on the schedule. The software also facilitates transactions and inventory management.

More information at <https://www.planity.com/>

Press contact PLANITY

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About InfraVia

InfraVia is a leading independent private equity firm, specialized in real assets and technology investments. InfraVia supports entrepreneurs and companies in their growth and helps them to expand their businesses and transform them into top-tier platforms. Since 2008, InfraVia has raised EUR 12 billion of capital and invested in 50+ companies across Europe. The Growth Equity team is supporting European B2B tech scale-ups such as JobandTalent, Sightcall, Paysend, Botify, Foodles, Packhelp, Ometria, Paack, Xempus, Stratio, Datadome and One Click LCA.

To learn more about InfraVia, visit infraviacapital.com/

About Revaia

Revaia is a leading investor in sustainable innovation, partnering with mission-driven entrepreneurs with global ambitions and sustainable leadership. Revaia helps these growth-stage companies navigate their entire life cycle from Series B to IPO or buyout. Revaia builds bridges between venture, private equity, and public markets and is a supportive sparring partner for entrepreneurs who are working to transform the world for the better. With offices in Paris, London and Berlin and presence in North America, its diverse team brings hands-on expertise and unique ESG know-how to the most promising technology scale-ups. Revaia is very proud to be supporting companies such as Algolia, Aircall, Coralogix, Deepki, Frontify, Acorns, Hublo, Mews, Platform.sh, Planity, and Welcome to the Jungle.

To find out more: www.revaia.com/

About Crédit Mutuel Innovation

Crédit Mutuel Innovation is the subsidiary specializing in venture capital investments of Crédit Mutuel Equity (4 billion euros of managed capital). It invests equity stakes ranging from 1 to 20 million euros in innovative companies in digital, life sciences, and deeptech. Crédit Mutuel Innovation enables entrepreneurs to develop their growth potential by connecting them with companies within its ecosystems. Since it takes more than 5 years to create a global leader, Crédit Mutuel Innovation invests its own capital sustainably and builds long-term relationships with the entrepreneurs it supports.

To learn more: www.creditmutuel-innovation.eu

About Bpifrance and its Digital Venture Fund

The equity investments of Bpifrance are operated by Bpifrance Investissement. Bpifrance finances companies - at each stage of their development - through loans, guarantees, and equity investments. Bpifrance supports them in their innovation and international projects. Bpifrance now also supports their export activities through a wide range of products. Advice, university, networking, and acceleration programs for startups, SMEs, and intermediate-sized enterprises are also part of the offerings provided to entrepreneurs. Bpifrance Digital Venture is the team responsible for Venture investments in innovative technology companies in the digital sector. It supports companies at the seed, Series A, and Series B stages, which have the ambition to become international leaders in their market. With 720 million euros under management, Bpifrance Digital Venture has invested in more than 120 companies and completed over 25 divestments since 2011. The team has invested, among others, in Talentsoft (Cegid), Netatmo (Legrand), Meilleurs Agents (Axel Springer), Cardiologs Technologies (Philips), Manomano, Openclassrooms, Shippeo, Strapi, GitGuardian, Livestorm, Swan, Exotrail, and Alice&Bob.

More information at www.Bpifrance.fr - <https://presse.bpifrance.fr/>