



LINK BYNET

Always on

Press Release



19
OCTOBER
2020

Linkbynet is revealing its new look and rethinking its vision and mission. The company has emerged, strongly resilient and with great ambition, during a period of global economic downturn, amid the Covid-19 crisis.

Today, Linkbynet is celebrating its 20th anniversary: 20 years since its adaptation to the IT market, 20 years of innovative solutions, and 20 years of international expansion that have enabled the Group to achieve an average annual organic growth of more than 20% over the last 20 years.

Driven by their confidence in our growth and development, Keensight Capital invested 50 million euros at Linkbynet's first fundraiser in 2016.

This growth has, over the past 3 years, been accelerated by several acquisitions as part of an ambitious strategy to develop its offer:

- Treptik in 2017, to launch its consulting business.
- Securiview in 2018, to strengthen its cyber security aspect.
- Objectif Libre in 2018, to enhance its capacity to transform open-source architecture
- Data Essential in 2019, to strengthen its management of private cloud architecture and grand-scale cloud data.
- And Wise Partners in 2019, to create one of the top 5 cybersecurity firms in France.

Linkbynet is now, more than ever, presenting itself as a challenger, an international specialist in Multi-cloud and Security, and boasts a community of nearly 1,000 experts spread over 4 continents, to help its customers achieve their full potential.

Some of the more challenging customers, notably the CAC40 groups, have been entrusting their growth to Linkbynet for many years. Their loyalty towards Linkbynet's expertise is our best endorsement in this competitive and dynamic sector.

This year, our group is displaying strong resilience in a market that has been severely devastated by the health and economic crises linked to the Covid-19. Indeed, Linkbynet is one of the few French groups to have experienced further growth in 2020, whilst retaining all of its employees from all geographical regions: this is proof of the agility rooted deep within the DNA of our group, and our major focus on staff well-being. These results also demonstrate the relevance of external growth choices and the willingness to deliver a more comprehensive offer to better serve our customers.

At the age of 20, Linkbynet is unveiling a complete overhaul of its brand, presenting a clearer vision, mission and business strategy. The international company is now better than ever equipped to support its customers in their strategic digital transformation to the cloud.

A clear vision: digital infrastructure and data security are now the cornerstone of every business transformation strategy.

A strong mission: to be a forerunner, and at the forefront of the design and maintenance of digital infrastructure and applications serving critical demands.

A new, forward-looking organization: the appointment of Julien Trassard as Managing Director of Linkbynet to support this growth alongside co-founders Patrick and Stéphane Aisenberg.

Newly joined to the Board of Directors, are: Marianne Descamps, HR, leading our HR strategy; David Hoze, Executive Vice President of our cybersecurity pillar; Samuel Meynet, Executive Vice President of

Managed Services for the entire group; Benjamin Detroye, following his successful launch of our activities in Asia, taking on the role of Director of Offers, Group Marketing and Partnerships. Last but not least, Laurent Favre is taking charge of an entity that includes Finance, Legal, Purchasing and Acquisitions for the entire group. In support of the announced developments, David Allaman is taking on the role of aligning Consulting and Managed Service business practices in Europe.

The turnover for the next 3 years is thus projected to double the 2020 revenue result and reach 200 million euros, an ambition in line with the group's past performance and its new impetus.

With this in mind, the Linkbynet Group deploys its proven expertise, cutting-edge solutions and passion for technological innovation through its international presence across North America, the Indian Ocean, Europe and Asia, via its 4 business pillars:

Cloud Advisor. The pillar through which we advise and develop the cloud strategy for our customers to enable them to succeed in their digital transformation.

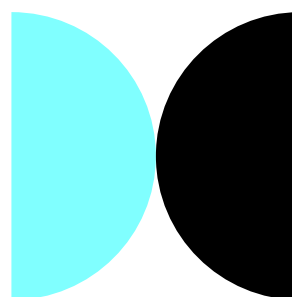
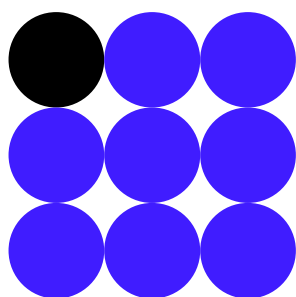
Cyber Security. Indispensable solution to secure the digital assets of our customers to ensure their growth.

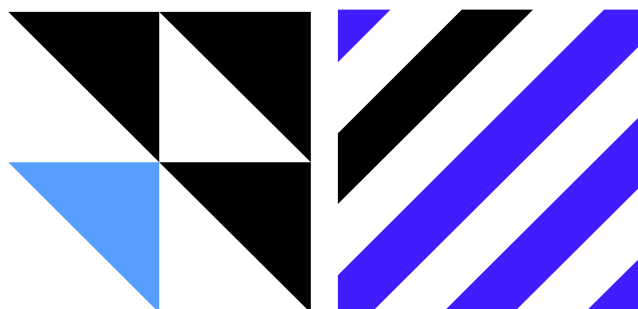
Cloud Transformer. We mobilize our best expertise to deploy our customers' cloud projects, enabling their speedy innovation.

Cloud Optimizer. We optimize data and infrastructure management for our customers, be it in terms of enhancing application efficiency or better managing their cloud expenditure (FinOps), which can only mean greater efficiency!

Linkbynet is today a flagship brand, recast and common to all entities of the group. It is also a new graphic identity embodying dynamism and the spirit of renewed conquest. This new look is expressive of our vision and our new mission: audacious, precise, sassy, agile, technology-oriented and human-centered.

Linkbynet is also embracing the new signature of "**always on**", emblematic of our state of mind: always ready, available, and enthusiastic. This is, above all, a symbol of the talented women and men who make up Linkbynet.





« Two decades ago, we started out as pioneers to meet the emerging demand for web hosting solutions. From young trailblazers, we grew into a solid company serving multiple international markets by developing strategic expertise in managed cloud services, consulting and cybersecurity.

Today, our multi-specialist community has all the assets needed to help our clients reach their full potential: proven expertise, industry leading solutions, a particular passion for tech innovation and the strong desire to always go further for the success of our client.

With a new, integrated organization and a fresh marketing offer, we will be fully equipped to strengthen our unique positioning as a market challenger.

Now more than ever, we need to stay true to ourselves and speak loudly and clearly about what sets us apart.

We are challengers, always on the ball, always on fire, always delivering beyond expectations... always on!

Our 20th anniversary is a great opportunity to reconnect with our challenger mindset and open a new chapter for our brand.

We are proud to reveal the new brand identity of The Challenger: a new face to differentiate ourselves and reaffirm our true identity.” »

Patrick & Stéphane Aisenberg, co-founders of Linkbynet

About Linkbynet:

We are a pure product of innovation. Created 20 years ago to address new needs in managed services and cloud solutions, we have an optimistic vision of technology and its great benefits for our ways of working, collaborating and living. In today's constantly changing world, the strategic transformation of businesses cannot take place without the development, management and security of powerful, customized digital infrastructures. Even though they are invisible to everyone, we are convinced they have become essential for the growth and survival of companies and organizations.

Press Contact:

Matthieu Demoor (Europe zone)
m.demoor@linkbynet.com
+33 (0)1 48 13 00 00

Connie Lau (APAC zone)
c.lau@linkbynet.com
+852 9220 5516

