



## Akeneo lands the prize for Start-up of the year, joining the gems of French innovation



**Nantes, 20 September 2017** – At its annual ceremony last night, EY awarded the Start-Up of the Year prize for the western region to Akeneo, a young seedling company from Nantes, specialising in unification of product information. This recognises the path followed by this start-up formed in 2013 which already has three capital rounds to its credit.

*“The Start-Up of the year prize means a lot to us. On the one hand, it confirms the relevance of our economic model and ability to innovate in a sector with emerging competition. On the other it also acknowledges, if that were still needed, that the issue of uniformity in product information is a major challenge for brands,”* says **Frédéric de Gombert**, CEO and co-founder of **Akeneo**, in congratulations.

For the past four years, Akeneo’s PIM (Product Information Management) open source solution has given brands the means to unify information about their products across all media, from the brand’s mobile app to its paper catalogue, via a Marketplace description. *“At a time when the consumer carefully monitors information before making a purchase, brands would be wrong to treat it as an unnecessary extra. The explosion in digital channels and the advent of voice assistants are driving*

*uniformity and classification of product information to the top of the list of business marketing concerns”, notes **Frédéric de Gombert**.*

This product, as an alternative to Excel, has already been downloaded over 40,000 times in the free version, and the corporate version is in use by over 150 customers in 160 pays. “Open source is one of Akeneo’s strongest stand-out features. It combines perfectly with the values of transparency and innovation held by the whole team”, considers **Benoît Jacquemont** CTO and co-founder of **Akeneo**.

*“Approval from investors and the innovation eco-system provide us with valuable support in achieving our growth objectives”, comments **Frédéric de Gombert**. Akeneo will reach these growth objectives particularly by expanding its presence beyond France.*

#### À propos d’Akeneo :

Akeneo améliore le quotidien de milliers de commerçants on et offline en les aidant à prendre soin de leurs informations produits. La solution Akeneo PIM - Product Information Management - a permis à des entreprises telles que Made.com, Carrefour, Samsung, Kusmi Tea ou encore Universal d’améliorer leur conversion, de gagner en productivité et d’offrir une expérience utilisateur remarquable à leurs clients. Construit sur un modèle open-source, Akeneo PIM est disponible en version communautaire - accessible à tous -, ainsi qu’en version Entreprise. Akeneo est basé à Nantes, Boston et Dusseldörf. Venez découvrir nos solutions : [www.akeneo.com](http://www.akeneo.com)

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