



**Press Release**  
Paris, October 21, 2021

## **Orange Ventures invests in French scale-up Batch**

- **Batch specializes in customer engagement and is a leading push notification (web and mobile) provider thanks to its new generation CRM platform**
- **The €20 million was raised with Expedition Capital.**

Created by Simon Dawlat and Antoine Guénard in 2015, Batch is recognized on the market and is growing rapidly and steadily thanks to its new generation CRM platform allowing brands to make their customer journeys mobile centric. It has 70 employees spread between Paris and Lyon and over 500 customers, including most media outlets, many key accounts, service companies, and startups as well as 30% of its customers being international - from the UK and Germany.

This €20-million funding round, announced today, will enable Batch to develop three key projects: the creation of 170 new positions and strengthening its unique corporate culture, optimizing and building-up its technological platform and opening new offices in Marseille, London and Berlin.

### **A key investment in Orange Venture's strategy**

The mobile-first CRM platform offers a holistic vision of the customer and their journey, meaning omnichannel strategies can be implemented. This participation is perfectly in line with Orange Venture's investment strategy, which is based on the desire to support future global tech champions that aim to assist the responsible digital transformation of companies and society.

The partnership between Orange Ventures and Batch will provide agile and structured access to Orange ecosystems and commercial business units.

### **An ambitious development in the coming years**

Using this funding, Batch's first priority is to strengthen its corporate culture by investing in projects devoted to its employees, such as management and financial performance transparency, decision-making processes, work from home as well as gender equality and parenthood. The start-up aims to have 150 employees by end 2022, and 250 employees by 2023. This funding will also be used to continue to strengthen and optimize the technological platform while boosting its development and international growth.

“We are delighted with the support from Orange Ventures during this fundraising because we share the same ambitions. But above all, we share strong common values. Beyond the

development of our platform and our international growth, this fundraising will allow us to focus on our corporate culture, because people are at the center of our priorities and represent the base of our development,” says Simon Dawlat, co-founder of Batch.

"Batch has managed to position itself as the leader on its domestic market and to develop a corporate culture focused on its employees' development. In line with its ambition to help develop a new win-win ecosystem between very agile startups and a major group like Orange, Orange Ventures is happy to support Batch to accelerate its international development and continue its efforts to develop a technology that perfectly addresses the companies' digitalization challenges," explains Jérôme Berger, President and Managing Partner of Orange Ventures.

#### About Batch

Batch has developed a multi-channel customer engagement platform designed for the new generation of marketing divisions and focused on the needs of key accounts and scale-ups. Self-financed for over 6 years, with close to 100 employees, Batch raised its first €20 million in 2021 to strengthen its culture, develop its platform and boost its international deployment. The company is based in Paris and Lyon, with offices in several European cities.

*For more information:* [www.batch.com/fr](http://www.batch.com/fr), [@batch](https://twitter.com/batch)

#### About Orange Ventures

With €350 million in funds, Orange Ventures is dedicated to investing in innovative startups in Orange's strategic fields of interest (Networks & IT, Digital Companies, Cybersecurity and Fintech) and beyond (Content and gaming, Consumer platforms, E-health). Orange Ventures also deploys initiatives dedicated to the Africa-Middle East region. Supported by the Orange Group, Orange Ventures offers the startups in which it invests access to the Group's expertise and the possibility to put in place synergies with the Orange Group's many sales units and its 262 million customers spread across 26 countries. For more information, visit [ventures.orange.com](http://ventures.orange.com) or follow us on Twitter [@Orange\\_DV](https://twitter.com/Orange_DV).

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