



Mytraffic closes a €10 Million Series A funding led by Alven



Paris, September 23rd, 2021

Mytraffic, the European leader in data insights for physical places, has raised €10M with Alven as lead investor, alongside Kernel, participating as an existing investor. The company plans to use the funds to develop its product features and accelerate its growth in France, Netherlands, Belgium, UK, Germany, Italy and Spain.

Mytraffic believes in Data

Mytraffic provides accurate and dynamic insights on physical places (stores, malls, offices or logistic centres) to retail, real estate, asset owners and cities through its SaaS platform. The exclusive data and cutting edge software allow property owners to set the right rental price, retail networks to select the best locations for expansion, malls marketing managers to select areas to activate their marketing efforts, or city planners to assess the impact of a week-long food fair on the attractiveness of the city.

Key numbers

- *Founded in 2016*
- *250+ clients from various sectors across 7 European countries (France, UK, Germany, Spain, Italy, Belgium & Netherlands)*
- *x3 annual recurring revenues growth in June 2021*
- *65+ employees*

- A GDPR process fully audited by the CNIL in 2021

From providing reliable footfall data to retailers to supporting their expansion decisions in 2016, the company has extended its data use cases, leveraging thousands of hours of R&D, to new sectors such as real estate and cities. The company now offers a SaaS platform with comprehensive data on 1 million physical locations in Europe, ranging from historical and real-time visitor volumes to visitor profiles and origins.

Mytraffic's core value is to accelerate and improve decisions on where, when and how much to invest in a specific area or location, to improve asset performance, to reduce the risk of decisions made and to monitor their impact over time.

*"Thanks to Mytraffic accurate real-world data, physical asset owners and public decision-makers can now make evidence-based decisions, just as what e-retailers have been doing in the digital world for many years. It is a genuine revolution and this is what convinced us to partner with them," says **Rodolphe Menegaux, Partner at Alven.***

Funds to strengthen R&D and support European growth

Despite the Covid environment, the company has continued to grow rapidly over the last two years (x3 year-on-year recurring revenue growth at end Q2 2021). It now has over 250 clients in Europe, from a wide range of industries, among them Klepierre, Cushman & Wakefield, American Express, The Body Shop, BNP Paribas, H&M, Carrefour, as well as nearly 100 cities and public entities, such as the City of Strasbourg, La Poste, the Caisse des Dépôts, Brussels or Karlsruhe.

*"The Covid crisis has led to high volatility and has put, most likely in the long run, a lot of pressure on decisions regarding physical locations, for malls, shops, offices, logistics or city centre managers. Our mission at Mytraffic is to support them in coping with this uncertainty by taking decisions based on factual data" said **Hakim Saadaoui, Co-Founder of Mytraffic.***

This round of capital will allow Mytraffic to strengthen its R&D capabilities, to invest in new use cases such as vehicle traffic analysis and to expand its sales and marketing talents pool to increase its market share in the UK, Belgium, the Netherlands, Germany, Spain and Italy.

*"We are grateful for Alven's and Kernel's trust. With this funding, we will increase our investments to hire new talents, improve our product differentiation, aiming at tripling our sales within two years and consolidating our leadership on the European market", added **Hakim Saadaoui.***

About Mytraffic

Mytraffic proposes a SaaS platform, combining software & data, to provide accurate and dynamic insights on 1 million physical places across Europe (stores, malls, offices or city centres).

In an environment marked with increasing volatility of traffic flows, Mytraffic's core mission is to support real estate & asset managers, retailers and city planners to make fact-based decisions, on where, when and how much to invest in a specific area, how to improve asset performance, reduce the risks and monitor investment impact over time.

Mytraffic works with numerous leaders from various industries, such as Klepierre, BNP Paribas, Carrefour, Primonial, Acuitis, Histoire d'Or, Cushman & Wakefield, American Express, IRI, Hines or The Body Shop. Mytraffic also works with many cities & state-owned agencies, such as Ville de Dunkerque, Ville de Strasbourg, ANCT, Brussels or Karlsruhe.

Mytraffic is hiring: <https://www.welcometothejungle.com/fr/companies/mytraffic>
Learn more at www.mytraffic.io

About Alven

Alven is an independent early-stage venture capital firm with over \$500m under management and a successful track record of backing more than 130 startups over 20 years.

Our mission at Alven consists in supporting the long-term success of European category-defining startups with global reach, starting at Series A or Seed stage. Alven's sectors of interest include notably B2C/B2B marketplaces, productivity and dev tools, vertical AI platforms, consumer social & entertainment, B2C financial services and wellness brands.

Past or current investments include Algolia, Dataiku, Drivy, Happn, Wit.ai (Facebook), CaptainTrain (Trainline/KKR), MeilleursAgents (Axel Springer), SeLogger (IPO), Webhelp, Peopledoc, Sqreen, Meero, Jobteaser, Sezane, Qonto, and OpenClassrooms.

Learn more at www.alven.co

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