



Qualifio raises 3m EUR in Series A funding from Volta Ventures and SRIW

Qualifio, the leading European interactive marketing and data collection platform, raises 3m EUR in Serie A funding. Investors are Ghent-based Volta Ventures, one of the most active VC funds in Belgium, and SRIW (Société Régionale d'Investissement de Wallonie), the investment arm of the Walloon Region in Belgium.

Qualifio launched in 2011 a SaaS platform to engage audiences and collect data, through the easy creation and multichannel publication of 40+ campaigns like quizzes, competitions, forms, video galleries, animated games, etc. Qualifio is used by more than 400 leading brands and media across Europe, including Kinopolis, FC Barcelona, Carrefour, L'Oréal, Decathlon, VRT and TF1. It is one of the fastest-growing companies in Belgium.

Olivier Simonis and Serge Rappaille, co-founders of Qualifio and respectively CEO and CTO, explain: *"Qualifio has been self-financed so far, but we felt the moment was right to accelerate our growth by giving the company more financial power. The market is very dynamic all across Europe and demand is very strong for smart data collection and segmentation solutions, especially in the GDPR context. We found in Volta Ventures and SRIW the perfect partners to accompany our growth in the coming years."*

The investment will be used to continue building the Qualifio platform as the reference platform for audience engagement and data collection and geographically expand the activities of Qualifio to Germany and Scandinavia (Qualifio currently has offices in Louvain-la-Neuve, Paris, Amsterdam and Madrid).

Frank Maene, Managing Partner of Volta Ventures: *"We were impressed by the breadth and depth of Qualifio's product offering, enabling non-technical people to engage with customers and prospects and by the positive feedback we got from many customers. We look forward to working with the Qualifio team and accelerating the international expansion of the company."*

Damien Lourtie, Investment Manager SRIW: *"This investment is exactly in line with the digital strategy of the Walloon Region to help companies to become global champions in their sector. This round of financing will help Qualifio to be stronger and bigger."*

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About Qualifio:

Qualifio is the leading European SaaS platform for interactive marketing and data collection. Launched in 2011 in Belgium, it is used daily by more than 400 leading brands and media across Europe to engage audience and collect data on their websites, apps and social networks.

Qualifio has become an essential brick of media and brands' data architecture and is fully integrated with major CMS, CRM, DMPs, SSO (single sign-on) and analytics.

The company has a team of 40 and offices in Belgium, France, Spain and The Netherlands.

About Volta Ventures:

Volta Ventures Arkiv invests in young and ambitious internet and software companies in the Benelux. The fund's team, with active support from some 30 business angels, expects to make a substantial impact on every company it invests in by working with the founders and management to identify new markets and customers, hire senior talent, provide ongoing guidance and arrange further financing rounds. Volta Ventures Arkiv is supported by ARKimedes-Fund II (an initiative of PMV NV and the Flemish Region) and the European Investment Fund.

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About SRIW:

SRIW (Société Régionale d'Investissement de Wallonie) contributes to the economic development of the Walloon Region through partial financing of companies or development projects located in Wallonia (3 billion assets under management). SRIW invests in growth, alongside private investors through loans and equity. In the digital sector, SRIW is for example shareholder of Odoo (ERP) or Elium (Knowledge sharing).

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