

PRESS RELEASE

Robur Capital supports international expansion of StepUp Consulting

Roeselare, 18 February 2019 – Robur Capital acquires a majority shareholding in StepUp Consulting, the international expert in revenue management and big data (www.stepupconsulting.eu).

StepUp Consulting was formed in 2010. Using proprietary tools, models and consultancy, it supports mainly FMCG¹ companies with their revenue management. Multinationals such as Danone, Heineken and Iglo (Nomad Group) use these tools to optimise the ROI of their marketing and sales activities and improve their strategy. The organisation currently has 40 employees, including data architects, business analysts and consultants.

The Head Office is in Leuven, but StepUp Consulting operates in more than 12 European countries, with over 70% of its turnover generated outside Belgium. Since 2014 the company has seen an annual revenue growth of +50%. The Union of Self-Employed Entrepreneurs (UNIZO) named it the most promising SME of the year in 2018. It is also ranked in the top 10 in the small business category of the 2019 *Trends Gazellen* for Flemish Brabant (*Trends* is the foremost business and finance magazine published in Belgium).

Steven Claes, Piet Surmont and Evert Verlinden, who founded the organisation and still run it, will remain on board. “We have every confidence in the expertise of the management,” comments Wim Deblauwe, Managing Director of Robur Capital. “Their goal is to continue to grow internationally to meet the demands of clients worldwide. We want to support that international expansion with our investment.”

Piet Surmont, Managing Partner of StepUp Consulting: “Robur Capital’s involvement will really help drive StepUp’s fantastic growth. Its entrepreneurial spirit and experience in assisting growth companies is priceless to us.”

This transaction is the fund’s fifth investment. The parties involved have agreed not to disclose any further financial details.

More information

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¹ FMCG: fast-moving consumer goods.