

PRESS RELEASE

Ama Partners advises IPAN IPAN in structuring a venture loan to boost its connected furniture products

September 3, 2024 - IPAN IPAN, the global leading provider of wireless charging systems for the fast-food and hotel sectors, accompanied by Ama Partners, announces the successful closing of a venture loan transaction with Wormser Frères Gestion, a branch of Banque Wormser, a pioneer in venture loans in France for almost 10 years. Already profitable and operating in 15 countries, the start-up is now looking to boost its international expansion.

Helping to digitalize the hospitality industry

IPAN IPAN is revolutionizing customer service for leading cafes, hotels and restaurants (CHR), with innovative products and services ranging from wireless chargers to tabletop order-taking and customer feedback. These services, used daily by more than 150,000 users, are acclaimed by renowned customers such as McDonald's, Marriott and Starbucks, because only IPAN IPAN products meet their requirements for quality and control of customer data.

Founded in the Nouvelle-Aquitaine region of France, the start-up rapidly expanded its activities in the Middle East, a fast-growing region that facilitates the deployment of its technological solutions. Also present in several European countries, IPAN IPAN is now looking to seize new business opportunities in Europe, Asia and North America. This operation will enable the company to strengthen its sales and tech teams.

A solution for every situation

This venture loan demonstrates Ama Partners' ability to offer solutions tailored to each specific situation and customer's need. The deal's features are fully in line with the ambitions that Banque Wormser Frères has been pursuing for the past ten years: financing the development projects of young, fast-growing companies that are profitable or on the verge of becoming so.

At a key moment in its development, IPAN IPAN has opted for venture loan financing, an alternative to traditional financing that offers greater flexibility and limits dilution. Ama Partners supported IPAN IPAN's founding partners throughout this transaction, which was completed in less than six months.

Franck Gahéneau, CEO of IPAN IPAN: *"We have been preparing this transaction for several months, and now we are here – it's an important step that will allow us to take things to the next level. After a very detailed analysis of the company, its strategy and ambition, AMA PARTNERS recommended to*

consider a different scenario than a 'classic' fundraising by proposing a venture loan deal. Throughout our collaboration, AMA PARTNERS has been an essential partner in achieving our goals. "

Parties involved in this transaction:

M&A: Ama Partners (Brice Thébaud and Valentin Bouilly)
Auditors: La Direction (Thibault Salou, Antoine Hugé, Astrid Barjou)

About IPAN IPAN

IPAN IPAN is a leader in the wireless charging for hospitality furniture and the provision of related digital services. Since its creation, the company has continued to innovate and expand into new markets, offering high quality solutions and improving the customer experience at the point of sale.

Learn more: www.ipanipan.com

About Banque Wormser Frères

Founded in 1936 by George Wormser, Banque Wormser Frères is an independent, family-owned private bank. The bank advises entrepreneurs, real estate players and families, offering them both listed and unlisted investment solutions, as well as private and professional financing.

With 600 million euros in assets under management, a 100-strong team, and a solid long-term track record, the Bank provides tailored support, with the aim of preserving and enhancing its customers' wealth over the long term.

Responsible and committed, Banque Wormser Frères has always been driven by the desire to be useful to society, and today its activity is still characterized at every level by the idea of going beyond the call of duty, aiming to make Banque Wormser Frères one of the benchmark players in sustainable finance.

Learn more: www.banquewormser.com

About Ama Partners

Ama Partners, formerly Alienor Partners, is an independent advisory firm specializing in capital transactions for SMEs and mid-sized companies. Founded in 2010, Ama Partners has successfully completed over a hundred sales, acquisitions, fundraising and capital reorganizations. Ama Partners offers French and foreign managers local support and a commitment throughout the assignment. Ama Partners is a member of the CNCFA.

Learn more: www.ama-partners.com

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