

EDFLEX raises €5 million to revolutionize the market of corporate E-Learning

Edflex, a digital training solution for companies, announced today that it has raised €5 million in funding from MAIF Avenir, We Positive Invest (Crédit Mutuel Arkea Group), BPI France and a renowned Business Angel, Nicolas Fritz, COO of ContentSquare, who is investing in his personal capacity.

The deal will enable the company, which has already seduced more than 100 clients (Air France KLM, Orange, Total, etc.) and forged partnerships with major players in the training sector (360Learning, RiseUp, Talentsoft, etc.), to strengthen its solution and double its teams, with the aim of accompanying one million users by 2022.

85% of the professions of 2030 do not yet exist today*. Many employees are therefore faced with an essential need for training in order to adapt to these developments. And for all employees who want to acquire new skills or knowledge, everything is available on the web. Every day, more than 30 million new contents are published on the Internet.

However, in this jungle of information, it is difficult to find the most relevant and up-to-date resources for a given query or topic. And while 95% of employees claim to train themselves, the need to accompany this digital learning and to ensure the quality of training resources has never been stronger for companies, whose in-person training sessions and traditional e-learning tools do not always meet their employees' training expectations.

Edflex, a unique and disruptive training content solution on the market

Edflex was created on the basis of this observation. The company's goal: to provide easy access to thousands of online resources. Its method: a tool for curating the best training content available on the Internet: podcasts, videos, articles, tutorials, courses...

Five years after its creation, the start-up offers 40,000 pieces of content selected, qualified and validated by educational experts in about a hundred areas ranging from soft skills to management, marketing and accounting.

*[2017 report from Dell and the Institute for the Future](#)

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True revolution in the world of digital learning, Edflex allows each user to train at their own pace, in an autonomous way and via content that responds to their instantaneous training needs (acculturation, acquiring or updating a skill). In addition to face-to-face training sessions or traditional E-Learning tools, Edflex allows training teams of large companies to promote self-training thanks to an effective and accessible solution on a daily basis and at a lower cost.

More than 100 large companies and strategic partners in the training sector

With this unique and disruptive positioning in the corporate e-learning market, Edflex is experiencing strong and continuous growth.

The start-up has already seduced more than 100 large companies, including 25% of the SBF 120. **Major groups such as Allianz, Groupe SEB and SNCF can now offer all employees content adapted to their needs**, from department directors to managers and field agents.

In addition, major players in the training sector (360Learning, RiseUp and Talentsoft) have been seduced by Edflex's value proposition and have integrated its solution into their global LMS (Learning Management System) or HRIS offer in order to enrich their own solution with unique content.

Today, more than 500,000 users, of which more than 50% are outside of France, train with Edflex every day, every week or every month. A figure that has increased by 140% over the past 12 months.

Reaching one million users in 50 countries by 2022

Today, Edflex intends to accelerate its growth in France and on an international level. To achieve this, **the start-up plans to recruit 40 new employees** to further improve its product.

In particular, Edflex is developing new features to integrate its solution with the tools used by employees on a daily basis (Teams, Slack, LMS, HRIS, etc.) in order to make the experience of training even more fluid and to anchor it in the habits of employees. At the same time, Edflex will continue to curate qualified content in order to double the resources available on its platform and reach 100,000 qualified contents.

With these developments, Edflex aims **to double the number of users of its platform to reach one million users** by 2022. Over the next 12 months, the start-up also anticipates a strong acceleration thanks to its international customers, and a coverage of 50 countries in total.

To finance these ambitions, Edflex has raised €5M from a pool of renowned investors.

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Commenting on this deal, Clément MESLIN, co-founder and CEO of Edflex declared:

"We are proud of this fundraising which will allow us to accelerate our development and we are delighted to be able to count on the experience of Nicolas Fritz and the MAIF Avenir and We positive invest funds. This operation will allow us to reinforce our investments in our product with the ambition of making it an essential tool for companies."

"I have been accompanying the development of Content Square as COO for over 6 years and am convinced that a key skill of the 21st century is learning how to learn. When I met the founders of Edflex, I was immediately seduced by their vision of training, their product and above all its potential in a training sector undergoing significant transformations. Today's employees train themselves and Edflex is a great answer to the daily needs of skills development. I'm delighted to join the board to accompany all the great steps that await us." explains Nicolas Fritz, Business Angel.

"As an impact fund, we are convinced that continuous training is one of the essential keys to maintaining the employability of employees in a world undergoing profound transformations. The training sector needs to renew its practices in order to integrate as many people as possible. The founders of Edflex have succeeded in making it easy for users to access thousands of high quality contents at an affordable cost for the company. Making training accessible is a perfect example of the positive impact associated with the growth of digital solutions," said Morgan Carval, Investment Director - Arkea Capital.

"Thanks to a powerful platform for aggregating and curating quality content and expertise in pedagogical engineering, we are convinced that Edflex is fulfilling its mission of making training accessible to as many people as possible. For several years now, companies have understood that the inability to learn and evolve is one of the main factors in employee disengagement. To address this issue, Edflex has developed simple, flexible and customizable learning paths by applying the best standards in terms of user experience of BtoC streaming platforms (Netflix, Spotify...) to the world of training. As a mission-driven fund, MAIF Avenir is very enthusiastic about contributing to the acceleration of Edflex's development, which mission and ambitions are driven by a talented team that listens to the needs of its clients and end users" concludes Mohamed ABDESSLAM, Investment Director - MAIF Avenir.

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About Edflex

Co-founded by Clément Meslin, Rémi Lesaint, Philippe Riveron & Raphaël Droissart, Edflex is a SaaS solution that simplifies access to thousands of online training contents. The start-up has been supporting the professional development of 500,000 employees in various industries and on several continents for 5 years. Their ambition is to make training simple, accessible and flexible for employees and HR teams with a product that instantly recommends the most appropriate training content.

About MAIF Avenir

Created in 2015, MAIF Avenir is the innovation capital fund of the MAIF Group. With €250 million in assets under management and 34 investments completed, MAIF Avenir provides capital investment support to start-ups that aim to develop the services and technologies of tomorrow for individual, collective and sustainable progress. In 2020, MAIF Avenir became the first innovation capital fund to become a mission company in France.

About the Crédit Mutuel Arkéa Group

The Crédit Mutuel Arkéa group is composed of the Crédit Mutuel federations of Brittany, of the South-West of France and their local member banks, as well as some forty specialized subsidiaries (Fortuneo, Monext, Arkéa Banque Entreprises et Institutionnels, Arkéa Investment Services, Suravenir, etc.). It has nearly 11,000 employees, 2,800 directors, 4.9 million members and customers in the bankinsurance sector and total assets of €169 billion. Crédit Mutuel Arkéa ranks among the very first banking institutions to have their headquarters outside Paris.

The We Positive Invest innovation capital fund is at the heart of the Crédit Mutuel Arkéa group's CSR strategy. With €20 million in funding, We Positive Invest aims to meet the venture capital financing needs of innovative companies. Launched in 2016, it is dedicated to pioneering entrepreneurs in three sectors: energy transition, the circular economy and societal entrepreneurship. More information: www.cm-arkea.com – @cmarkea