



Paris, 11 May 2023

Edflex announces a new \$13M fundraising round to allow for employees' faster upskilling

The funding round, led by Educapital, brings together the family office Wille Finance, business angel Jean Stéphane Arcis and existing investors Maif Avenir and Arkéa Capital via its Invest impact fund We Positive.

Edflex is a market leader, offering a unique range of e-learning content - from over 10,000 publishers - to upskill employees worldwide. The start-up continues its expansion with a second round of financing reaching 13 million dollars. A remarkable development despite a context of budgetary restrictions and an edtech sector in which emerging players are struggling to get a place facing established market leaders.

Learning teams must reinvent themselves

Faced with a changing world of work, where employees are increasingly training themselves: training must be adapted and be more flexible. This is why Edflex has been innovating since its creation in 2016, and aims to make training a reflex in companies, and no longer a constraint. It is becoming a strategic issue for companies, they need to develop the skills of their employees permanently. Edflex's approach allows them to save time and make considerable savings by providing employees with a digital catalog that is renewed daily. Edflex aggregates the best content from existing publishers, in multiple languages and formats to cover over 95% of training needs. Centralization facilitates access to this content and increases employee engagement.

"Today, our 200 customers recognize the strong value we bring to their training teams and employees," said Clément Meslin, co-founder. "We are entering a new chapter in our growth, which should enable us to assert our position as the leader in learning content aggregation and curation in the European market."

A new impetus for digital learning, a method in constant evolution

Edflex's offer is based on a unique combination of technology and people. It provides simplified access to qualified educational content from over 10,000 publishers (Cegos, Elephorm, Openclassrooms, HEC, etc.). Today, the solution is available to several hundred thousand learners worldwide.

In order to accelerate the upskilling on a daily basis and to support L&D (Learning & Development) teams in this transformation, Edflex plans to use these funds to:

- - Expand its content library and partnerships with industry experts and top e-learning publishers
- - Strengthen its existing technology with a focus on improving personalization and content curation capabilities
- - Enhance connectors with the world's leading HR and learning solutions (LMS), ensuring easier learning every day
- - Increase its global presence by entering new markets and strengthening development in emerging markets, the DACH region (Germany, Switzerland, Austria) and North America.

Become the leader in aggregation and curation

With the goal of growing from 850,000 users to 10 million worldwide within the next five years, Edflex is supported by trusted players.

This latest financing round, led by Educapital - Europe's leading investment fund in edtech and future of work - also includes the participation of Wille Finance, a Swiss family office active throughout Europe and in Israel and well established in the DACH region, as well as a renowned business angel: Jean Stéphane Arcis (founder of Talentsoft and investor in HRtech). Existing investors Maif Avenir and Arkéa Capital (a subsidiary of Crédit Mutuel Arkéa) via its Impact Fund We Positive Invest, are also participating in this new round, thus demonstrating their continued support and confidence in the vision and future of Edflex.

"We are thrilled to have the support of both our new and existing investors as we continue to redefine the e-learning landscape," said Philippe Riveron, co-founder of Edflex. "With this new funding, we are poised to strengthen the value of our solution, establish strategic partnerships and impact even more learners around the world."

Our investors testify

Educapital

"Edflex has continually demonstrated its commitment to supporting learners in their development through personalized, flexible, and high-value learning formats," said Litzie Maarek, partner at Educapital. "We believe they are well positioned to support L&D (Learning & Development) over the long term, and we are delighted to support their growth alongside the other investors."

Arkéa Capital

Morgan Carval, Director of Impact Investments at Arkéa Capital adds: "Having been present alongside Edflex since 2021, we have seen the relevance of its offering and its ability to adapt to the rapid changes in the digitalized training market. Helping employees maintain and develop their employability in a rapidly changing world is fully part of the mission of our We Positive Invest impact fund."

Wille Finance

"We are delighted to join Edflex as a new investor and to accompany the company in its next stage of development. We are joining an innovative and passionate team that seeks to transform continuing education through technology. We were convinced by their ability to implement a quality content curation solution, making Edflex's offering particularly well suited to today's learning challenges. We believe in their vision and look forward to seeing how Edflex will help shape the future of online education." Cyril Petit, Investment Director at Wille Finance.

Jean-Stéphane Arcis

"I was seduced by the quality and complementarity of Edflex's management team and by its unique positioning in Europe as a content aggregator to intelligently facilitate access to training. Edflex has everything it takes to consolidate its leadership position", Jean-Stéphane Arcis, founder of Talentsoft and business angel in this round.

MAIF Avenir

"Investing in human capital is essential to ensure that skills can evolve over time, and that employees find the opportunity to train independently. Edflex is one of the rare activities where performance and impact can be combined, which is why MAIF Avenir is very happy to participate again in this financing round as a historical investor of Edflex." Timothée Poulain, Investment Director at MAIF Avenir.

About Edflex

Founded in 2016 by Clément Meslin, Philippe Riveron, Raphaël Droissart and Rémi Lesaint, Edflex is a leader in the field of corporate learning. Its solution connects organizations and their employees with the best of existing learning content, offering a fluid, engaging experience tailored to needs. The flexibility of formats, themes, training levels and the richness of languages offered shape employees for the jobs of tomorrow. With more than 200 satisfied customers (including Orange, Total Energies, Axa Bank and Manpower), Edflex enables 850,000 employees to accelerate their skills development.

For more information: <https://www.edflex.com/>

Press contacts:

Philippine Bacquart: philippine.bacquart@gantzeragency.com / 06.77.08.48.63

Eve Jouandin: eve.jouandin@gantzeragency.com / 07.88.39.61.16