

# The all-round e-commerce platform



# A European success story

Lengow helps brands and retailers turn product data into orders. The e-commerce automation platform improves performance, automates business processes, and advantages international growth. Intuitive and innovative, Lengow is the key to strong profitability and visibility for products sold by online retailers around the world on all distribution channels: marketplaces, product ads, comparison shopping engines, affiliate platforms, social media, and display ad retargeting.

**More than 1,600 partners have been collaborating with Lengow since 2009. The SaaS solution offers a powerful ecosystem to 4,600 brands and retailers in 42 countries across the globe.**



An isometric illustration of a futuristic e-commerce exhibition space. On the left, a curved white wall features the 'ebay' logo in its signature multi-colored font and the 'cd'scount' logo in red. A large digital screen displays a bar chart with seven bars of increasing height. Below the screen is a large, white, L-shaped interactive table. A man in a yellow shirt and dark pants stands at the corner of the table, looking at a line graph on its surface. To the right, a man in a light blue shirt and dark pants stands with his hand on his chin, looking towards the displays. In the foreground, a woman in a blue top and white pants is partially visible. The background is a solid dark blue, which transitions into the main text area on the right.

# Features

## **Infinite technical possibilities**

The platform offers unlimited possibilities in terms of integration, API, features, among others. Brands and retailers have a significant technical advantage over their competitors and can sell their products smarter online.

## **Business recommendations**

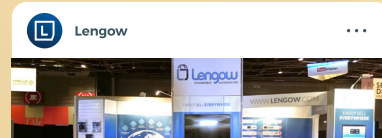
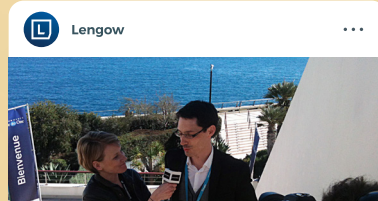
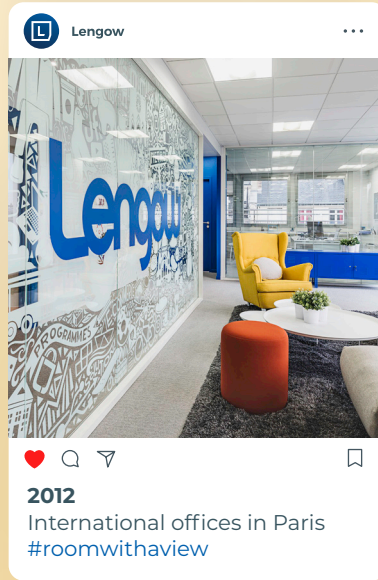
Through its latest feature INSIGHTS, Lengow has evolved into an intelligent business recommendation tool. Valuable business developments can be predicted for brands and retailers, for example, which marketplaces are best suited to their activity and the expected associated turnover on these platforms.

## **Unique and open e-commerce ecosystem**

Over the years, Lengow has built a unique e-commerce ecosystem to intelligently and strategically connect brands and retailers with key players such as Google, Amazon, Facebook, Pinterest, and many more. Lengow has become a catalyst at the center of this ecosystem.

2012  
E-commerce awards,  
innovation category  
#awards

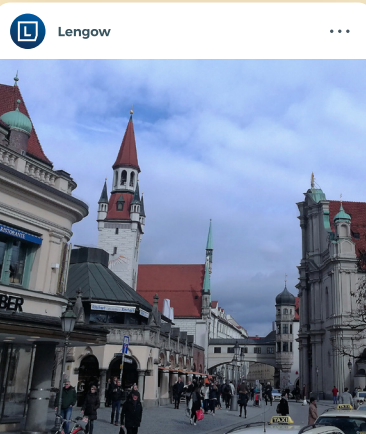
From  
a local  
player  
to a world  
leader in  
ten years



2014  
Best cross-border e-commerce solution in China  
#awards



2015  
Lengow raises €10 million to speed up its technological evolution and to become the leader on the European market  
#growth



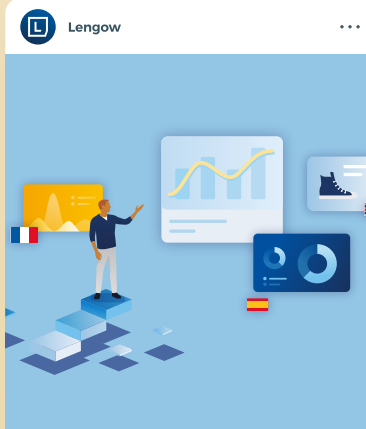
2016  
Lengow opens new offices in Munich  
#ichbineinmünicher



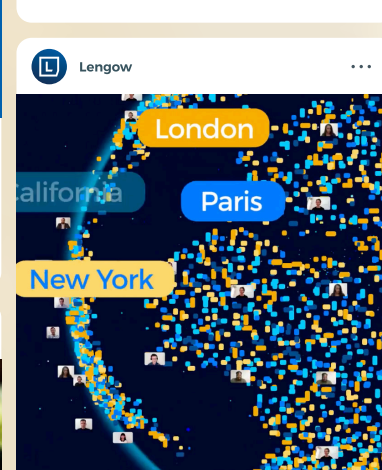
2019  
Lengow celebrates 10 years of e-commerce innovation  
#birthday



2019  
E-Commerce Germany Award in the category "Best Solution for International Expansion"  
#awards



2019  
Lengow announces the release of its new feature: INSIGHTS  
#thefutureiscalling



2020  
The eighth edition of Lengow Day brings together more than 1,500 key players from all over the world  
#ecosystem



2021  
The \$8 billion global investment fund Marlin Equity Partners secures a majority investment to make Lengow the leading e-commerce platform in the world  
#conquertheworld





# Mickael Froger

## CO-FOUNDER & CEO

Mickaël Froger began his career at the French television station M6 before turning to the online shopping platforms LeGuide and 2xMoinsCher. Encounters there spurred him to start his own entrepreneurial adventure. In 2009, this decision led to the creation of Lengow with Co-founder Jérémie Peiro.

Lengow is an innovative platform optimizing the visibility and profitability of online merchants on marketplaces, price comparison engines, social media, affiliation, and retargeting sites. The online solution is widely used in Europe and worldwide. The Lengow team consists of more than 130 employees with offices in Paris, Nantes, and Munich.

Froger's entrepreneurial vision is not confined purely to business. Indeed, beyond his company's operations, he wants Lengow to bring added value to the local, national and international e-commerce ecosystem. Lengow is committed to promoting and discovering the potential of tomorrow and helping projects to develop and prosper with its own incubators within its offices.

With Marlin Equity Partners, Froger's long-held vision of Lengow is becoming a reality: to be the leading e-commerce platform globally.

*Marlin Equity Partners will enable Lengow to enter a new phase with this majority stake. This means strengthening our European footprint while opening new markets. By investing in its teams, technology, and exploring new growth opportunities, Lengow's activities are expanding and are more ambitious than ever.*



# Key data

## Company



+160 employees



4 offices  
Nantes, Paris,  
Munich, London



14 nationalities

## Business



4,600 brands & retailers



1,600 marketing channels



42 countries



870 billion products  
indexed per year



More than 4,600 brands & retailers trust Lengow to sell their products through the 1,600 sales channels available within our platform.

**Europcar**

**+26K**  
products  
distributed  
via Lengow

**PANINI**

**fnac**

**wolcraft®**

**+12K**  
orders  
dispatched  
in one year

**CLARINS**

**70+**  
active distribution  
channels  
in the world

**L'ORÉAL  
PARIS**

**ZADIG & VOLTAIRE**

**+12%**  
traffic through  
Lengow

**BOGGI®**  
M I L A N O

**+105%**  
increase in sales

**SEPHORA**

**x10**  
more products  
processed

**NESPRESSO®**

**Columbia**

**KELLERSPORTS**

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