

Press release

CHILI publish secures additional €3,625 million to spur worldwide growth

Volta Ventures, Pamica and Group MC reinvest in CHILI publisher, artwork and marketing collateral creation solution, to further accelerate its growth in marketing and packaging markets worldwide

Aalst, Belgium - March 20th, 2019 – CHILI publish, creator of market-leading software for smart artwork and marketing collateral creation, has raised an additional round of funding from its original investors Volta Ventures, Pamica and Group MC. The €3,625 million investment will be used to double the size of its teams in Belgium and the U.S. to 85 people.

Belgian ingenuity eyes global marketing domination

CHILI publisher is a software solution that enables browser-based editing of customizable documents by users with any skillset. It can also be connected to third-party solutions to facilitate fully automated artwork creation. The company was founded in 2010 and has gained considerable market share over the last few years. Its templating and content repurposing functionalities have helped more than 250 companies optimize and fuel creative campaigns. These include such well-known brands as Coca Cola, Philips, Kaufland, and the Colruyt Group.

The initial funding provided by Volta Ventures, Pamica and Groupe MC in 2017 enabled CHILI publish to double its recurring revenue. Now the investors stepped up with another round of funding to further accelerate the company's growth, a sign of their confidence in the innovative and market-leading nature of the CHILI publish solution.

Kevin Goeminne, CEO of CHILI publish, explains: "We started in Europe, but the U.S. is also taking a special interest in our solution. As business expands, we want to have the right level of resources in place to take care of our customers and partners around the globe. At the same time, we want to make sure our team has the right resources and support to continue to perform at the highest levels."

Less work, more jobs

CHILI publisher frees up time in packaging and marketing artwork creation and enables a more streamlined deployment of creative and budget resources. It is considered the niche solution to watch in marketing and design automation. The CHILI publish suite includes Adobe InDesign® and Illustrator® plug-ins, as well as an extensive feature set and intuitive user-friendliness.

Goeminne elaborates: "This is just the tip of the iceberg. Our solution is going from niche to mass thanks to all the applications our customers and partners are creating and the results they are achieving. In expanding our European and U.S. teams, we're looking for high-end professionals, including a Global VP of Sales as an addition to our executive team. These enthusiastic experts will help us seek and seize all opportunities, new and existing ones."

Goeminne points out that CHILI publish develops, brands and markets its technology in-house. “That calls for consistent and continuous dedication to the highest standards,” he says. “Our customer base, partner range, and market scope are continuously expanding – we are currently recruiting 35 people in Aalst and 10 in Chicago. Brands and partners everywhere need us, so we’re staffing up to meet that need. With the right additional people on board, I’m confident we can further expand our technology, conquer new markets and achieve our company mission of shaping tomorrow’s graphics.”

Michel Akkermans, Board Member, speaks for all investors by summarizing: “Every euro of the previous investment was leveraged into substantial increases in sales, customers, partners and human capital. The company is eager, the plan ambitious and the solution mature. CHILI publish is growing substantially, and we believe in the market need for the solution. We’re confident this next funding round will help us take advantage of the untapped market potential of this technology and enhance the enthusiasm level of the people behind it.”

To book an interview or meeting with Kevin Goeminne and any of the investors, please reach out to Maya Staels via maya@chili-publish.com or on mobile +32 477 49 24 26.

About CHILI publish

CHILI publish has been shaping tomorrow’s graphics since 2010. Its flagship solution, CHILI publisher, is the software for smart artwork and marketing material creation. The solution has been widely adopted by large and small companies as their go-to artwork builder and is integrated in marketing and packaging departments worldwide. The solution is respected by industry influencers, endorsed by a worldwide customer base of SPICY star customers and validated by an ecosystem of integration partners.

CHILI publish has offices in Belgium (Aalst) , United States (Chicago) and Singapore.

All vacancies at CHILI publish are available at: <http://jobs.chili-publish.com/>

Website: <https://www.chili-publish.com/start>

Customer references: <https://www.chili-publish.com/spicystars>

Press contacts:

Cindy Van Luyck, CMO: cindy@chili-publish.com, tel. +32 2 888 65 11

Maya Staels, Conversation Manager: maya@chili-publish.com, tel. +32 477 49 24 26

About Volta Ventures

Volta Ventures Arkiv invests in young and ambitious internet and software companies in the Benelux. The fund has € 55 million under management and is supported by EIF and ARKImedesFund II.

www.volta.ventures

About Pamica

Pamica is the investment company of Michel Akkermans.

www.pamica.be

About Group MC

Group MC is a family-owned investment company that focuses on private equity, and real estate. For our venture capital and private equity portfolio, we take substantial minority stakes in both starting and mature companies, whereby our focus is led by the management, the market and the products.

www.groupmc.be