



**Press release**  
Marseille, February 22, 2021

## **BuyCo adds ODDO BHF to its shareholder base**

### **Development in the area of digitization of maritime transport to be further accelerated**

**To complete BuyCo's service offer, the two partners ODDO BHF and BuyCo will build together a solution to unify the operational and financial management of international trade.**

### **BuyCo, a solution to simplify the management of container transports**

Founded by experienced logistics specialists, BuyCo puts the latest technologies at the service of better operational management of maritime transport. BuyCo offers exporters and importers a digital, neutral, innovative and intuitive platform that allows companies to plan, book and directly monitor their international container shipments in collaboration with their various partners (customers, suppliers, carriers, shipping companies and forwarders). Since its founding in May 2015, BuyCo has been working to simplify, secure and optimize its customers' maritime transport. As a result, they gain efficiency, visibility and therefore responsiveness and control. Thanks to a clear interface that offers a user-friendly and high-quality digital experience, BuyCo also enables its customers to reduce their external costs while improving the satisfaction of their teams and their end customers.

### **Strong development supported by solid and recognized partners**

Thanks to the rapid implementation of its solution, BuyCo has increased its volume fivefold between December 2019 and December 2020, despite the Covid crisis, and now manages nearly 300,000 containers per year going around the world: The company has users in nearly 60 countries. To best serve its customers, BuyCo teams will include 50 employees in the coming months. BuyCo is already present abroad, especially in the Middle East (Dubai, UAE) and in North America (Toronto, Canada).

The addition of ODDO BHF Group to BuyCo's shareholder base brings the total capital invested since the company's inception to six and a half million euros, enabling the company to continue its strong growth.



## Partnership with ODDO BHF

ODDO BHF is much more than a financial investor in this regard and will work with BuyCo to develop innovative functionalities in the area of international financing. Great potential has been identified for improving the current process of issuing letters of credit, a financing instrument that accounts for a significant portion of global trade.

**Carl Lauron, founder and CEO of BuyCo**, comments: "We are delighted to welcome ODDO BHF to our shareholder base and to realize commercial and technical synergies that have never been seen before: Until now, bankers work with documents issued by logisticians and check their consistency laboriously and a posteriori. Our goal is to get the players in the physical and financial supply chains to work together to make this documentation consistent from the start. We share this ambition with ODDO BHF Group, and in particular with its International Banking unit based in Germany. This partnership will further improve both the quality and scope of our service offering, to the benefit of our customers."

**Florian Witt, responsible for International Banking at ODDO BHF**, says: "International business is a strategic and growing segment for ODDO BHF. Our corporate clients value our expertise in international financial solutions. In this context, intelligent digitalization is playing an increasingly important role. With our investment in BuyCo, we can offer our clients a collaborative platform solution where logistics and financing of a transaction go hand in hand. We met the BuyCo team back in 2018 and have since been very impressed with the quality of their services and their customer references."

*BuyCo Communications Contact: [admin@buyco.co](mailto:admin@buyco.co)*

*BuyCo website: <https://buyco.co>*

*BuyCo Press Room: <https://app.algolinked.com/room/BuyCo>*

## ODDO BHF Contact (Germany)

### NEWMARK FINANZKOMMUNIKATION

Andreas Framke

+49 69 94 41 80 55

[andreas.framke@newmark.de](mailto:andreas.framke@newmark.de)