



EyeOn International B.V. launches new phase with financial injection

EyeOn International B.V., the international expert in the field of planning & forecasting services, has entered into a partnership with a group of Eindhoven-based entrepreneurs, led by investment fund GGD Investments and Baerbergh Holding B.V.

EyeOn already has offices in the Netherlands, Belgium, Switzerland and Ireland. With the support of the new partner, which also includes data science consultancy Bright Cape B.V., EyeOn will be implementing an ambitious international growth plan over the coming years.

The scope of EyeOn's plan, which is headquartered in Aarle-Rixtel, includes accelerating growth abroad for her international customers, increasing its innovative power and making the organisation more agile and decisive. The development opportunities of its employees are also always at the forefront. EyeOn had been looking for some time for a partner who could bring both knowledge of product innovations, international growth experience and funding for its plans. Freek Aertsen, managing partner EyeOn: 'The search for a partner initially took us across the border, until we came into contact with the entrepreneurs behind GGD Investments, who are actually from here, from Brainport Eindhoven. We really didn't think we would find this fit close by. This cooperation enables us to build on our success while maintaining our independence. A new phase in the history of our company has just begun!

Pieter van den Tilllaart, on behalf of the investors: 'The match with EyeOn and our companies, including Bright Cape, is a perfect fit. We position ourselves as fellow entrepreneurs, but we are not at the wheel. Our partners can do that much better themselves. We focus on companies that are experiencing strong growth, like EyeOn. When we first met EyeOn, we noticed the sublime client delivery by the various teams and the way in which EyeOn, also internationally, leads the way in the use of data science in planning & forecasting. We think it's great to be able to make this investment in this great company on behalf of GGD Investments and Baerbergh.'

Freek Aertsen, Loek Lemmens and André Vriens will remain managing partners of EyeOn. EyeOn, GGD Investments and Baerbergh aim for a long-term partnership, which will facilitate future growth.

Not for publication:

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