

Rennes, 15th of October 2019

**ProcSea, the B2B marketplace specialised in seafood, has raised 6.5 million euros from Serena, Cap Horn and its historic investors FJ Labs, Alpana Ventures, Samaipata Ventures, Piton Capital & SICTIC**

ProcSea, the Franco-Swiss start-up launched in September 2016 by Renaud Enjalbert and Florian Dhaisne, has completed a 3<sup>rd</sup> round of fundraising to the tune of 6.5 million euros from Serena (the leading provider for this round), Cap Horn, and its historic investors FJ Labs (New-York), Alpana Ventures (Luxembourg), Samaipata Ventures (Madrid), Piton Capital (London) & SICTIC (Switzerland). The funds raised will enable ProcSea to press on with the digital transformation of the fish products industry via real technological innovations, breaking down all barriers between the catering industry and the artisans of the sea.

The seafood market—estimated to be worth 362 billion euros worldwide in 2018, including 232 billion for fish farming—is a highly complex, volatile and sprawling market, encompassing a large number of actors and intermediaries with deeply anchored habits. ProcSea delivers a single digital solution that streamlines and simplifies the fish products industry by encouraging local distribution.



The marketplace simplifies and optimises the purchasing process of its trade customers (restaurants, fishmongers, wholesalers and purchasing hubs) by connecting them in real time to the biggest sellers in Europe (fishermen, fishmongers and processors). From cephalopods, to crustaceans, shellfish, and more recently delicatessen products: professionals now get 24/7 direct access, free of charge or commitments, to a

wide range of seafood, processed or fresh off the boat. ProcSea's open platform enhances the value of short supply chains and promotes complete transparency.

ProcSea delivers real benefits to trade customers:

- A more comprehensive catalogue of products (France and Europe)
- Complete transparency and multiple criteria searching (including product traceability, quality labels, provenance, fishing method and seller name)
- Optimised purchasing, grouped into a single delivery
- Attractive prices, with no intermediary agent
- Deliveries within 24 hours or 48 hours (in Europe)
- Administrative management of purchases within a private space: invoices, statistics
- Secure payment
- Innovative functionalities: pre-order options, calls for tender
- Dedicated multi-lingual Customer Service

Sellers enjoy access to a solution that is straightforward, costs nothing and is subscription-free. This makes it possible for them to share their supply with total freedom, thereby boosting their revenue. With ProcSea, sellers benefit from a turnkey service and can export their wares

in total security with no cashflow risks. ProcSea handles the order collection process all the way to the point of delivery, while guaranteeing currency fluctuation hedges.

*“Our goal is to add value to all actors in the seafood industry and to offer them a tailored digital solution that makes a success of their business, whilst also delivering a real service to our customers. We want seafood supply to stop being a problem and a time-consuming process for the industry. Our solution will make life simpler and give them the opportunity to discover new species, work with seasonal products and discover new fishermen and fishmongers,”* confirms CEO and co-founder Renaud Enjalbert.

ProcSea is a 100% digital solution driven by innovation, but it is customer care that is at the heart of its growth strategy. ProcSea has a dedicated multi-lingual Customer Service department that provides day-to-day support to its customers and vendors in their digital transformation. Since the launch of the business, over 1000 customers (starred restaurants, wholesalers, distributors and fish traders) have already used the platform, and over 100,000 orders have already been dispatched by specialist transporters.

A year after raising 2.5 million euros, ProcSea is benefitting from a further round of fundraising to the tune of 6.5 million euros so that it can meet customer demand, and thereby become the go-to digital marketplace where all seafood industry actors in Europe and in the world get to meet each other.

With a presence already in France, the United Kingdom (London) and Switzerland, ProcSea is seeking to open its platform to new European markets in 2020 and to embark upon major export activity.

ProcSea is planning to develop new functionalities incorporating artificial intelligence to improve the customer experience. This will complement the services already available on the platform such as pre-orders and calls for tender.

To implement the strategy, ProcSea will be making huge investments in innovation in the months to come and will be significantly boosting its workforce by hiring multi-lingual talent in tech, product development, data, marketing, operations and customer service.



Amaury Sautel | **Media Contact**

| [a.sautel@procsea.com](mailto:a.sautel@procsea.com)

| + 33 6 63 34 65 51