

## EURAZEO TO INVEST IN MAPAL, A LEADING PAN-EUROPEAN HOSPITALITY SOFTWARE PROVIDER, ACQUIRING A MAJORITY STAKE FROM PSG EQUITY

Paris, London and Madrid, February 28th, 2025

- **Mapal management team to invest alongside Eurazeo**
- **PSG Equity to retain minority stake**

Eurazeo, through its Mid-large buyout team<sup>1</sup> and its affiliates, have entered into exclusive negotiations relating to an investment in Mapal and the acquisition of a majority stake from PSG Equity, alongside the company's management team and employees. PSG Equity will retain a minority stake. Completion of the transaction is subject to carrying out customary formalities and obtaining relevant regulatory approvals.

Definitive financial information will be disclosed once the transaction has been completed.

Mapal is a leading Pan-European operational management software provider offering a comprehensive AI-powered SaaS platform, for critical back-office processes for the food service and hospitality industries. Headquartered in Madrid, Mapal currently serves 2000+ customers across 40+ countries via software solutions purpose-built for Quick-Service Restaurants (QSRs), Fast Casual Restaurants (FSRs), contract caterers, pubs, bars, and hotels.

PSG Equity acquired a majority stake in Mapal in September 2019. Since then, Mapal has accelerated growth across new product lines and geographies. This strategic expansion has been enhanced by the acquisition of Flow Hospitality, GetCompliant, Easyls, CloudReputation, Guudjob and Savvie. In addition to implementing market-leading optimisation, forecasting and GenAI tools, Mapal has developed an advanced AI Manager, marking a significant breakthrough in the automation of venue management operations. This innovation positions MAPAL as a pioneer in introducing one of the first AI-driven enterprise management solutions in the hospitality sector.

Mapal represents Eurazeo's latest investment in technology and vertical application software, one of its three key sectors of focus. Eurazeo will support Mapal's management team to pursue its proven growth strategy. The investment from Eurazeo, alongside Mapal's management and PSG Equity, will help Mapal further enhance its position as an industry leader as well as fuel continued international growth, within the context of a market driven by significant structural tailwinds.

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<sup>1</sup> Part of the Eurazeo Global Investor.

**Edouard Guigou, Partner Mid-large buyout, Eurazeo, said:**

“We are thrilled to partner with Jorge Lurueña and the Mapal team on this next phase of growth. This investment reflects our deep conviction in hospitality technology and our commitment to supporting leading businesses with ambitious global strategies redefining their markets through innovation. Together, we look forward to accelerating Mapal’s expansion and strengthening its leadership in the hospitality tech space.”

**Edward Hughes, Managing Director, PSG Equity, said:**

“Mapal is another great story of PSG Equity partnering with a talented management team to help build a software champion. Since our initial investment in 2019, Jorge Lurueña and his team have successfully executed on their strategic vision to become a European leader in back-of-house hospitality software. We are delighted to welcome Eurazeo on this exciting growth journey.”

**Jorge Lurueña, Founder & CEO, Mapal, said:**

“Our growth journey since 2019, in partnership with PSG Equity, has been transformative. Together, we have invested decisively in the use of AI across our platform, to provide innovative solutions to our customers across the hospitality sector. We are excited to continue to deliver on our mission to transform the lives of hospitality owners, managers and employees as we welcome Eurazeo as a new shareholder.”

## ABOUT EURAZEO

- Eurazeo is a leading European investment group with €35.5 billion in diversified assets under management, including €25.2 billion on behalf of institutional and retail clients through its private equity, private debt, real estate and infrastructure strategies. The Group supports more than 600 mid-market companies, leveraging the commitment of its 400-strong workforce, its in-depth sector expertise, its privileged access to global markets through 13 offices across Europe, Asia and the United States, and its responsible approach to value creation based on growth. The company's institutional and family shareholding structure, and its solid financial structure, ensure its long-term viability.
- Eurazeo has offices in Paris, New York, London, Frankfurt, Berlin, Milan, Madrid, Luxembourg, Shanghai, Seoul, Singapore, Tokyo and São Paulo.
- Eurazeo is listed on Euronext Paris.
- ISIN: FR000121121 - Bloomberg: RF FP - Reuters: EURA.PA.

#### ABOUT PSG EQUITY

- PSG is a growth equity firm that partners with software and technology-enabled services companies to help them navigate transformational growth, capitalize on strategic opportunities and build strong teams. Having backed over 150 companies and facilitated over 520 add-on acquisitions, PSG brings extensive investment experience, deep expertise in software and technology, and a firm commitment to collaborating with management teams. Founded in 2014, PSG operates out of offices in Boston, Kansas City, London, Madrid, Paris and Tel-Aviv. For more information, visit [www.psgequity.com](http://www.psgequity.com).

#### ABOUT MAPAL GROUP

- Mapal Group brings together hospitality industry experts, data scientists and software developers to create Mapal OS, a management and business intelligence platform powering the world's biggest and best hospitality brands. Mapal boasts a large portfolio of customers, serving more than 50,000 venues in more than 40 countries in Europe and the Americas, including the major groups and brands in the hospitality sector. [www.mapal-os.com](http://www.mapal-os.com)

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