

Press release: 9 January 2023

An important industrial project for the start-up MyBen, which is changing dimension

Launched in January 2018, the French start-up MyBen is a collaborative digital platform that provides construction and public works companies with solutions and simple advice for organising supply chains and handling activities. It facilitates the supply and removal of material to and from sites by putting its clients in contact with hauliers or hire companies.

Seli, a subsidiary of the Bordeaux-based group Seli-Logifi - which is a leader in the agricultural, industrial and recycling sectors in which it has been involved since 1987 - organises haulage and supply via tipper trucks in France and the surrounding European countries. In recent years, it has also been developing a public works offer.

The merger of the two companies was an obvious choice for MyBen founder Natacha Hulmel and Laurent Pizzamiglia, President of the Seli-Logifi group.

With Seli-Logifi's new majority stake in MyBen, the two companies will bring each other mutual benefits:

- For MyBen: access to new geographical areas with 7 agencies across France and in Spain, Germany and Luxembourg and backing from a strong financial partner. With more than €107 million in consolidated turnover and a free cash flow of over €10 million (source: consolidated balance sheet of the Seli-Logifi group at 31/12/2021), big investments will be made to enhance the digital tool and website and increase the workforce. Several major innovations are planned for our customers and will be launched in 2023.
- For Seli, this new development will accelerate its expansion in the construction and public works sector, which is very active, and enable it to offer a modern and innovative product for its clients in this field. There is a strong synergy between the two companies.

Ambitious targets have been set both in terms of the quality of the offer, which will be further expanded, and in terms of developing partnerships with clients in the construction sector. The aim is to double volumes each year for the next 3 years.

Natacha Hulmel, the founder of MyBen, remains Managing Director of the company.

MyBen, whose head office is in Paris, has joined an international group and changed dimension.

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