

PRESS RELEASE

MONTPELLIER, FRANCE - DECEMBER 2, 2024



VIDEOMENTHE JOINS SOFTNEXT

Videomenthe, publisher and distributor of software solutions for the professional audiovisual market, announces that it has joined SoftNext.

Videomenthe is a well-known Montpellier-based company specializing in the distribution and publishing of software dedicated to the professional audiovisual market. The company has chosen to join SoftNext to accelerate its growth in France and Europe, while retaining its core business.

SoftNext brings together the Tech and Software activities of Groupe Baelen, an independent family-owned group that takes over successful SMEs in order to develop them over the long term. SoftNext brings together more than thirty companies in 10 business areas (health, retail, tourism, telecoms, etc.).

Following the acquisition of ProConsultant Informatique (PCI) in 2022, the integration of Videomenthe will create a brand new Media division, based on the complementarity of these two major players in the broadcast market, recognized for their respective expertise. **Muriel Le Bellac's assumption of the management of both structures will enable to define a new international ambition** to serve customers' needs:

-Founded in 2008 by Muriel Le Bellac, Videomenthe, a distributor of audiovisual software, is a forerunner in the market with Eolementhe, its collaborative web portal that makes media files ready-to-broadcast with several features: transcoding, quality control, subtitling, watermarking, and more. Innovation and business expertise are part of Videomenthe's DNA, enabling a unique positioning. The company continues to develop Eolementhe with new functionalities to come: AI indexing, connectors with editing solutions, etc.

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-PCI, founded in 1997, is one of the market leader in Business Management Solutions (BMS). Its flagship products, Louise, version 6 of which will soon be unveiled, and Cindy, Ad Sales Solution, already in version 6, enjoy solid recognition in France and abroad.



«SoftNext is keen to develop a strong media vertical, from production to broadcasting, to eventually offer a “one-stop shop” for professional audiovisual players. Muriel Le Bellac has been appointed Managing Director of both entities, in a clear commitment to capitalizing on the complementary nature of the two structures.», declares Jérémie Vinant, CEO of SoftNext.



« I'm delighted to be taking over the management of PCI, a major player in our industry! Our complementary nature will clearly be an asset in the broadcast market, and the resources made available by the SoftNext teams will help us pursue the growth strategy of both entities. », concludes Muriel le Bellac.

About Videomenthe

Videomenthe is a French software publisher and distributor specializing in media file workflow solutions, including the transfer of IP-based files, transcoding farms, quality control and audio loudness, subtitling, watermarking, etc. Videomenthe offers professional services based on these solutions and incorporates them within Eolementhe© and VideomentheCloud.

More info: www.videomenthe.com X

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