

## Telavox keeps expanding rapidly and acquires cloud solutions provider ALLOcloud in Belgium and France

*Swedish UCaaS company Telavox continues its European expansion journey with a second acquisition this year, after buying Spanish Numintec in March 2021. It has now acquired ALLOcloud, a provider of advanced Cloud communications and Collaboration solutions in Belgium and France – unlocking yet another two new, fast growing markets for the group.*

### Why Telavox and ALLOcloud?

The striking similarities yet valuable additions make ALLOcloud and the Telavox family of European companies a great fit. There's a shared mission to offer businesses, service providers and operators a best-in-class UCaaS and CCaaS product.

ALLOcloud is a tech-centric and young organization with strong technical talent, as shown by its proprietary platform. Their values – easy, economical and efficient – perfectly align with Telavox's values: simple, fun and relevant.

### What the CEOs say

"The first thing that strikes one when you meet the people at ALLOcloud is the fantastic culture of the company: open, inclusive, and driven with a strong focus on people and customers. It has led to developing several innovative cloud PBX features that we want to offer all Telavox partners and customers. ALLOcloud has taken a strong position in the Belgian market, which we hope to build upon and accelerate with the help of the Telavox platform as the market advances", says Viktor Karlsson, founder and CEO of Telavox.

"The Nordics is one of the most advanced regions for Unified Communications as a Service (UCaaS) adoption, and Telavox is the undisputed leader there. ALLOcloud has successfully been offering cloud telephony and collaboration services since 2012 in Belgium and recently also in France, with a strong technology focus on software integration", says Jacques Gripekoven, CEO of ALLOcloud.

Jacques Gripekoven continues:

"Merging with Telavox is an amazing opportunity for our partners and their customers to expand their offering with one of the most advanced communication platforms in the world. We're excited to be part of co-shaping the European market for UCaaS with this powerful alliance!"

Q Advisors, a leading global TMT (Technology, Media and Telecom) investment banking boutique, acted as the exclusive financial advisor to ALLOcloud in connection with this transaction.

### Two promising markets

Belgium is one of the most untapped markets in Europe, with the Dutch-speaking North and French-speaking South. This will promote expansion in the French market thanks to language commonality and geographic proximity.

Likewise, the French market is six times the population of Belgium and is expected to show a similar growth pattern. As such, Telavox believes these markets have significant potential for strong growth. With the impressive achievements by ALLOcloud to date, the foundation in Belgium can act as a platform where further business can thrive.

This acquisition will also unlock an attractive opportunity to further improve the position in the French market, which is currently in a nascent stage. Therefore, this puts Telavox one step closer to becoming a European champion.

### **ALLOcloud in a nutshell**

ALLOcloud is a provider of advanced Cloud Communications and Collaboration solutions in Belgium and France. Headquartered in Brussels, Belgium, with sales offices in France and software development and technical support in Tunisia. Multi-tenant and internally developed technology powering easy to use, feature-rich UCaaS and SIP-trunking.

The ALLOcloud software is purpose-built for the SOHO and SME markets – the largest market segments in Belgium and France – and is characterized by simple configuration, installation and support. The company has broad coverage in Belgium and France through over 300 active regionally-focused partners, including reseller, white-label, and wholesale partners, in addition to targeted direct sales.

### **Telavox in a nutshell**

Telavox is a Nordic UCaaS provider committed to enabling productive, enjoyable communication and collaboration in the workplace. Founded in 2003 and with headquarters in Malmö, Sweden, Telavox currently employs more than 280 employees. The Telavox platform has more than 229,000 business seats.