



## **PRESS RELEASE**

### **Icecat acquires founder shares in Syndy**

*Amsterdam, The Netherlands, October 14, 2019:* PJ van Herpen BV, the holding of Pieter van Herpen, one of the founders of Syndy, exercises a put option on 2% of the shares that he holds in Syndy B.V. Icecat acquires these shares. At the same time, Icecat also takes over the 4% shares from PJ van Herpen BV, which are still encumbered with options in relation to the second founder.

After the transaction, Icecat holds 98% of the shares in Syndy and PJ van Herpen BV the others.

#### **About Icecat NV**

Icecat, listed on the NPEX stock exchange since 2017, is a profitable and fast-growing online publisher and syndicator of product information and product reviews for the global ecommerce market. Icecat operates worldwide for tens of thousands of platforms such as Amazon, Google, Alibaba, Rakuten, and hundreds of brands, including HP, Intel, Microsoft, Philips, Akzo, TomTom, DELL, Lego, L'Oréal and Akzo Nobel.

Icecat currently includes the subsidiaries Iceshop B.V., Syndy B.V., Icecat LLC (Icecat Ukraine) and Icecat Content Sourcing OÜ (Icecat Estonia) and the participation Hatch B.V. Icecat Ukraine and Icecat Estonia are responsible for the hiring of editor and software developer capacity and Icecat Estonia is responsible for the issuance of the ICURY crypto coin as well. Iceshop and Syndy are specialists in e-commerce integrations and Product Information Management (PIM) solutions in the Tech and FMCG verticals respectively.

#### **About Syndy**

Syndy, an Icecat company, is an online platform for manufacturers to exchange customized product content, videos and images with online retailers. The company has developed technology that empowers manufacturers to easily send customized digital information about their products to retailers. Thousands of manufacturers, including leading brands like Unilever, Friesland Campina, Nestlé and Philips already use Syndy to quickly deliver consistent, up-to-date product content to retailers globally, in a format desired by each retailer. Syndy tracks content delivery and is exploring the integration of eCommerce analytics across its platform.

#### **More information:**

[www.syndy.com](http://www.syndy.com)

