

Fredhopper

was sold to



Clairfield Partners in the Netherlands (Boer & Croon)
acted as the exclusive financial advisor to Fredhopper.

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Fredhopper, a leader in targeting and marketing software for e-commerce, was sold to SDL plc, the UK-listed provider of global information management solutions.

Fredhopper is a specialist in search and merchandising software tailored to the needs of online sales channels. Its customers include Clarks, Toys R Us, B&Q, Waitrose, and Otto Group - the world's second biggest eCommerce company behind Amazon.com. It currently operates in the UK, Germany, France, and the Netherlands.

Fredhopper will become an independent division of SDL led by Fredhopper's current management team, and be focused on providing targeting and marketing software for online retailers.

Boer & Croon acted as exclusive financial advisor to Fredhopper in this transaction.