

Sociabble joins forces with Poppulo to accelerate the future of employee experience

Ardian, a global private investment firm, announces that its portfolio company Sociabble will join Poppulo, a Vista Equity Partners backed global leader in software for employee experience and digital signage, with a presence in Europe and the US. Trusted by large global enterprises, it serves more than 10,000 customers reaching over 50 million employees worldwide, supported by communications and digital signage software that powers more than 600,000 screens, globally.

During its partnership with Ardian, Sociabble has confirmed itself as a leading employee communication and engagement SaaS platform, recognized for its strong product innovation and customer proximity. Its solution combines intranet, mobile-first frontline communication, knowledge management, employee engagement, advocacy, and advanced AI-powered capabilities, enabling organizations to better connect and engage their workforce.

The combination with Poppulo creates significant opportunities for Sociabble to accelerate its growth. Together, Sociabble and Poppulo will help organizations reach, inform, engage, and activate more than 50 million employees worldwide through a broader, AI-powered Employee Experience platform. This operation will also give Sociabble more visibility and more resources to continue investing in the areas that have always been central to its DNA: innovation, AI, customer success, enterprise-grade security, and measurable business value.

"This new chapter for Sociabble is a strong recognition of the excellence of our team and the quality of our platform. I would like to sincerely thank Ardian for their unwavering support and for consistently demonstrating a true entrepreneurial mindset alongside us throughout our growth journey. Their partnership has fully met our expectations, and their guidance and commitment have been instrumental in making this transaction a success."

● JEAN-LOUIS BENARD ● CEO, SOCIABBLE

"I would like to thank Jean-Louis for the trust he has placed in Ardian, and to congratulate him and his team on this exceptional journey. It has been a true pleasure working alongside such an ambitious and talented team. Our collaboration is a strong illustration of Ardian's commitment to supporting management teams in their development projects, helping transform European category champions into global leaders. I wish Sociabble and Poppulo continued success in this exciting new chapter."

● GEOFFROY DE LA GRANDIÈRE ● MANAGING DIRECTOR, ARDIAN

LIST OF PARTICIPANTS

Ardian

Growth investment team: Geoffroy de la Grandière, Léa Wolff, Michelle Stitz

Poppulo

Management: Ruth Fornell, Alejandro Wyszowski, Caroline Daly, Nick Reising
Corporate lawyers: Vinson & Elkins (Tim Johnston, Hannah Thai, Milam Newby, Katie Holmes)
M&A advisor: District Capital Partners (Caitlin Currier, Steven Grillo, Tom Manning, Andy Wang)
French legal counsel: Archers (Moïra Boulblil, Emily Pabot du Chatelard, Louise Martin, Aurélien Franco)

Sociabble

Management: Jean-Louis Benard, Laurent Gauthier, Christophe Berly
Corporate lawyers: Bird & Bird (Flavie Malval Le Roux, David Malcoiffe, Alban Pontari)
M&A advisor: AGC Partners (Sean Tucker, Fred Joseph, Duncan MacGillivray, Killian Campion)

ABOUT ARDIAN

In a world of constant evolution, Ardian stands out for its ability to anticipate, adapt, and turn challenges into opportunities. As a global, diversified private markets firm with 22 offices and more than 350 investment professionals worldwide, we provide investment and customized solutions that reflect new economic dynamics and help our clients remain resilient in a changing world.

We deliver multi-local expertise and long-term performance for our investors and partners as well as shared value for the broader society. Since Ardian's inception in 1996, our pioneering approach to diversification and our ability to offer tailor-made solutions at scale have remained the heart of our strategy.

Through commitment, knowledge and technology, we bring lasting value to our companies and contribute positively to the whole industry.

Ardian currently manages or advises \$200bn for more than 1,920 clients worldwide across Private Equity, Real Assets, and Credit.

Ardian. Mastering change for lasting value.

www.ardian.com

ABOUT POPPULO

Poppulo is a global leader in AI-powered employee experience and enterprise digital signage, helping organizations connect with their workforce and customers through intelligent, real-time messaging across every channel. The first company in its category to deploy agentic AI—and the first to achieve ISO/IEC 42001 certification, the world's benchmark for secure, trustworthy AI—Poppulo has defined what it means to bring enterprise-grade artificial intelligence to communications.

Trusted by over 10,000 organizations—including more than 40 of the Fortune 100—Poppulo's solutions reach more than 50 million employees worldwide. Its digital signage network spans over 600,000 screens globally. By combining certified agentic AI with scalable communications technology, Poppulo helps enterprises boost employee engagement, enhance customer experience, and improve operational efficiency.

www.poppulo.com

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SOCIABBLE

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ABOUT SOCIABBLE

Founded in 2014, Sociabble is a French SaaS company specialized in Employee Experience. Its unified platform helps organizations inform, engage, and mobilize their employees through a digital experience combining internal communication, modern intranet, knowledge management, employee engagement, and employee advocacy, with AI at the heart of its use cases. With an international presence and teams in Paris, Lyon, Boston, and Mumbai, Sociabble supports major organizations such as AXA, Coca-Cola Europacific Partners, and Primark.

www.sociabble.com