

*L'Hebdo des AG and Praexo merge to create Scalens,  
the first European fintech dedicated to listed companies.*

**Paris, January 20, 2022** - The new entity, **Scalens**, digitises the whole relation of listed companies with their shareholders and investors. From investment to voting, presentation of results at general meetings, recruitment of directors to executive compensations, the digital solutions developed by **Scalens** facilitate financial and extra-financial communication. **Scalens** relies on a unique and strong trademark: data collected in the field by experts assisted by technology; and online benchmarking tools, configurable at will and immediately operational, mixing the documents published by the companies with this exclusive data.

**Scalens** is the first fintech to meet the obligations of listed companies in an exhaustive and coherent way, whereas until now functions were digitized by segment. The financial markets require, more than elsewhere, to combine technological excellence and business recognition, since the slightest error is made public. The market is rapidly growing and the stakes are high. Every year, the 41,000 listed companies around the world spend nearly \$12 billion to meet their listed corporate obligations. These are strategic concerns for these companies. Good communication and governance that meets the required standards optimize their valuation. Investors who steer them are already well equipped with the computing power inaccessible to the human brain. Increasingly heavy regulatory constraints are becoming impossible to manage manually. Finally, management teams aspire to more technological solutions, and no longer want, in the age of artificial intelligence, to manage time-consuming tasks.

**Scalens** is responding to this expectation, by merging **L'Hebdo des AG** and **Praexo** and by giving itself the means for European growth, provided by a simultaneous fundraising from its founders and **Rothschild & Co**. The 2022 scope will cover **France, Germany, UK, Norway, Sweden, Finland, Denmark, Belgium, Netherlands** and **Italy**. Since its creation, **Scalens** has had around a hundred clients – legal departments, investor relations, lawyers, auditors, market authorities, shareholder associations.

“Our desire is to create the European fintech of listed companies. We have convergent views on the drivers of market growth, the importance of offering instant digital benchmarks to listed companies, and the need to base these benchmarks on unique data, collected in the field», explain **Bénédicte Hautefort** and **Guillaume Moinet**, co-CEO and founders of **Scalens**.

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<sup>1</sup>\$12 billion distributed between \$4 billion for their regulatory obligations, \$5 billion for their investor relations, \$3 billion for their board of directors, a large part of which is to set the remuneration of their managers.



### **Bénédicte Hautefort**

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Bénédicte, 53, created Hebdo des AG in 2018, as spin-off of Equitystories Finance PR firm, which she also created in 2014. Bénédicte is often asked to speak in various conferences related to corporate governance and financial communication, and holds a weekly column in the newspaper Challenges for which she shares her views on how French corporates and investors are acting.

Bénédicte is also a director of Groupe Flo, Chairman of the Audit Committee, and member of the Supervisory Board of JCDecaux, also a member of the Audit Committee. Bénédicte started her career as an auditor in financial and corporate strategic management at Arthur Andersen, then Péchiney, before creating in 2003 a first PR financial agency, InvestorSight, which was merged with Havas Paris in 2009. She graduated from French top business school HEC Paris.

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### **Guillaume Moinet**

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Guillaume, 45, has accumulated twenty years of rich and varied experience in the financial industry, acquiring recognized expertise in the areas of capital markets, mergers and acquisitions, and capital raising. Until 2019, Guillaume was Managing Director at Rothschild & Cie, which he joined after experiences at JPMorgan and Deutsche Bank.

By advising many listed issuers, Guillaume realized how technology and data analysis could help companies manage interactions with their investors in a simple and efficient way.

He is graduated from ESSEC and a law Master 2 (Assas Paris).

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## **A propos de Scalens**

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Scalens is the first fintech dedicated to European listed companies. It is the result of the merger in January 2022 of L'HebdodesAG and Praexo. The platform digitizes the entire relationship of listed companies with their shareholders and investors. From investment to voting, presentation of results at general meetings, recruitment of directors to executive compensation, the digital solutions developed by Scalens facilitate financial and extra-financial communication.

The shareholding is made up of the two founders, Rothschild, employees, and business angels of the two initial companies.

Scalens has since its creation more than 300 users, in France, and extends its services in 2022 to 10 European countries. [www.scalens.com](http://www.scalens.com)

HebdodesAG is the first online benchmark platform for listed companies, created in 2018 by Bénédicte Hautefort, multi-entrepreneur and expert in governance, surrounded by experienced business angels Pierre de Perthuis, Olivier Guillaumin and Marc Litzler.

Praexo was founded in 2019 by Guillaume Moinet, former investment banker of Rothschild, JPMorgan and Deutsche Bank, Praexo is the first technology company to have positioned data analysis at the heart of investor relations while opening a bridge of direct and digital communication between issuers and their shareholders/investors. The start-up has just received the Finance Innovation label.

*Scalens*

*Société par actions simplifiée au capital de 1.000.084 euros*

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