



Mytraffic Acquires Geoblink To Become The Number One European Location Intelligence Platform.

Mytraffic, a leading provider of location intelligence and traffic analytics solutions announced today its acquisition of Geoblink, a geospatial intelligence platform, to establish a preeminent force in the location intelligence sector. This strategic collaboration signifies a pivotal moment in redefining the landscape of advanced location insights in Europe.

Under the unified leadership, Mytraffic, established in France in 2017, and Geoblink are committed to delivering unparalleled location intelligence solutions, solidifying their position as Europe's foremost provider in this transformative field. This acquisition seamlessly integrates Geoblink's cutting-edge geospatial technology with Mytraffic's robust analytics platform, creating a comprehensive suite of solutions that surpass traditional offerings.

Hakim Saadaoui, Co-Founder and CEO of Mytraffic shared "We are proud to announce the formation of Europe's premier location intelligence platform through the strategic acquisition of Geoblink by Mytraffic. This first acquisition marks a major turning point in our history, enabling us to become an undisputed leader in Europe, while maintaining our capacity to be in the forefront of innovation in this sector".

"We are very happy to be writing a new chapter alongside Mytraffic" stated Jaime Laulhé, Founder and CEO of Geoblink. "Our shared vision is to set new standards in innovation, offering clients advanced location insights that drive success across the European business landscape."

The newly formed entity aims to become the go-to partner for businesses and public entities in Europe seeking state-of-the-art location intelligence solutions. The 400+ established Mytraffic clients, along with 150 Geoblink clients and partners across Europe can expect a seamless transition, accompanied by an unwavering commitment to delivering excellence in location intelligence services.

For media inquiries, please contact :

Hopscotch Europe
Lejla Puzic
lpuzic@hopscotch.eu

About MyTraffic :

Mytraffic is a leading provider of location intelligence and traffic analytics solutions in France, Belgium, Italy, Spain, Germany, UK, Finland, Norway, Denmark and Sweden. Focused on innovation, Mytraffic empowers businesses to make informed decisions by harnessing the power of geospatial data. Mytraffic closed a €30 Million Series B funding in September 2022 with AXA Venture Partners (AVP). For more information, visit <https://www.mytraffic.io/>.

About Geoblink :

Geoblink is a geospatial intelligence platform that enables businesses to make data-driven decisions through actionable location insights. Renowned for its innovative approach, Geoblink, backed by Nauta Capital and Elaia Partners, has become a trusted partner for companies seeking to optimise strategies based on geospatial data. For more information, visit <https://www.geoblink.com/>.