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INVESTMENT YEAR: 2022

SECTOR: Technology

Global provider of front-office software to the automotive retail industry

Founded in 2008, CitNOW Group provides market leading software products to franchised car dealerships to improve both efficiency and conversion of sales and aftersales. The suite of software products allow dealerships to digitally engage with a customer at the start of their purchasing journey via video, manage the customer through the sales process and then generate additional revenues and technician workflow efficiencies when the customer brings their vehicle in for service.

The business has expanded its suite of products over time through M&A, most recently with the acquisition of WEB1ON1, an automotive messaging platform based in the Netherlands that broadens the reach, functionality and flexibility of CitNOW Group's digital communications products throughout the customer journey.

Since its inception, CitNOW Group has rapidly established itself as a global market leader, with over 13 million sales opportunities created, 60 million videos processed and over 10,000 dealer installations across 64 countries to date. It is currently the most penetrated vendor of automotive software in the UK market, with approximately 75% of predominantly franchised dealerships using at least one of its products.

"We are thrilled to have found in Livingbridge a partner who shares our vision for the Group. The firm's extensive experience in the software sector and its strong track-record in implementing sophisticated M&A programmes make it ideally placed to accelerate our growth strategy."

Geoffrey Page-Morris
CEO, CitNOW

"CitNOW Group is a fantastic business which has built a reputation for innovation and excellence in a large and rapidly evolving sector. We look forward to working with Geoffrey and his team to further scale the business organically, as well as continuing to expand the range of solutions the

Group offers to its customers through strategic M&A.”

Simon Peet

CitNOW Timeline

2008 CitNOW Founded

2022 Livingbridge invests

2022 Acquired software provider Real Time Communications (“RTC”)

