

Press release

For release on Thursday 4 March 2021 – 10.00

## **AKILES acquires 60% of TOP ON WEB and joins forces with its founders to accelerate its growth**

**Brussels, March 4, 2021** - The Belgian investment company AKILES, specialized in Growth Capital, announces today its investment in the company **Top On Web**.

Created in 2009 in Nivelles by Gil Goorman and Benjamin Lemagne, Top on Web is a **webmarketing agency specialized in organic search engine optimization** and website creation in Belgium.

Top On Web has developed, over the years, **a unique expertise in search engine optimization (SEO)**.

Thanks to the quality of its services and its web engineering, it has a profound understanding of the problems of its customers for whom Top On Web becomes **a real partner for growth as it maximizes client visibility online**.

Top On Web has developed a solid and sustainable business model with about twenty employees whose constant objective is to offer a **personalized approach** adapted to the needs of each client.

*"As founders of Top on Web, we were convinced by AKILES' entrepreneurial approach. With them, we want to offer our clients even more services (reservation tools, ecommerce, etc.) and support in social network strategy (Facebook, Instagram, LinkedIn, etc.) This partnership will enable Top on Web to ensure its growth and invest in strengthening its teams and skills. Acquisitions could also be considered,"* said Gil Goorman and Benjamin Lemagne, founders and managers of the company.

*"Top On Web develops very attractive websites adapted to each client at even more attractive prices. Their goal is not only to develop an online presence for their customers but also to increase their traffic and therefore their turnover. This solid and recurring business model, like a Saas, fits perfectly with our investment strategy. "explains **Christophe Rousseaux**, founder and Managing Partner of AKILES.*

**About Top On Web :**

*Top On Web is a web agency specialized in website creation and natural referencing (Search Engine Optimization - SEO). It is mainly aimed at small and medium-sized companies and self-employed people. It has more than 1 000 active contracts.*

**About AKILES**

Christophe Rousseaux founded AKILES, a Belgian 'evergreen' investment firm, in 2019, supported by several investment professionals. Backed with his experience as the founder and CEO of Immoweb, through AKILES, he wants to support other successful managers and entrepreneurs in the long run to develop the growth of their companies. AKILES mainly focuses its investments on 'Growth Capital' and centres its attention on companies characterized by a strong growth potential and solid competitive positions.

**Contact AKILES:**

Christophe Rousseaux, Managing Partner – [christophe@akiles.be](mailto:christophe@akiles.be) - +32 478 55 68 82

More available on <https://www.akiles.be/>

**Contact TOP ON WEB S.A.:**

Gil Goorman , CEO - [gil@toponweb.be](mailto:gil@toponweb.be) - +32 478 21 95 04

More available on <https://www.toponweb.be/>