Positive secures €106M refinancing to accelerate its European growth strategy

Lille, September 7, 2026 – Positive, a European SaaS software publisher dedicated to digital marketing, today announces the completion of a bank refinancing totaling €106 million, marking a new milestone in its development and confirming the renewed confidence of its financial partners.

This transaction builds on the initial structured financing of €75 million secured in 2022, alongside and in connection with the investment fund EMZ joining the group's capital, adding to IDI, a shareholder since 2020. It now significantly extends the maturity of existing debt while equipping Positive with new financial resources to pursue its ambitious external growth strategy.

The new banking pool remains led by CIC, the transaction's longstanding lead arranger, alongside Caisse d'Épargne Hauts de France and Banque Populaire du Nord, both long-standing partners of the group. It also welcomes two new leading institutions: Arkéa and Crédit Agricole, who join in financing Positive's development.

"This refinancing above all reflects our banking partners' confidence in our long-term strategy and in our ability to continue growing profitably. It gives us the means to keep consolidating the European marketing software market while maintaining a solid financial structure. Our ambition is clear: to make Positive the European benchmark for sovereign marketing software, built to meet the needs of SMEs with 10 to 1,000 employees,"

Mathieu Tarnus, Fondateur et Président du Groupe Positive

A European digital marketing platform undergoing major consolidation

Over the past five years, Positive has completed more than a dozen strategic acquisitions, progressively building an integrated software platform that covers the core marketing needs of European SMEs.

Today, the company structures its offering around four complementary areas of expertise:

- **Positive Surfer,** dedicated to search engine optimization (SEO) and optimization for AI-powered answer engines (GEO);
- **Positive User**, a customer engagement and relationship management platform;
- **Positive Iconosquare**, specialized in social media management and analytics;
- **Positive Signitic**, a leader in professional email signatures and signature-based communication campaigns;

With €70 million in annual revenue, primarily from recurring SaaS software license income, Positive intends to establish itself as the benchmark for sovereign marketing solutions in Europe, offering a comprehensive platform designed for mid-sized companies and SMEs with 10 to 1,000 employees.

A new milestone: surpassing €200M in ARR by 2030

Still chaired and controlled by its founder Mathieu Tarnus alongside CEO Paul de Fombelle, Positive intends to continue its organic and external growth strategy, with the goal of reaching €200 million in revenue by 2030.

This refinancing gives the company greater capacity to seize new acquisition opportunities, continue integrating its portfolio companies, and keep investing in its technology platforms as well as in artificial intelligence, in service of European SMEs.

As part of this transaction, Positive was supported by investment bank Amala, led by Managing Director Jad Sader and his team, acting as financial advisor. The legal aspects of the transaction were handled by Thibaut Lechoux and the teams at Paul Hastings, whom Positive wishes to thank for their commitment and expertise.

About Positive

Positive is a leading European B2B SaaS player. The group provides marketing and sales teams with a suite of complementary solutions covering the key drivers of digital growth: Positive Surfer to enhance brand visibility on search engines through AI, Positive Iconosquare to manage their social media presence from a unified interface, Positive User to develop and nurture customer engagement, and Positive Signitic to professionalise email signature management at scale.

Majority-owned by its founders and backed by European investment funds, the company has multiplied its revenue fivefold in five years. Headquartered in Lille, Positive employs over 400 people across France, Germany, Italy and Poland. Customer data is hosted exclusively in France and Germany, in compliance with European digital sovereignty requirements.

For more information: www.positivegroup.com

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