

## **Applegate and Visable: B2B platform providers forge strategic partnership to strengthen international trade of UK-based businesses**

- **Exclusive partnership allows Applegate to offer listings on Visable’s leading online B2B platforms EUROPAGES and wlw**
- **UK-based companies benefit from greater visibility on the web to promote international trade across Europe and beyond**

**Paris / Hamburg / Barnstaple, 22 September 2021 – Visable, the parent company of Europe’s leading online B2B platforms EUROPAGES and wlw (formerly "Wer liefert was"), and Applegate, the premier B2B marketplace in the United Kingdom, have entered into an exclusive partnership. As the official reselling partner in the UK, Applegate is able to offer listings and additional online marketing services on EUROPAGES and wlw alongside its own AI-based sourcing platform. As a result, companies in the UK benefit from greater visibility on the web to promote their products and services to procurement professionals across all of Europe.**

“We are delighted to announce our partnership with Applegate. Both our companies are driven by a common mission, which is to connect international B2B purchasers with matching suppliers,” says Visable CEO Peter F. Schmid. “After Germany, the United Kingdom is the second largest economy in Europe. We are convinced that Applegate’s strong local footprint, market expertise and salesforce will allow us to further increase our market share, while providing UK-based businesses with a unique opportunity to expand their reach across Europe and beyond.”

The goal of the partnership is to maximise British companies’ visibility on the web and to boost international trade by making their portfolios available to purchasers in 15 languages. By extending their marketing mix to include profiles on EUROPAGES and wlw, Applegate customers are able to present their products and services to an additional four million international procurement professionals on top of the over 18,000 purchasers that already use the UK’s premier AI-driven B2B platform.

Stuart Brocklehurst, Chief Executive at Applegate, explains, “We have long admired Visable’s incredible work promoting business connections across the continent. It’s great to partner with them to bring this to the UK. Together, Applegate and Visable provide a winning combination for businesses seeking growth.”

The partnership enables Applegate to support UK companies’ digital marketing efforts and visibility on the European mainland after Brexit while allowing Visable to further pursue its internationalisation strategy with a strong partner in the UK.

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#### **About Visable**

Visable enables small and medium-sized industrial businesses to make products and services internationally accessible to purchasers. The company offers a broad range of specially tailored services for business customers to increase their digital reach. This includes a combination of company owned B2B platforms and online marketing services, such as Google Ads and retargeting campaigns.

Platforms operated by the Visable GmbH include wlv („Wer liefert was“), which is the leading B2B platform in the D-A-CH region, with around 620,000 registered companies as well as the European B2B platform EUROPAGES, on which about 3 million companies are registered. Together, the two platforms reach more than four million B2B purchasers per month, looking for detailed company and product information.

With its online marketing services Visable offers businesses additional opportunities to increase their online reach. Visable is currently the only Google Premium Partner with a strong B2B focus.

The company Visable was established in response to the challenges of internationalisation and digitisation in the B2B market and employs today more than 410 people at its locations in Hamburg, Berlin, Münster and Paris. Visable represents the umbrella for the brands wlv and EUROPAGES and continues to expand its b2b platforms and online marketing services.

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