



## PRESS INFORMATION

's-Hertogenbosch, 12 July 2021

### OPEN SOURCE SOFTWARE SPECIALIST DYNAPPS ACQUIRED BY GREEN PARK INVESTMENT PARTNERS

Geel, 12 July 2021 – Green Park Investment Partners acquired DynApps, a company specialized in open source business software and long-term Odoo Gold partner.

Following this transaction, DynApps envisions to further grow and develop as the globally leading Odoo partner. With an organic as well as inorganic growth strategy, the company plans to grow its team of dedicated Odoo specialists, to enlarge its customer base in existing markets, to enter new verticals and geographies, and to expand the service offering on the Odoo platform.

### SHORT PROFILE DYNAPPS

DynApps is a dedicated Odoo implementation partner, assisting clients in their digital transformation using open source business applications. The company has a combined team of people with a business and technical background. It offers consulting, business process analysis, business application design and implementation, business intelligence, hosting and support services. Being one of the early adopters, it has more than 10 years of Gold partnership with the platform, and encountered an extraordinary growth journey together with Odoo. Today, DynApps has Europe's largest team of Odoo specialists, with customers across Belgium and The Netherlands.

Odoo is a promising market challenger of established alternatives as Microsoft, SAP and Oracle. Its open source business software is easily accessible, flexible and attractively priced. Odoo integrates various business process solutions in one coherent suite, comprising ERP, CRM, e-commerce, accounting, project management, HRM, business intelligence, PoS, e-learning, and many more functionalities.

Detailed information about DynApps is available at [www.dynapps.be](http://www.dynapps.be)

### SHORT PROFILE GREEN PARK INVESTMENT PARTNERS

Green Park Investment Partners is an investment firm with offices in Belgium and The Netherlands. It invests in small and medium sized Benelux companies. Founded in 2010, Green Park has a strong track record in digitalization and HR investments. Its investment portfolio comprises amongst others Bartosz, KPS, Effectis, BOEMM, Vander Elst and SMS-Timing.

Detailed information about Green Park Investment Partners is available at [www.greenparkinvest.com](http://www.greenparkinvest.com)

### SHORT PROFILE BLACKTRACE MERGERS & ACQUISITIONS

Blacktrace is an award winning independent merger and acquisition specialist, providing guidance for medium-sized and large businesses when implementing merger and acquisition transactions, attracting shareholder capital and arranging funding. Blacktrace helps companies make the transition to a higher level and provide professional support in the following areas: divestment, acquisition, management buy-out, corporate valuation, corporate financing and corporate exit.

Detailed information about Blacktrace is available at [www.blacktrace.nl](http://www.blacktrace.nl)



CONTACT DETAILS ON THE TRANSACTION

Blacktrace Mergers & Acquisitions  
Mrs. Wies Cornelius  
Statenlaan 18  
5223 LA 's-Hertogenbosch  
The Netherlands  
T +31 (0) 85 043 11 48  
E [wies.cornelius@blacktrace.nl](mailto:wies.cornelius@blacktrace.nl)