

Jonckers and Acclaro to Form New AI-enabled Language Services Powerhouse

- Merger combines industry pioneering AI-powered translation software with leading tech-enabled localization and cultural adaptation specialists
- Enlarged Group to provide clients latest AI innovations, an expanded service offering and geographic reach, with enhanced R&D capabilities
- The Group will continue operations under both brands in partnership with its diverse global linguistic community
- The transaction was supported by Mayfair Equity Partners, Jonckers' majority shareholder
- FY22 Global LSP market valued at US\$67.2 billion and is expected to deliver a CAGR of 6.2% between 2023 to 2028¹

LONDON/NEW YORK, 4 February 2024 – Jonckers, a leading global AI-powered language services provider (“LSP”) and Acclaro, an international strategic translation and localization agency, are pleased to announce the companies are merging to create a new localization powerhouse (“the Group”). The combination will provide an expanded range of AI-powered services to the Group’s diverse blue-chip and fast-growing clients including Amazon, Microsoft, Adobe, Life360, Wish, and Notion. The scale of the new Group will also accelerate its organic growth in core markets and enable the pursuit of new M&A opportunities.

Jonckers’ and Acclaro’s Senior Management Teams will continue to lead the business post-merger. Silke Zschweigert, one of the industry’s most experienced executives, will assume the role of Group CEO. Michael Kriz, who brings decades of delivering best-in-class localization services to the technology sector, will continue as CEO of Acclaro. Silke and Michael will also be supported by a deep bench of talent, including Dominic Kinnon, Jonckers’ COO and Rachel Ferris, Acclaro’s Vice President of Operations.

The enlarged Group R&D team will build on their strong track record of success, developing more innovative AI capabilities to enable customers to go to market faster, in more languages, at the same budget. New technology will also be rolled out across the Group’s localization services and solutions to create content across multiple languages, cultures, and jurisdictions. This will be bolstered by the Group’s

¹ <https://www.imarcgroup.com/language-services-market>

community of experienced, certified linguists, whose ability to rapidly scale and deliver optimal quality translations remains unmatched.

The adoption of AI and the increasing demand for localized content are creating favorable sector tailwinds. The Global LSP market was valued at US \$67.2bn in 2022 and is expected to deliver a CAGR of 6.2% between 2023 and 2028.

“The LSP industry is highly fragmented and AI-enabled digital translation companies are going to drive the sector’s evolution and innovation,” said Silke Zschweigert, CEO of Jonckers. “The merger of Jonckers and Acclaro will enable us to combine our R&D capabilities to develop new services and solutions for our growing global client base, while deploying the unique skills of our enlarged community of human translators. We’re delighted to welcome our new Acclaro colleagues to the Group and look forward to working together, using the transformative power of AI to create a true localization powerhouse.”

“From the first conversation with the Jonckers team, it was clear that we have a shared commitment to operational excellence and superb customer service,” said Michael Kriz, CEO of Acclaro. “Our complementary technologies, services and organizations fit neatly together with very little overlap. Our joint experience and focus on technology localization combine to make us one of the top providers to global software, web, and e-commerce companies. We both believe that AI will be transformative for LSPs and our clients, powering international growth at a faster pace and a lower cost across our broad customer base. It was also clear that our cultures are aligned, with shared beliefs and values, including an absolute focus on the customer, by supporting our outstanding team and community of translators to deliver industry-leading localization services.”

“Since Mayfair invested in Jonckers in early 2023, we have been working closely with the management team to design and implement a growth strategy, which includes executing M&A across a fragmented market,” said Markus Zejermann, Managing Director at Mayfair Equity Partners. “Acclaro quickly emerged as the ideal and complementary first step in our journey to build and grow an AI-led innovator in the localization services industry. Congratulations to the Jonckers and Acclaro teams and we look forward to working with the team on the Group’s continued growth.”

About Jonckers

Jonckers was established in 1994 as a privately owned language services provider. In 2016 the company developed a cloud-based AI platform for continuous localization called WordsOnline. It was created to reduce cost and translate big volumes, within a small timeframe. Jonckers has a curated, trained, and managed multilingual community that can rapidly scale in size, domain knowledge and skills. It deploys these resources to support companies who want to launch their products in global markets faster. Jonckers is often recognized for their excellent customer service. In 2023, Mayfair Equity Partners, a dedicated technology and consumer investor, with assets under management of over £2bn, invested in Jonckers to fuel continued growth and geographic expansion.

About Acclaro

Founded in 2002, Acclaro is a translation company and platform that helps brands strengthen their global growth strategies. We make localization less complex by taking the time to understand our clients' needs, customizing localization programs, and offering guidance throughout the process. Our clients get a knowledgeable partner with an unequalled strategy-driven localization approach, scalable programs, supportive technology, and insightful metrics. Working in over 125 languages and with a global presence, Acclaro is a trusted partner to industry leaders and global businesses.

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