

Keensight Capital signs an exclusivity agreement to partner with UVE Solutions, a leading provider of data solutions for the Consumer-Packaged Goods industry

Barcelona, July 31, 2025 – Keensight Capital (“Keensight”), one of the leading private equity managers dedicated to pan-European Growth Buyout^[1] investments, today announces it has signed an exclusivity agreement to partner with the founders of UVE Solutions (“UVE”), a leading European provider of data intelligence solutions for the Consumer-Packaged Goods (CPG) industry.

Founded in 2007 and headquartered close to Barcelona, Spain, UVE provides an AI-powered software platform that delivers end-to-end route-to-market (RTM) analytics and sales enablement tools for global brands. It is specialized in indirect distribution and aggregates data from over 7,000 distributors and its points of sale, enabling customers to analyze indirect retail performance, marketing, improve campaign execution and make data-driven commercial decisions.

As a market leader in Spain, France and Italy, UVE serves a blue-chip client base in the CPG sector, with a focus on food and beverage, including Coca-Cola, Danone, Mahou, GB Foods, and Unilever. The company has also made inroads into the US market, having opened an office in New Jersey in 2024.

Through its new partnership with Keensight, UVE will pursue its next phase of growth, accelerating international and vertical expansion, both organically and via acquisitions. Keensight will also support the company in investing further in AI-led innovation across its product suite.

Jordi Vila, Founder at UVE, commented: *“Partnering with Keensight is a major milestone for UVE. We’ve spent more than a decade building a differentiated solution and a loyal customer base and we are now ready to take the business to the next level. Keensight’s deep software expertise, international network and proven track record of helping growth-stage companies scale make them the ideal partner for this next chapter.”*

Javier Lopez Moras, Partner at Keensight Capital, added: *“UVE’s platform is unique in its ability to bring visibility and intelligence to the indirect distribution channel, a traditionally underserved part of the sales value chain. The team has built a best-in-class product, demonstrated by their market leadership in key markets and deep client relationships with some of the world’s biggest CPG companies. We are delighted to support UVE’s ambitions to scale globally and help it continue driving innovation.”*

^[1] **Growth Buyout:** investment in profitable, private companies experiencing strong growth, in minority or majority positions, with or without leverage, using a flexible approach tailored to the needs of individual entrepreneurs, in order to finance organic growth projects, acquisition strategies or provide historic shareholders with liquidity.

About Keensight Capital

Keensight Capital (“Keensight”), one of the leading European Growth Buyout firms, is committed to supporting entrepreneurs as they implement their growth strategies. With over 25 years of experience and €5.5bn of assets under management, Keensight Capital’s team of seasoned professionals leverages their differentiated private equity experience to invest in profitably growing companies generating revenues in the range of €10 million to €400 million. Drawing on its expertise in the Technology and Healthcare sectors, Keensight identifies the best investment opportunities in Europe and works closely with the management teams providing capital, strategic guidance and operational support. Keensight operates in more than 90 countries across the globe with a presence in Paris, London, Boston, and Singapore. www.keensight.com

About UVE

UVE is a leading route-to-market and data intelligence company founded in Spain 18 years ago, with a solution targeted for the FMCG space. UVE helps its customers to unlock growth in fragmented indirect channels by providing outlet data visibility, advanced insights and analytics, and seamless execution tools. These capabilities are delivered through a modular, fully integrated SaaS platform which improves the management of such complex environments. UVE's leadership has expanded over the years beyond Spain and today has presence in more than 20 countries with offices in Spain, France, Italy and USA. www.uvesolutions.com

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