

PRESS RELEASE

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MyTower acquires TDI, Winddle and Belharra e-SCM to build a leading European Supply Chain Management player

French supply chain software provider **MyTower** is accelerating the consolidation of the European market for software solutions dedicated to transport, customs and trade compliance. Backed since December 2025 by the investment fund Verto Growth, the group is joining forces with three recognized industry players — **TDI**, **Winddle** and **Belharra e-SCM** — to build a leading European player in transport digitalization for industrial shippers and retailers.



Following these strategic acquisitions, MyTower brings together more than **300 employees**, based in France, with operational subsidiaries in Italy, Spain and Morocco. The group aims to establish itself as a key technology partner for mid-market companies and large international organizations seeking modular, robust solutions capable of orchestrating their entire supply chain flows with agility and flexibility.

These acquisitions bring together complementary expertise covering the entire logistics value chain: from supplier collaboration to last-mile delivery, including transport management, customs operations and compliance.

- **MyTower** provides expertise in Transport Management System (TMS) and Global Trade Management (GTM) for transport and international customs operations.
- **TDI** is a leading solution for multi-carrier shipment management, parcel logistics, label generation and last-mile delivery.
- **Winddle** is a collaborative supply chain platform for the Fashion, Retail and Industry sectors, enabling integrated supplier collaboration and upstream and downstream transport management.
- **Belharra e-SCM** is recognized for its expertise in international procurement, supplier collaboration (SRM) and upstream visibility (inbound TMS), particularly for Luxury, Fashion and Textile players.

Together, these platforms cover the full scope of supply chain execution processes across all transport modes, all flow segments and on a global scale.

“These acquisitions represent a structural milestone for the group. The consolidation we are experiencing is not opportunistic — it is structural. It responds to a fundamental market need: simplifying complexity,” explains **Jean-Christophe Cuvelier, CEO**.

According to **Mohamed Ould, COO**, the challenge is no longer to optimize a single link in the supply chain, but to orchestrate all supply chain flows within a unified architecture.

The founders and executives of the acquired companies — Didier Guichard and management (TDI), Emilia Jevakhoff and Guillaume Grenet (Winddle), Gilles Bidart and Pascal Saint-Pierre (e-SCM) — remain fully involved and continue their engagement within the group.

Each entity’s solutions and teams will continue to support their respective clients. The objective of this integration is to enhance expertise and accelerate innovation and development in France and internationally. The next steps will focus on building an integrated offering and structuring the organization in close collaboration with teams and clients.

Beyond its European ambition, the group will leverage a strong combination of supply chain expertise and technological excellence, supported by increased investment in innovation and artificial intelligence to enhance visibility, orchestration and performance of logistics flows.

About MyTower

Founded in 2018, MyTower is a French software provider specializing in optimizing logistics flows and international trade. The company offers an integrated platform combining Transport Management System (TMS) and Global Trade Management (GTM), enabling businesses to manage transportation and customs operations efficiently.

www.mytower.co

About TDI

Founded in 1999, TDI specializes in multi-carrier shipment management and parcel logistics tracking. Its SaaS platform enables companies to centralize planning, label generation and last-mile delivery. TDI stands out for its ability to integrate into complex logistics environments and supports clients across retail, industry and distribution sectors.

www.tdi-group.com

About Winddle

Founded in 2015, Winddle is a collaborative Supply Chain Management platform that simplifies end-to-end product and transport flow management. By combining SRM and TMS modules, it centralizes exchanges, monitors operations in real time and enables faster, more sustainable decision-making. By connecting suppliers, carriers and internal teams, Winddle ensures visibility, coordination and performance across all flows.

www.winddle.com

About e-SCM Solutions™

Launched in 2013, e-SCM Solutions™ is a platform specialized in international procurement management and supplier collaboration. Focused on supplier portal (SRM) and upstream visibility (inbound TMS), the solution enables companies to manage the entire supply chain from purchase order to warehouse delivery, with real-time visibility across all milestones and critical data. e-SCM Solutions™ stands out for its strong industry expertise, particularly in Luxury, Fashion and Textile sectors.

www.e-scm-solutions.com

About Verto Growth

Founded in 2018, Verto Growth is a European investment fund dedicated to high-potential technology companies. It supports software vendors and SaaS companies in their growth and international expansion strategies by combining capital and operational expertise. Verto Growth helps its portfolio companies scale, innovate and develop new offerings.

www.vertogrowth.com

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