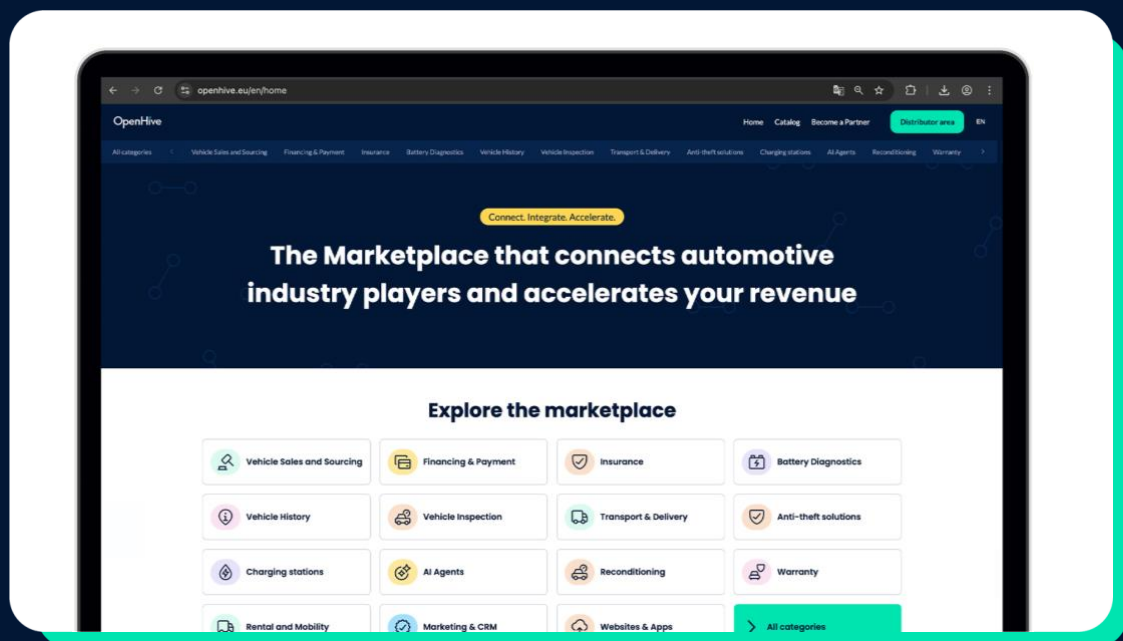




PRESS RELEASE

bee2link group launches **OpenHive**, the marketplace that connects partners and distribution networks to improve productivity and create new revenue streams.



Paris, December 4, 2025 – bee2link group, the French leader in SaaS platforms for automotive distribution, announces the launch of OpenHive, a next-generation marketplace designed to connect dealers and partners within a unique, integrated, and scalable ecosystem.

Designed for automotive distribution networks, OpenHive transforms the way services are deployed in dealerships. It simplifies access to partner services, accelerates their integration, improves operational productivity, and creates new revenue streams – dedicated to a single goal: contributing to the sustainable restoration of dealership profitability.

A direct response to a growing critical challenge: service integration

Automotive distribution is facing a structural challenge: reducing the time and complexity required to integrate partner services into the SaaS environments used daily. While traditional approaches rely on fragmented data flows, multiple interfaces, and costly IT projects, OpenHive introduces a paradigm shift.

Thanks to its universal connectors, the platform enables partners to plug their services directly into existing business software, right where field teams work. Services are no longer added beside the tools: they run inside the tools.

As a result: seamless journeys, unified usage, and unprecedented customisation for each network.

A platform designed to create value without complexity

OpenHive provides dealers with a comprehensive catalogue of instantly activatable services: insurance, financing, battery diagnostics, vehicle history, upselling tools, lead management, and more.

Each module is natively integrated into existing business workflows: no more re-entries, no more broken flows, no more isolated tools. The experience is continuous; performance is measurable.

Every dealer benefits from a personalised space allowing them to manage all services, track incremental revenue in real time, and analyse the performance of each module - regardless of the SaaS platform they use.

And most importantly: every activated service becomes an opportunity for additional revenue. OpenHive turns every interaction into economic potential.

A marketplace dedicated to partner growth

For partners, OpenHive is far more than a distribution channel - it is a growth platform. Services are integrated directly into the operational processes of more than 12,000 points of sale: at the right time, in the right place, for the right usage.

Each partner has a clear, highlighted, instantly activatable product page. Visibility increases; adoption accelerates; conversion rates naturally rise.

Thanks to industrialised integration, OpenHive frees partners from technical complexity while offering a unique commercial asset.

Continuous product enrichment for all SaaS publishers

Fully agnostic, OpenHive connects to all SaaS providers on the market - including those outside the bee2link group ecosystem.

The marketplace transforms integration projects, traditionally long and expensive, into rapid, standardised, and scalable deployments. Each publisher can continuously enrich their product portfolio, accelerate their product roadmap, strengthen their value proposition, and improve their competitive positioning. OpenHive thus becomes a technological catalyst serving both software publishers' performance and dealers' profitability.

A powerful ecosystem, expanding rapidly

More than fifty major players have already joined OpenHive across five countries, including: Stipe, Auto1, Coyote, MAIF, BCA, Carvertical, Eurodatacar, Arkéa Financements & Services, Crédit Agricole Assurances, Oney (BPCE subsidiary), Floa (BNP subsidiary), Fintecture, Autorigin Hiflow, Roole and others. This diversity reflects a clear ambition: to build a leading European marketplace for automotive distribution.

A shared vision to sustainably transform the sector

“OpenHive provides the entire industry with a structural driver for competitiveness. By streamlining data and interconnecting services, the platform unlocks collective value that remains largely under-exploited. It establishes a common, efficient, and scalable framework for all players,” explains Xavier Cotelle, Founder and President of bee2link group.

For Anne-Sophie Frenove, CEO and cofounder of OpenHive: *“With OpenHive, we are bringing automotive distribution into the platform era. Our goal is clear: remove complexity, create value, and accelerate the transformation of a historically fragmented sector. By bringing together dealers, partners, and SaaS solutions within a single environment, we are laying the foundations for a new industry standard: simpler, faster, and more profitable.”*

The adventure is just beginning. Upcoming developments include the arrival of new service categories, opening the platform to new publishers, international expansion and continuous enrichment of the ecosystem.

OpenHive stands as a key foundation in a distribution model undergoing profound transformation : more interoperable, more efficient, and firmly oriented toward growth.

About bee2link group

A pioneer in the development and publishing of SaaS platforms for the automotive distribution sector, bee2link group designs cross-functional solutions aimed at digitalizing the business processes of various industry players: manufacturers, dealership groups, and independent dealers. Strongly established in France, the company is also experiencing significant international growth, with operations in over 30 countries.

The bee2link group is composed of several entities: the historic brand bee2link, 3Dsoft, bee2link group Italia, hitechsoftware, Carviz, and MyAna Pro. The group currently employs over 250 people across France, Italy and Spain.

At the end of 2022, bee2link group established a partnership with the COSMOBILIS group.

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