



Press release

September 2026

HARLAY AVOCATS ADVISES PRIMO ON ITS \$8 MILLION INVESTMENT ROUND

Primo, a Paris-based company developing an AI-powered IT management platform, has raised \$8 million to accelerate its expansion in Europe and North America.

Founded in 2022 by **Martin Pannier**, **Antoine de Mereuil** and **Nicolas Nallet**, **Primo** develops an AI platform that centralizes companies' IT asset management, SaaS software, identity management, and IT support. **Primo** has already demonstrated the reliability of its solution with more than 400 companies across Europe and North America, generating approximately \$4 million in ARR.

Amid the growing adoption of AI in information systems management, **Primo** aims to become the reference solution in Europe, competing with established US players in the sector.

This \$8 million funding round was carried out with all of **Primo's** long-standing investors — Germany's **Global Founders Capital** and US-based **Headline** — as well as several business angels, who have renewed their confidence in the company. This round will fund the strengthening of **Primo's** commercial deployment in Europe.

Primo aims to establish a presence in the United States by 2027, and to continue its development in international markets.

Thibault Chareton (partner) advised **Primo** on this investment round.

JONES DAY (Jeremy Noël) also advised a group of the investors involved in the transaction.

For further information, please contact **Thibault Chareton**:
(tchareton@harlaylaw.com)

ABOUT HARLAY AVOCATS: Harlay Avocats is an independent international business law firm based in Paris. Founded in 1988, Harlay Avocats is an independent French law firm with a multidisciplinary team of lawyers who assist clients in France and abroad with most of their business law needs (day-to-day and special transactions). The corporate team at Harlay Avocats, led by Marie-Laure de Cordovez, Olivier Cognard, Thibault Chareton specializes in private equity, securities law, and mergers and acquisitions.



For further information, please contact
Thibault Chareton : tchareton@harlaylaw.com