

# GenAI in the Permira Portfolio

## Scaling Real-World AI

In 2025, our funds' portfolio companies have continued to embed AI deeply into their core operations. Rather than following passing trends, we are helping companies deploy AI where it delivers the greatest value: **embedded in daily workflows, addressing real business challenges, and generating measurable outcomes.**


# GenAI Innovators in the Portfolio: 4 Examples

Data source: LeBoncoin

Company	Initiative	Impact
<b>leboncoin</b> <b>Adevinta</b>  LeBoncoin, a leading French classifieds platform, is redefining the customer journey across discovery, listings, and support, creating a faster and more intuitive marketplace experience.	<p><b>Visual search:</b> An innovative, image-based search tool allows users to upload photos to find similar items, removing barriers for those unsure of what they are looking for or how to describe it.</p> <p><b>Listings automation:</b> Leveraging generative AI and image recognition, this feature auto-fills item descriptions and attributes during submission, ensuring listings are richer, more informative, and easier for buyers to evaluate.</p> <p><b>Instant customer support:</b> Marcus, LeBoncoin's AI virtual assistant powered by retrieval-augmented generation (RAG), now resolves customer questions in as little as 30 seconds, down from the previous 24-hour response window, improving support speed and customer satisfaction.</p>	<p><b>Increased conversion rates:</b> Auto-generated descriptions have boosted conversion by 20–30% in categories like video games and toys, making listings more compelling and informative.</p> <p><b>Customer support cost savings:</b> AI automation has saved ~€500K annually, reducing the cost per ticket by 98%.</p> <p><b>Faster response times:</b> Response times have dropped from 24–48 hours to 25–30 seconds with the Marcus AI assistant.</p>


# GenAI Innovators in the Portfolio: 4 Examples

Data source: Octus

Company	Initiative	Impact
 <b>OCTUS</b> <p>Octus is a leading global provider of credit intelligence and data analytics, leveraging advanced AI technologies to enhance the speed, precision, and scope of insights delivered to clients.</p>	<p><b>AI Toolsets:</b></p> <ul style="list-style-type: none"><li>• <b>CreditAI:</b> This AI-powered interface enables real-time interaction with proprietary datasets, providing immediate, research-grade responses to client enquiries.</li><li>• <b>Auto-editorial:</b> This autonomous AI agent continuously monitors news, prioritises content, generates summaries, verifies facts, and publishes editorial insights.</li></ul> <p>In addition to generative AI, Octus has developed robust machine learning capabilities that power its platform. These include a document prioritisation engine, an entity extraction system, and a recommendation engine that tailors content based on client profiles.</p>	<p>Since launching these features, Octus has boosted client engagement, accelerated critical content delivery, and saved tens of thousands of manual work hours, delivering faster, smarter, real-time credit intelligence.</p> <ul style="list-style-type: none"><li>• CreditAI now handles over 5,000 client queries monthly, with more than 550 monthly active users.</li><li>• Platform engagement has surged by 72% since the launch of CreditAI.</li><li>• Editorial coverage of earnings events has expanded more than fivefold.</li><li>• Time-to-publish for earnings content has been reduced by over 85%, enabling faster delivery of critical insights to clients.</li><li>• Octus' internal machine learning automation has saved approximately 43,000 manual hours this year alone.</li></ul>

# GenAI Innovators in the Portfolio: 4 Examples

Data source: Seismic

Company	Initiative	Impact
  Seismic is a leading AI-powered platform that is redefining sales enablement through cutting-edge AI innovation.	<p>In the Spring/Summer of 2024, Seismic launched Aura Copilot, a feature that seamlessly integrates AI into the daily workflows of go-to-market teams, delivering intelligent content discovery, contextual meeting insights, and dynamic enablement tools.</p> <p>With Aura Copilot, teams can instantly retrieve relevant Seismic content, such as FAQs, documents, and meeting summaries, using natural language queries, all governed by robust permission controls.</p> <ul style="list-style-type: none"><li>• This tool empowers sellers to remain in their flow of work. Reps can access real-time answers from authorised content across Microsoft 365, Teams, Slack, and browser extensions, eliminating the need to switch contexts and enhancing productivity.</li><li>• Aura Copilot also accelerates onboarding and training through AI-generated lesson plans and enablement content. Additional features such as tone refinement, spelling correction, and translation further enhance communication. For content teams, Aura Copilot streamlines operations with automated tagging, summarisation, and bulk editing capabilities.</li></ul>	<p>The results of Aura Copilot's deployment are compelling, showcasing strong adoption and meaningful impact.</p> <ul style="list-style-type: none"><li>• Over 100 customer pilots were launched in the first half of FY25, with approximately 40% of pilot participants converting to paying customers.</li><li>• Industry leaders including GitHub, HP, PayPal, Trellix, and LexisNexis are already leveraging Aura Copilot to boost sales productivity, optimise content workflows, and elevate training effectiveness.</li></ul>

# GenAI Innovators in the Portfolio: 4 Examples

Data source: Cambrex

## Company



Cambrex is a leading global contract development and manufacturing organisation (CDMO).

## Context

Cambrex provides comprehensive drug development and manufacturing solutions across the full product lifecycle, from early-stage development to commercial production. With over four decades of experience and a presence spanning North America and Europe, Cambrex serves a diverse clientele, from emerging biotech firms to global pharmaceutical leaders.

Cambrex is taking its first strategic steps into generative AI through a tiered GenAI roadmap structured into simple, intermediate, and complex tiers to ensure stable, scalable, and outcome-driven AI adoption.

This phased approach emphasises practical integration, responsible experimentation, and organisational readiness.

The initial phase focuses on three high-impact use cases, each chosen for its strategic alignment, operational impact, and scalability potential. A detailed overview of each initiative and its early-stage outcomes can be found on the following slide.

# GenAI Innovators in the Portfolio: 4 Examples

Data source: Cambrex

Company	Initiative	Impact
 <p>Cambrex is a leading global contract development and manufacturing organisation (CDMO).</p>	<p><b>US HR benefit assistant</b> (Launched in April 2025): A 24/7 AI-powered assistant embedded in the intranet, designed to answer employee queries related to health insurance, dental plans, 401(k), and other benefits, enhancing accessibility and employee experience.</p> <p><b>Marketing content generation and SEO</b> (Launched in March 2025): A suite of GenAI agents trained on Cambrex-specific scientific content, insights and terminology to generate thought leadership content and optimise search engine performance.</p> <p><b>Batch record review agent</b>: A phased AI solution aimed at automating the manual review of batch records, with the potential to save up to 10 hours of engineering labour per user, per week.</p> <p>To drive adoption, Cambrex is delivering targeted training for early users and introducing its first formal AI policy, establishing a framework for governance, responsible experimentation, and data protection. These initial use cases mark the beginning of Cambrex's AI journey and lay the foundation for a broader, enterprise-wide transformation.</p>	<p><b>HR assistant</b>: Launched on the internal intranet, it has seen early success with approximately 10% employee engagement to date. The tool enables anonymous inquiries, particularly for sensitive topics, reducing friction and improving access to HR resources. Usage continues to grow steadily.</p> <p><b>Marketing &amp; SEO</b>: In the first pilot use case, this targeted GenAI initiative supporting organic lead generation improved the targeted keywords' Google ranking from 90 to position 13 in only four weeks, demonstrating early success in increasing visibility in a competitive CDMO landscape.</p> <p><b>Batch record review</b>: Early deployment has focused on ensuring response consistency. Currently supports audit preparation and ad-hoc manufacturing investigations at a limited scale. The long-term vision is to enable full lifecycle insights for specific products, enhancing quality, efficiency, and data-driven decision-making.</p>

All data accurate as at May 2025