



## Acquisition of Plotaroute by Visorando

### Statement from John Pears, Founder of Plotaroute

Since its inception in 2014, Plotaroute has grown to become one of the leading dedicated route planning applications in the world. Used in over 200 countries by hundreds of thousands of people every month, it is often commended by its users as the best route planning application they have used. Over two million walks, runs, cycle rides and routes for all manner of outdoor pursuits have been plotted with the help of Plotaroute's extensive route planning tools. As its founder I am humbled to have played a role in helping so many people to enjoy the benefits of outdoor recreation and I'm grateful to everyone who has supported it.

Over this last decade, Plotaroute has been an owner-managed business, largely run by myself, which at times has been a challenge but which has mostly been very rewarding. However it is starting to outgrow the current set up and so now is the right time to hand it over to new owners, who have the skills and capabilities to take it forward. I am delighted to have found an ideal new home for it with Visorando, an enthusiastic and successful independent company based in France, which has already helped millions of people to discover great quality routes for leisure purposes.

The Visorando team are passionate about what they do and share my own ambition about helping people to enjoy the great outdoors. They have had huge success with their mobile application and, with the ever growing shift towards mobile devices, their experience and expertise in this area will be invaluable in helping to bring even more benefits to Plotaroute users. I am delighted to be passing over control of Plotaroute to such an experienced and respected business that shares my values and ambitions. I wish them and you all the very best for the future.

John Pears  
29 November 2023