

Press release

Holimetrix raises €3.5 million from Iris Capital, A Plus Finance, Siparex Proximité Innovation and Jaina Capital to accelerate its development

Paris - July 21, 2015 – Holimetrix, the leading digital performance measurement tool for TV media campaigns (helping to measure the Internet traffic generated by TV ads), has completed its second fundraising. The round of €3.5 million is led by Iris Capital, A Plus Finance and Siparex Proximité Innovation. Existing investor Jaina Capital also participated in the financing.

Holimetrix helps advertisers to better assess the outcome of their media spending, to optimise the performance of their TV ad campaigns while they are running, and to better plan their future investments. Holimetrix optimizes media buying decisions through innovative features, such as the ability to quantify the incremental internet traffic generated by each single broadcast.

This second funding round, organised by corporate finance firm BluePrint, will enable Holimetrix to expand internationally. The company will open offices in the UK and Germany to support local customers that already use Holimetrix TV in these countries.

Holimetrix will also invest aggressively in R&D to further enrich its offering. It will focus notably on providing predictive capabilities (leveraging data analytics and machine learning technology), which are increasingly driving media buying decisions (e.g. programmatic ad buying). For this purpose, Holimetrix will hire this year around twenty additional employees, mainly with data expertise: in data gathering, data science, big data, data visualisation, data analysis, etc.

Olivier Rivet and Franck Farrugia, Holimetrix's joint founders commented: *“We have grown by over 300% compared to 2014, and we now have over 80 advertisers using Holimetrix in Europe to optimise their TV Drive to Web performance. We are currently adding new features to our tool, to help advertisers generate media productivity gains, such as the ability to monitor brand recognition and its impact on digital traffic ; this includes identifying periods of drop-off or saturation, and incorporating radio and digital technology in addition to TV in order to propose a “Full Attribution” offering to multi-media advertisers”.*

Guillaume Meulle from Iris Capital and Laurent Dumas-Crouzillac from A Plus Finance added: *“We are particularly interested by data approaches that provide genuine marketing performance gains, especially as it relates to advertisers' main advertising budget, i.e. their TV budget. We have appreciated the feedback from leading advertisers and media agencies (Sarenza, Fortuneo and OMD, etc.) regarding the ability of Holimetrix' tool to help them optimise their media planning during a TV campaign, while providing tangible improvement drivers for the next campaign phases”.*

About Holimetrix

Holimetrix is the standard-setting digital performance measurement tool for TV and/or Internet media campaigns. D-Bi, which was jointly founded by Franck Farrugia and Olivier Rivet in 2012, has developed a holistic digital performance (drive-to-web) tool for measuring advertisers' ad presence. Holimetrix has been specifically designed to provide a better understanding of the advertising effectiveness of companies that invest in online and offline media, and helps its clients to optimise their advertising investments and to generate marketing productivity gains. Holimetrix's clients already include: Sarenza, AXA France, Winamax, Omnicom Media Group, Business SA, Viadeo, Qapa, Les 3 Suisses, Cofidis, Belambra, Fleury Michon, and Somfy, etc. For more information: www.holimetrix.com

About Jaina Capital

Launched in 2010 by Marc Simoncini, Jaïna Capital is a VC fund dedicated to high potential and innovative start-ups. Marc Simoncini is a French web serial entrepreneur who is actively supporting outstanding entrepreneurs to succeed in their venture. Jaïna Capital has invested so far in over 50 start-ups, including in e-commerce with lentillesmoinscheres / Sensee, Made.com, in music devices with Devialet, in P2P car rental platform with Ouicar, in P2P home services platform with FamiHero, in the internet of things with MyFox and in analytics tools with Holimetrix. For more information: <http://www.jaina.fr>

About Iris Capital

Iris Capital is a European venture capital fund manager specializing in digital economy. Since its inception in 1986, the Iris Capital team has invested more than €1 billion in more than 250 companies. Iris Capital targets opportunities in service or technology companies, seeking growth capital in order to realize their strategy. It provides active support to its portfolio companies on the basis of its strong sector specialization and experience, and has offices in Paris, Cologne, Berlin, San Francisco, Montreal, Riyadh, Dubai, Beijing and Tokyo. In 2012 Iris Capital entered into a strategic partnership with Orange and Publicis to manage their joint venture capital initiative. For more information : www.iriscapital.com

About A Plus Finance

A Plus Finance has been investing in the real economy for over 15 years, primarily via unlisted assets. Areas of expertise include Innovation, Buy-Out Capital, Property, Film Financing, and Funds of Funds. Each business activity has its own team, and offers investment vehicles to both private individuals and institutional investors. The assets under management or for which advisory services are provided amounted to €600 million as at 31 December 2014, including over 20% on behalf of institutional investors. For more information: www.aplusfinance.com

About SIPAREX Proximité Innovation

Subsidiary of SIPAREX Group, french independent private equity group for midmarket companies and SMEs, and from la Française AM, SIPAREX Proximité Innovation favors investment in growth SMEs operating in technology sectors and grown-up companies with headquarters in French Regions. With more than €350 million of assets under management and a team of 12 professionals, it takes minority or majority stakes from €0.3 million to €3million. For more information: www.siparex.com

About Blueprint

Blueprint Partners is a European corporate finance boutique focusing on Technology, Media and Telecom industries. With a team based in Paris and Geneva and a network of partners in Silicon Valley and Asia, Blueprint advises high growth companies on Mergers & Acquisitions and Fundraisings. Thanks to its broad international experience in the TMT sectors, the Team has delivered more than 50 successful transactions, ranging from 1 to 40m€. For more information: www.blueprint.pe

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