



blueprint partners

fund raising, mergers & acquisitions, business development



Linkfluence acquires ActSocial, a leading Chinese Social Media Intelligence company

Blueprint Partners acted as sole Buy Side advisor of the transaction

Paris, FRANCE - 22 October 2015 – Blueprint Partners, a leading European corporate finance firm focused on the technology, media and telecom industries, is pleased to announce the closing of the acquisition of ActSocial, a leading Social Media Intelligence company with operations in Shanghai and Singapore by Linkfluence, a European leader in Social Media Intelligence.

Blueprint Partners acted as the sole Buy Side advisor of the transaction and continues to accompany Linkfluence in its external growth strategy, following the acquisitions of Trendy Buzz in France and Die Medialysten in Germany. Through this acquisition in Asia, Linkfluence becomes a global market player of the Social Media Intelligence business.

Linkfluence strengthens its international position

“We are very pleased to welcome the ActSocial teams within Linkfluence,” said Linkfluence CEO Hervé Simonin. “ActSocial is a well-established business in China, helping major international brands to make the most of the Asian social web. This strategic acquisition supports our clients on a global scale.”

With offices in the UK, Germany, France, China and Singapore, the new group confirms its ambition to become a world leader in Social Media Intelligence by 2017 and to continue its 100% revenue growth year after year.

Blueprint Partners, a solid partner for cross-border operations

Hervé Simonin added: “I thank Blueprint Partners for its advisory work on this acquisition. This cross-border operation had many stakeholders to manage and to convince. Blueprint Partners did an excellent job from identifying to structuring, negotiating and closing the offer and, ultimately, achieving a great outcome.”

According to Marc Chancerel of Blueprint Partners: “Entering Asia was strategically evident. The question was how to do it. Together with Linkfluence, we established key points to look for: an international management team, a solid understanding of the Chinese consumer and a skilled tech team to accelerate Radarly deployment in Asia. Then we activated our networks to localize the right targets and helped initiate the process.”

This acquisition is Blueprint Partners fifth transaction aimed at increasing Linkfluence’s worldwide leadership in their segment.

About Blueprint Partners

Blueprint Partners is a European corporate finance boutique focusing on the technology, media and telecom industries and serving European customers in their growth strategy. Blueprint Partners is an established expert in SaaS, Adtech, Mobile and Digital Media.

Blueprint Partners regularly executes international transactions including Astellia’s acquisition of Ingenia Telecom in Spain; Crossideas’ trade sale to IBM in Italy; and Linkfluence’s acquisition of Die Medialysten in Germany and ActSocial in Asia. Blueprint Partners currently advises companies in the UK, Switzerland and Belgium.

Thanks to its broad international experience in the TMT sectors, the team has delivered more than 50 successful small cap transactions from €1m to €50m.

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