



## **Linkfluence acquires Die Medialysten GmbH main media monitoring player in Germany**

### **Blueprint Partners acted as Buy Side advisor of the transaction**

**PARIS, GENEVA** – July 2<sup>nd</sup>, 2015 - Linkfluence acquires Die Medialysten, main media monitoring player in Germany.

Linkfluence, French leader in Social Media Intelligence, continues its European development by acquiring the German company Die Medialysten, a reference in the field of media monitoring. With this acquisition, Linkfluence becomes leader in continental Europe and proposes to its clients a 360° listening offer.

Tracking in real time consumers, brands and all media (press, radio, TV, online and offline)' conversations, assessing their influence and virality : this is Linkfluence's new step forward with the acquisition of Die Medialysten. In a world disrupted by digital transformation, brand reputation and customer knowledge issues have to be addressed in the social web field as well as in the traditional media one.

Die Medialysten is today a well-known player supporting many clients on their multi-media monitoring issues. Thanks to its expertise and its technological offer, Die Medialysten proposes press reviews with a customized content, adapted to the diversity of each country's media landscape.

Radarly - Linkfluence's well-known software - will integrate this technology to extend its offline media monitoring scope, in addition to the 300 million sources already monitored. With this acquisition and thanks to Die Medialysten's expertise, Linkfluence will be able to support its clients in their digital and multi-media strategies.

*"Offering its clients an exhaustive and homogenous view of their media and interactive ecosystem is a key point for Linkfluence. We are convinced that this new positioning will increase the added-value delivered to our clients while helping them to rationalize costs. Besides, joining Die Medialysten enhances our presence in Germany and makes Linkfluence be a key player on this market in Europe"* said Hervé Simonin, Linkfluence's CEO.

To Oliver Ranger, Die Medialysten's and new Germany's CEO, joining the French group is a very good opportunity for the teams and clients *"This integration will make us be part of the top 3 German players and to operate on an expanded scope, creating that way links between media and social media, between PR and digital. Teams will be integrated in the following weeks and we'll take benefit from our locations in Düsseldorf, Hamburg, Leipzig, Mannheim and Munich to better support our clients."*

*"This acquisition is important for Linkfluence: thanks to it, we'll reach a 2,5 million turnover in Germany in 2015 and 13 million for the group. However, it's only a step and other acquisitions will be achieved this year"*, concludes Hervé Simonin.

Die Medialysten's acquisition bears on 100% of the capital, paid in cash and added to the earn out complement. Blueprint Partners structured the operation, supporting Linkfluence this way for the fourth time in its rapid growth.

Implemented in France, Germany and United Kingdom, the new group confirms its ambition to become European leader before the end of 2015. Linkfluence will support globally prestigious new brands in 2016. Turnover's growth (100% in 2015 compared to 2014) should be highly sustained in 2016.

**About Linkfluence** - Linkfluence, Social Media Intelligence leader startup proposes unique social media monitoring, analysis and engagement solutions. Its Radarly software package and associated services tracks and analyses more than 110 million publications on a daily basis to support brands in taking their strategic decisions. This French company founded in 2006 has more than 100 employees in France, Germany and UK and enjoys a very strong growth. Linkfluence has more than 300 global references, such as Danone, Sanofi, Orange, Accor, McDonald's or Groupama.  
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**About Blueprint Partners** - Blueprint Partners is a European corporate finance boutique focusing on the technology, media and telecom industries. With a team based in Paris and Geneva and a network of partners in Silicon Valley and Singapore, Blueprint Partners 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 small cap transactions from 1 to 40m€.

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