



**blueprint partners**

fund raising, mergers & acquisitions, business development

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## **Linkfluence acquires TrendyBuzz and raises 3m€** Blueprint Partners acted as Sole advisor of the transaction

**PARIS, GENEVA** – March 6<sup>th</sup>, 2014 - Blueprint Partners, a leading European corporate finance boutique focusing exclusively on High Tech and Media industries, today announced the acquisition of TrendyBuzz by Linkfluence. Blueprint Partners acted as sole advisor of the transaction and structured the 3m€ fund raising.

Linkfluence is a leader in Social Media Intelligence and publisher of Radarly™, its award winning SaaS solution. TrendyBuzz brings to Linkfluence its outstanding e-reputation and plurimedia monitoring solutions as well as a large base of Tier 1 customers.

Hervé Simonin, CEO of Linkfluence adds: "Blueprint Partners was key in validating the business rationale of this transaction, structuring the acquisition and the fund raising in parallel and keeping the necessary momentum for a successful closing."

According to Marc Chancerel, Partner at Blueprint Partners: "After reviewing the EU market, we found that TrendyBuzz was the perfect fit for Linkfluence as their first acquisition. It matched all the criteria set out with Linkfluence management and shareholders."

For TrendyBuzz co-founders Benjamin Fabre and Fabien Grenier, Blueprint Partners intermediation was key to enable smooth discussions, as companies were competing on the market.

With this operation, Linkfluence now has 70 people, over 200 clients and a clear leadership on the French market. It plans to generate 7m€ revenue in France and Germany in 2014 and will keep evaluating additional acquisitions.

### For more information

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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€.