



## Linkfluence secures 3.5M€ in its second financing round led by Banexi Ventures Blueprint Advisors is Sole Manager of the transaction

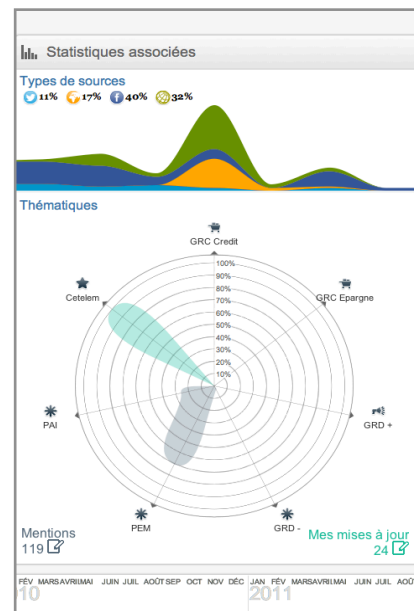
**PARIS, GENEVA - September 16, 2013** - Blueprint Advisors, a leading European corporate finance boutique focusing exclusively on High Tech and Media industries, today announced the closing of a 3.5 million euro capital raising for Linkfluence. This round is led by Banexi Ventures.

Linkfluence is the French leader of Social Media Intelligence market and publisher of Radarly™, its award winning SaaS solution.

Linkfluence will use the proceeds of this second investment round to become the European leader in Social Media Intelligence solutions.

According to Marc Chancerel, Blueprint Advisors partner, Linkfluence secured funding from leading European investors because of the superiority of their SaaS solution, the seniority of their team, and the rapid growth of Radarly's user base.

Over a hundred clients in Europe currently use the solutions and services of Linkfluence, which has sales operations in France and Germany and employs over 40 people.



Hervé Simonin, CEO of Linkfluence is very pleased with the collaboration with Blueprint Advisors and the success of this process: "The fund raising process was quick and well executed by Blueprint thanks to their SaaS knowledge and their intimacy with the European venture capital industry. I thank them for their relentless effort."

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### For more information

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**About Blueprint Advisors** - Blueprint Advisors 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 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€.