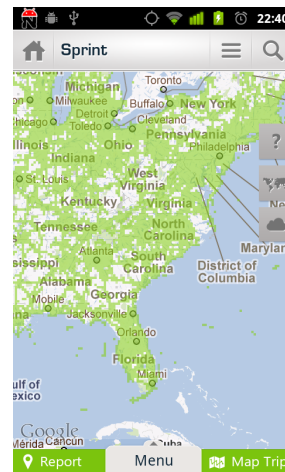




## **Sensorly secures 1M€ in its first financing round with Elaia Partners Blueprint Advisors acted as Sole Manager of the transaction.**

PARIS, GENEVA - Dec 17, 2012 – Blueprint Advisors, a leading European corporate finance boutique focusing exclusively on High Tech and Media industries, today announced the closing of a €1 million capital raising for Sensorly SAS. This round is led by Elaia Partners.

Sensorly brings transparency to the wireless telecommunication market by enabling users to view accurate mobile data coverage maps, compare carriers and test the speed of their data connection, all free-of-charge. With over 400'000 downloads of its application and 200 live 3G, 4G and WiFi coverage maps across 40 countries, Sensorly has developed a unique perspective on mobile data quality of service, based on real-life users' perspective. "Smartphone and tablet users are ever more dependent on mobile data connectivity for their daily activities. Sensorly enables its users to find the best network for them, across all wireless technologies, from Wifi to 4G/LTE." commented Boris Lacroix, Sensorly founder and CEO.



« This financing round will enable us to grow our community of users worldwide and to further develop our services for consumers, enterprises and wireless carriers. We look forward to working closely with Elaia's experienced team on this journey. We thanks Blueprint for its commitment while working with us. And – worth to mention - beyond the financial operation itself, they also brought us new customers.”

Eric Plantier, the Partner in charge of the transaction commented “Sensorly is successfully building a unique value proposition by creating Business Intelligence on top of crowd-sourced data. At the crossroad of mobile and big data, Sensorly is led by an experienced entrepreneur. Boris has now the ability to write the next pages.”

This financing underlines Blueprint's strong commitment to crowd-sourced businesses and its expertise in the new generation Mobile Apps.

### For more information

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**About Blueprint Advisors** - Blueprint Advisors 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 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 transactions, ranging from 1 to 40m€.