



PRESS RELEASE

ividence raises \$4.2 million from A Plus Finance

March 31, 2011 - ividence (www.ividence.com), the first email AdNetwork, has successfully completed a \$4.2 million capital increase with A Plus Finance to support its strong growth.

Email campaign technology based on behavioral analysis

ividence has developed the first Email AdNetwork in Europe and the US – a SaaS platform which connects email lists with advertisers' customers recruitment campaigns. Using its proprietary "Behavioral Email AdServer", the platform helps generate traffic on advertisers' sites using targeted email campaigns.

ividence's technology, which is based on innovative algorithms and results from more than 10 man-years of research, allows each campaign to automatically select email addresses whose behavioral characteristics indicate that they have the best affinities with the advertiser. Optimising efficiency of an email campaign in this way means it achieves the same results but with 2 to 3 times less sent volume.

For its publishing clients, ividence monetizes more than 10 million email addresses in France and in the US, manages more than 3,000 campaigns a month and generates thousands of leads for advertisers such as Cdiscount, Voyageprive, Groupon, Citroen, Idmacif, PCH, Match and Dish Network.

Accelerating international expansion

This financing will allow the company to move into a new phase by consolidating its presence in France and accelerating international expansion. To meet these targets, ividence intends to hire around 20 people in 2011.

ividence was ranked fifth most innovative startup in the world – and first in the French category – in the Innovate 2010 competition in which more than 1,000 international startup companies were evaluated. The high quality of ividence's exclusive technology was acknowledged at the 2011 E-marketing Awards where the company was a finalist for the "Best Innovation in E-marketing technology" award.

"This Series A funding reinforces our approach and give us the financial resources to significantly accelerate our international expansion and reinforce our technological lead", said ividence CEO Eric Didier.

Pierre Loup, Investment Director at A Plus Finance added, *"We were impressed both by the quality of ividence's executives and the performance of its acquisition emailing platform. We believe the company's model is very promising as there is high demand for e-marketing solutions which use behavioral profiling to maximise campaign performance."*

About ividence

ividence edits a SaaS software programme dedicated to online email advertising. The company optimises traffic on advertisers' sites and monetizes publishers' opt-in email data bases.

In December 2010, ividence was ranked fifth most innovative startup in the world in the international Innovate 2010 competition. The company was also a finalist in the "Best innovation in E-marketing technology" category at the 2011 Emarketing awards.

ividence was created at the beginning of 2009 by 2 "serial entrepreneurs". The company employs 25 people and has offices in France (Paris) and the US (San Francisco).

For more information: www.ividence.com

About A Plus Finance

Set up in 1998, A Plus Finance is an independent, management-owned investment company that is specialised in private equity, multi management, film financing and collective property funds (OPCI).

A Plus Finance's private equity investments are made through its FCPI, FIP and FCPR funds (innovation, regional SMEs and venture capital funds respectively) across all innovative sectors, especially information technology, e-commerce and sustainable development. Investments generally amount to EUR 1-5m. The team's combination of financiers and entrepreneurs results in a broad approach to asset selection and management with the sole purpose of creating value.

For more information: www.aplusfinance.com

People/firms involved:

Investor advisors:

Lawyers: Gide Loyrette Nouel (Pierre Karpik, Sophie Andribet)

Financial audit: Oderis Consulting (Julien Passerat)

Legal audit: Grand, Auzas & Associés (Sigmund Briant)

Company advisors

Lawyers: Morgan Lewis (Olivier Edwards, Laurence de Tinguy)

Fund raising advisors: Chausson Finances (Sabine Filias)

Investor:

A Plus Finance: Jean-Michel Pimont, Pierre Loup

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