

PRESS RELEASE

ARDIAN ACQUIRES STAKE IN SARBACANE SOFTWARE

Paris, 4 July 2017 – Ardian, the independent private investment company, today announces the acquisition of a minority stake in Sarbacane Software, the leading email and digital marketing software publisher for small businesses in France and Europe.

Founded in 2001 by current CEO Mathieu Tarnus, Sarbacane Software provides simple and efficient digital marketing software solutions to over 10,000 customers around the world.

Over the past three years, the company has undergone a major period of investment which has allowed it to consolidate its two established brands – “Sarbacane” in France and “Mailify” abroad. The Company also broadened its range of solutions with an SMS marketing tool “Primotexto”, an interface helping software publishers and webmasters manage transactional emails “Tipimail”, and most recently a solution for the WordPress community “Jackmail”.

Sarbacane Software CEO and founder **Mathieu Tarnus** said: “We have invested significantly in the business over the past three years. To accelerate our growth, it was important that we choose a partner with a strong understanding of the issues relating to international growth as well as the challenges associated with expanding our product range. Given the team’s track record and entrepreneurial approach, Ardian Growth was the obvious choice of partner for us.”

In addition to Ardian’s expertise in supporting growth-oriented companies as well as providing support via its extensive network, the partnership will enable the Sarbacane Software management team to increase its international footprint, particularly across Spain, where the group already has a local presence. This investment will also allow Sarbacane Software to seize build-up opportunities for further growth across Europe.

Ardian Growth Director **Geoffroy de La Grandière** said: “In the changing email marketing sector, Sarbacane Software has made its mark as an important independent player developing solutions and expanding internationally, using a strong growth model delivering double-digit returns.” Ardian Growth Senior Investment Manager **Bertrand Schapiro** added: “Our knowledge of the digital marketing industry and the broader economic environment in southern Europe will enable Sarbacane Software to continue accelerating its growth in the SMB market.”

ABOUT SARBACANE SOFTWARE

Sarbacane Software was founded in 2001 and has established itself over the past 15 years as a leader in email and digital marketing in France and Europe. The company is managed by Mathieu Tarnus and is based in Hem, near Lille, with offices in Barcelona and New York. It has 80 employees and over 10,000 customers worldwide. Sarbacane Software has delivered double-digit growth since its creation. The company is targeting €20 million within the next three years and is aiming to become one of the top three European companies in the sector.

ABOUT ARDIAN

Ardian, founded in 1996 and led by Dominique Senequier, is an independent private equity company with assets of US\$62bn managed or advised in Europe, North America and Asia. The company, which is majority-owned by its employees, keeps entrepreneurship at its heart and delivers investment performance to its global investors while fuelling growth in economies across the world. Ardian's investment process embodies three values: excellence, loyalty and entrepreneurship. Ardian maintains a truly global network, with more than 450 employees working through twelve offices in Paris, London, Frankfurt, Milan, Madrid, Zurich, New York, San Francisco, Beijing, Singapore, Jersey, Luxembourg. The company offers its 580 investors a diversified choice of funds covering the full range of asset classes, including Ardian Funds of Funds (primary, early secondary and secondary), Ardian Private Debt, Ardian Buyout (including Ardian Mid Cap Buyout Europe & North America, Ardian Expansion, Ardian Growth and Ardian Co-Investment), Ardian Infrastructure, Ardian Real Estate and Ardian Mandates.

www.ardian.com

LIST OF PARTICIPANTS

Sarbacane Software: Mathieu Tarnus

Legal advisor: Bignon Lebray (Thomas Buffin)

Ardian: Geoffroy de La Grandière, Bertrand Schapiro

Legal advisor: De Gaulle Fleurance & Associés (Nicolas Chazarain)

Financial due diligence: KPMG (David Martinet, Antoine Bernabeu)

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SARBACANE SOFTWARE

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