

# Press Release

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## AXA Private Equity acquires a stake in BulkyPix to support the company's growth

**Paris, May 29<sup>th</sup> 2012.** AXA Private Equity, the leading European diversified private equity firm, announces today that it has acquired a stake in BulkyPix, the leading international digital entertainment provider. Based in San Francisco and Paris, the company specializes in the publication of games for smartphones and tablet devices.

With close to 100 games in its portfolio, BulkyPix has in three years become a major player in the sector. With 40 employees, the company simultaneously acts as developer, co-producer and publisher, working with around 50 independent studios. BulkyPix also has a subdivision, BulkyApps, which develops, produces and edits applications and games for large groups such as Véolia, Hachette, Siemens, Orange, Samsung, Antalis, TF1 and France Television.

The investment from AXA Private Equity will allow BulkyPix to strengthen its R&D department, to broaden its catalog of games and to accelerate its business development in France and wider internationally.

Antoine Lacour, Director at AXA Private Equity, said: "The founders of BulkyPix are recognized as specialists in their distinct market. Their detailed knowledge helped them gain a competitive advantage in a sector which continues to undergo a complete transformation due to the explosion in smartphones, touchscreen devices and social media. The company really stood out to us as one of the leading independent publishers on the international stage and we are looking forward to helping the company in the next stage of its development."

Olivier Pierre, BulkyPix's President, added: "We are very happy to welcome AXA Private Equity to our business as the firm shares both our values and our vision. This investment will allow us to boost our R&D across multiplatforms (Smartphone, Facebook, Connected TV) and also to strengthen our presence and reputation in France and on the wider international stage."

### ABOUT AXA PRIVATE EQUITY

AXA Private Equity is a leading private equity firm with US\$28 billion in managed assets and a global reach extending across Europe, North America and Asia. The firm offers investors the full spectrum of private equity services for every market segment: direct funds, infrastructure, small and mid market enterprise capital, innovation & growth, co-investment, funds of funds and private debt.

With offices in Paris, Frankfurt, London, New York, Singapore, Milan, Zurich, Vienna and Luxembourg, AXA Private Equity supports the development and long-term growth of its portfolio companies with sustainable growth strategies and by granting them access to the AXA international network. AXA Private Equity has earned the trust of its investors by regularly supplying them with transparent performance data on its funds and portfolio companies.

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## **ABOUT BULKYPIX**

Created in 2008, BulkyPix is a leading international digital entertainment provider based in San Francisco, USA and Paris, France. BulkyPix publishes high quality games and applications developed for a wide range of Smartphone and tablet platforms (including iOS, Android, Samsung and WP7). BulkyPix's portfolio includes titles such as Hysteria Project, My Brute, Babel Rising, Jazz: Trump's Journey, Aby Escape, Saving Private Sheep, and The Sandbox. BulkyPix is not a typical publisher - it has created a fair model focused on building long-term partnerships and mutual growth. The company looks after its development partners, sharing risk as well as revenues, while also providing extensive feedback and support. BulkyPix also develops its own games and applications, which helps the company better understand challenges and issues in the development lifecycle.

BulkyPix has focused its development on cutting-edge, widely adopted technologies in a bid to move away from niche platform environments, while embracing the most common platforms in the market, from smartphone OS to Facebook. The company's proprietary technologies (cross platform framework) have been implemented in applications developed under the BulkyApps brand for large companies, including Veolia, Siemens, Antalis, The Louvre Museum and Orange.

## **LIST OF PARTIES**

Investor AXA Private Equity : Antoine Lacour

Council due diligence investor : Didier Amphoux (Fiduciaire Leydet)

Legal advice investor : Pierre Karpick, (Gide Loyrette Nouel)

Company legal counsel : Mickael Levi

## **PRESS CONTACTS**

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### **BULKYPIX**

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