

Press release



AXA Private Equity and AFDEL launch the Digital Entrepreneurs Club

Paris, June 14th 2012. AXA Private Equity, the leading European diversified private equity firm, announces today the launch of the “Digital Entrepreneurs Club”, with the French Association of Software Publishers (AFDEL). The Club is also supported by Oseo and CDC Entreprises.

This project is the result of ongoing discussions between AXA Private Equity and entrepreneurs among the firm’s portfolio companies. It has been set up to provide a forum for those digital entrepreneurs who contribute to the growth of the e-economy. As part of “The Club” they will be able to meet and share their collective experiences and best practice.

The Digital Entrepreneurs Club will host regular events such as bi-monthly breakfast workshops or annual dinner parties. The Club will also organize Speed Coaching sessions where entrepreneurs will have the opportunity to present their development projects and strategies to a range of e-business experts. The initial sessions will start this month.

Laurent Foata, Head of Innovation and Growth at AXA Private Equity, said: “The creation of this Club is part of our ongoing support for digital entrepreneurs for over a decade to support their future ambitions.”

Jamal Labeled, Vice-President of the AFDEL, said: “This partnership is a prime example of the type of AFDEL initiative that aims to promote innovation in finance.”

Patrick Bertrand, President of the AFDEL and chairman of Cegid, the leading international provider of business management software, added: “Through its financing activity for growing SMEs, AXA Private Equity has demonstrated its ability to regularly support innovative projects working alongside entrepreneurs.”

For more information and for subscription details:

www.entrepreneursdunumerique.com
contact@entrepreneursdunumerique.com

ABOUT AXA PRIVATE EQUITY

AXA Private Equity is a world leader in private equity, with assets of \$28 billion managed or advised in Europe, North America and Asia. The company offers its investors a wide choice of funds covering the full range of asset classes: Funds of Funds (primary, early secondary and secondary), Direct Funds including Infrastructure, Small and Mid Market Enterprise Capital, Innovation & Growth, Co-Investment and Private Debt.

With offices in Paris, Frankfurt, New York, Singapore, Milan, London, Zurich, Vienna and Luxembourg, AXA Private Equity is committed to supporting companies in their long term growth by providing access to its international network. AXA Private Equity sets great store by the regularity and quality of its reporting on the performance of its funds and the performance of the companies in its portfolio, as a service to its investors.

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www.axaprivateequity.com

ABOUT AFDEL

Founded in October 2005, The French Association of Software Publishers aims to bring publishers together and promote the software industry in France. The AFDEL now has 300 members throughout France (representing a combined global turnover of \$3.5bn), including international groups (50% of the top 100 French firms in terms of turnover), SMEs and start-ups.

www.afdel.fr

PRESS CONTACTS

AXA Private Equity

HeadLand Consultancy

Ben Girdlestone

Tel: +44 207 3675 243

bgirdlestone@headlandconsultancy.co.uk

Daniel Kahn

Tel: +44 207 3675 247

dkahn@headlandconsultancy.co.uk