

Press release



AXA Private Equity acquires a stake in Place des Leads

Paris, September 3, 2012. AXA Private Equity, the leading European diversified private equity firm, announces today that it has acquired a stake in Place des Leads, a French company specialized in individual data collection, called “leads”. This investment gives the company the necessary resources to continue the development of its business by financing its growth.

Founded in 2010, Place des Leads is an innovative player in the collection of commercial contacts. Based on the fact that 50% of the leads do not result in sales, the company differentiates itself via its own high-end technology which enables it to monetize these unsold leads. Place des Leads collects information from its partners (including credit or price comparison websites and financial institutions), qualifies the data and then resells it to key clients (including banks and insurance companies) and smaller customers, such as lawyers and insurance brokers.

The company, which has about twenty associates, collected more than 400,000 leads for 300 partners in 2011. Place des Leads is a strong, profitable and growing business which benefits from the recognized expertise of its founders: Chief Executive Ralph Ruimy, Sales Manager Hervé Degauchy and Head of Strategy Alexandre Aubry.

Ralph Ruimy said: “Our expertise in this sector has given us the opportunity to build a very efficient technology platform. AXA Private Equity’s team understands our market and will be able to support the development of our company over the long-term. This investment will enable us to accelerate our commercial expansion and explore new opportunities for organic and external growth, at both a national and international level.”

Antoine Lacour, Director at AXA Private Equity, said: “This investment was attractive largely thanks to the significant expertise of the Place des Leads management team. They have a great understanding of the market and have found innovative ways to take advantage of all leads, which has helped to establish the company as a leader in its market.”

Place des Leads was advised by the Corporate Finance team at Global Equities / ASSYA on this transaction.

ABOUT AXA PRIVATE EQUITY

AXA Private Equity is a world leader in private equity, with assets of 28 billion dollars 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.

AXA Private Equity, Global Investments the European way

www.axaprivateequity.com

ABOUT PLACE DES LEADS

Founded in 2010, Place des Leads is a company which specializes in the collection, qualification and sale of data. Place des Leads is an innovative player with a technical platform that allows the company to monetize all leads.

www.placedesleads.com

ABOUT GLOBAL EQUITIES CORPORATE FINANCE

Global Equities Corporate Finance, a division of Global Equities Compagnie Financière, is a leading Capital Raising/IPO advisor in France serving IT, communication, greentech, healthcare, and digital media entrepreneurs. With 130 deals our team has a unique track record in the industry.

www.global-equities.com

LIST OF PARTICIPANTS

Investor AXA Private Equity: Antoine Lacour, Romain Chiudini

Council due diligence investor: Cabinet SPEC – Samuel Bokobza

Legal advice investor: Gide Loyrette Nouel – Pierre Karpik

M&A Company: Global Equities Corporate Finance – Jean de La Rochebrochard, Pascal Mercier

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