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## PRESS RELEASE

### ARDIAN AND GENERIS CAPITAL FUND EUROPEAN AMBITIONS OF TABMO, PROGRAMMATIC MARKETING LEADER

**Paris, April 14<sup>th</sup> 2016** – Ardian, the independent private investment company, and Generis Capital today announce that they will jointly invest in TabMo, one of France's leading independent players in mobile marketing. This €4 million investment will help accelerate TabMo's growth in both the development of its offer and its international expansion. The founders of the company will remain majority shareholders.

Founded in 2013, TabMo is the independent leader in the real-time purchase of mobile advertising space (known as programmatic buying or real-time bidding). The company offers media agencies and advertisers an integrated solution which allows them to manage all their purchasing and distribution processes for mobile advertising campaigns in real time, maximising their return on investment across all mobile devices. Thanks to its proprietary demand-side technology platform, TabMo can offer its customers global services, integrating both the purchase of advertising space on their behalf and the "self-service" option for media agencies and advertisers with their own mobile ad-buying service. The platform enables advertisers to distribute all of their campaigns - display (in-app/web mobile), video and native (media streaming integrated content) - on just one interface.

Renaud Biet, co-founder of TabMo, said: "Mobile has become an indispensable platform for advertisers. We've quickly built our offering in this market after we decided, when founding the company, to develop our own programmatic technology. This has enabled us to set ourselves apart in the French market from a very early stage. We want to use this new capital to further accelerate our growth and to develop throughout Europe."

With a growth rate of more than 100% a year since it was founded – and the opening of a branch in the UK in 2015 – TabMo plans to use this first injection of capital to fund its expansion both within France and internationally. This will include strengthening its European operations with the opening of a new branch in Germany.

Hakim Metmer, co-founder of TabMo, added: "The mobile advertising sector is booming, both in France and throughout Europe. That's why this investment from Ardian and Generis Capital will give us the resources we need to drive our business development. We are delighted to welcome these new partners who know both our market and our needs intimately, and who will be able to help us access the European scale of operations we crave."

Romain Chiudini, Senior Investment Manager of Ardian Growth, added: "We are very active in the digital market and online advertising is a real focus. This rapidly growing sector is changing all the time and offers the opportunity to create real European leaders in the field. Quite apart from the market, we were also very attracted by the expertise and quality of the team."



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Edouard de Cassini, Director of Generis Capital, added: "Mobile is a key growth driver for the advertising market and TabMo has been able to follow this trend to position itself as a major player in the sector. The Generis Capital team has been attracted by the quality of the management team and notably by its views on the market. With this fundraising, TabMo has the resources to develop its strategy."

## ABOUT TABMO

Founded in 2013, by Renaud Biet and Hakim Metmer, TabMo is a leading company for mobile programmatic advertising. We define ourselves as new generation mobile programmatic technology for agencies and advertisers, enabling them to access premium publishers inventory, and leverage mobile audience data, on a worldwide scale. Based in Paris, TabMo employs currently 50 people. The company has offices in London, Cologne, and has established its R&D center in Montpellier, South of France.

[www.tabmo-group.io](http://www.tabmo-group.io)

## ABOUT ARDIAN

Ardian, founded in 1996 and led by Dominique Senequier, is an independent private investment company with assets of US\$55bn 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 410 employees working through twelve offices in Paris, London, Frankfurt, Milan, Madrid, Zurich, New York, San Francisco, Beijing, Singapore, Jersey and Luxembourg. The company offers its 470 investors a diversified choice of funds covering the full range of asset classes through Ardian Funds of Funds (comprising primary, early secondary and secondary activities), Ardian Private Debt, Ardian Direct Funds (comprising Ardian Mid Cap Buyout, Ardian Expansion, Ardian Growth and Ardian Co-Investment), Ardian Infrastructure, Ardian Real Estate and customized mandate investment solutions with Ardian Mandates.

[www.ardian.com](http://www.ardian.com)

## ABOUT GENERIS

Generis Capital Partners is an independent private equity firm focused on financing and supporting the growth of companies in France and abroad. Generis Capital Partners is an independent company, created by Thibaut de Roux and owned by entrepreneurs as Jacques Veyrat. Generis Capital manages €125m and has 30 companies in France and internationally (Germany, UK, Southern Europe and Nordics). First venture loan player in France, Generis Capital Partners has also developed a range of funds in partnership with Réseau Entreprendre®, French association of entrepreneurs created in 1986, with 83 branches in France and 29 abroad, gathering 11,000 entrepreneurs.



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The team is composed of 7 professionals with more than 70 years of experience in private equity. Associates work together since 2003 and have managed a portfolio of more than 110 companies in Europe, Asia and USA.

## LIST OF PARTICIPANTS

### Investors

Ardian: Laurent Foata, Romain Chiudini

Generis Capital: Edouard de Cassini, Franck Saal

Legal advisor: PCJ Associés (Julien Proffit)

Financial audit: Oderis Consulting (Jean-Christian Raymond, Charles Serinet)

### Company

TabMo: Renaud Biet, Hakim Metmer

Financial advisor: Chausson Finance (Marie Brayer, Joris Thomas)

Legal advisor: Victor Avocats ( Emmanuel Mansillon)



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