

Press release

Paris, June 29, 2016,

For its 4th edition, Iris Innovation Day 2016 gathered digital ecosystem players and celebrated the most innovative start-ups of Iris Capital's portfolio

The 4th edition of Iris Innovation Day, led by Iris Capital, European venture capital fund specializing in the digital economy, gathered more than 200 guests in the auditorium of Cité de l'Architecture et du Patrimoine at Trocadéro in Paris on June 29, 2016.

A special event dedicated to the most innovative start-ups and their visionary entrepreneurs who have joined the Iris Capital family, Iris Innovation Day highlights the Orange-Publicis Group Venture fund initiative, which aims at detecting and accelerating best technology ideas and entrepreneurial talent in France, Europe and beyond.

For this 2016 edition, 4 major topics have been put up for debate:

- Adtech ;
- Digital marketing ;
- Web platforms ;
- Fintech.

Informative and lively debates and workshops on successful business models and trends of the digital ecosystem of tomorrow were led by CEOs of Iris Capital's high-profile investments, French as well as international, in the like of **Franck Farrugia** of **Holimetrix**, **Davide Bonapersona** of **Feeligo**, **Giles Goodwin** of **Flite**, **Alexis Renard** of **Mailjet**, **Julien Hervouet** of **IAdvize**, **Matthew Romaine** of **Gengo**, **Eckhard Köhn** of **Studitemps**, **Susie Riley** of **Aquto** and **Jean-Luc Robert** of **Kyriba**. Speaker line-up also showcased **Pierre Louette**, Deputy CEO of **Orange** and **Steve King**, CEO of **Publicis Media**.

This year, **Bernhard Gold** and **Michael Wiley**, recently appointed Partner and Venture Partner in San Francisco, had the opportunity to deliver powerful remarks. **Erik de la Rivière** and **Erkan Kilicaslan**, recently promoted **Managing Partners** respectively in Paris and Düsseldorf, also actively participated to the debates.

Pierre de Fouquet and **Antoine Garrigues**, Iris Capital Founding Managing Partners, commented : *"Each year, we are very proud to mobilize all the teams of the Iris Capital family to organize the Iris Innovation Day and celebrate our strong daily support and commitment to the wider digital ecosystem. The innovative start-ups we showcased today and in which we have invested are all exploring new business models in diverse sectors, spanning from social media, digital advertising or e-commerce, to cloud computing, networking technologies or mobile and Internet services. Our Innovation Day is the living proof that far from being a mere financial sponsor, Iris Capital brings to the table 30-year long experience in venture capital, extensive and varied sector expertise, a tailor-made approach, a wide and structured network and a privileged relationship with top digital ecosystem players, foremost among which stand Orange and Publicis. We remain deeply committed to provide our portfolio start-ups and entrepreneurs with key insight, know-how and incentive to help them grow further and succeed."*

About Iris Capital

Iris Capital is a European venture capital fund specializing in the digital economy. It supports businesses at various stage of maturity, from start-up to capital development. Since its inception in 1986, the Iris Capital team has invested more than €1 billion in more than 260 companies. With its strong sector specialization and extensive experience acquired over 30 years, Iris Capital provides active support to its portfolio of companies, and has offices in Paris, Cologne, Berlin, San Francisco, Montreal, Riyadh, Dubai, Beijing and Tokyo. In 2012, Iris Capital entered into a strategic partnership with Orange and Publicis to manage their joint venture capital initiative. For more information on the Iris Capital portfolio, visit www.iriscapital.com

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