

Press release

Paris, July 2nd, 2015,

Iris Innovation Day 2015 celebrates most innovative start-ups of Iris Capital's portfolio and offers a window into digital ecosystems of tomorrow

The 3rd edition of **Iris Innovation Day**, hosted by leading European VC fund manager **Iris Capital**, gathered **more than 200 guests** in the auditorium of Cité de l'Architecture & du Patrimoine at Trocadéro in Paris on July 2, 2015. 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 Groupe venture fund initiative**, which aims at detecting and accelerating best technology ideas and entrepreneurial talent in France, Europe and beyond.

For this 2015 edition, start-up founders and experts from the digital ecosystem, have put 4 major topics up for debate:

- Sharing economy;
- Big Data;
- Smart objects;
- Adtech.

Informative presentations and thought-provoking workshops on successful business models and digital ecosystems of tomorrow were led by CEOs of Iris Capital's high-profile, French and international investments, in the likes of **Remy Saby** of **Mister-Auto**, **Patrice Thiry** of **ProwebCE**, **Charles Thou** of **Agorize**, **Spartacus Olsson** of **Mediakraft Networks**, **Jeremy Jawish** of **Shift Technology**, **Ari Tuchman** of **Quantifind**, **Yannis Yahiaoui** of **A.Mob** and **Daniel Ha** of **Disqus**. This year's Speaker line-up also showcased **Pierre Louette**, **Orange Deputy CEO** and **Maxime Baffert**, **Proximedia CEO**.

Powerful and remarkable closing remarks were delivered jointly by **Stéphane Richard**, **Orange CEO**, and **Maurice Lévy**, **Publicis Groupe Chairman and CEO**.

Pierre de Fouquet and **Antoine Garrigues**, **Iris Capital Managing Partners**, commented: *"Each year, we put all our energy to make the best of this Iris Innovation Day to keep instilling a collaborative knowledge-sharing culture and facilitating innovative business approaches. As hands-on VC manager, we are pleased to offer this opportunity to our entrepreneurs for sharing achievements, entrepreneurial best practices, vision and leadership, and challenges for the coming years with influential players from the digital ecosystem."*

Stéphane Richard, **Orange CEO**, added: *"The partnership signed by Orange and Publicis with Iris Capital is one of Orange's key initiatives for start-ups. This partnership is especially important for us as it has laid the foundations for a strong entrepreneurial ecosystem whose mission is to strengthen the interactions between all players in the digital economy. Orange is proud to contribute to the development of this fast growing sector."*

Publicis Groupe Chairman and CEO Maurice Lévy declared: *"Iris Innovation Day 2015 celebrates the 3rd anniversary of the launch of our joint initiative, unique in France. The aim of our partnership with Orange and Iris Capital, is to assist the best entrepreneurial talent to achieve ambitious goals. I truly believe that, in a way to boost even more our digital economy, it is absolutely imperative to give all the necessary resources to our best talented entrepreneurs. I truly regard them as the possible winners of tomorrow's digital age, and wish to set our goals even higher with other corporate groups to join the venture to spur growth for many more innovative digital start-ups."*

About Iris Capital

Iris Capital is a European venture capital fund manager specializing in digital economy. Since its inception in 1986, the Iris Capital team has invested more than €1 billion in more than 250 companies. Iris Capital targets opportunities in service or technology companies, seeking growth capital in order to realize their strategy. It provides active support to its portfolio companies on the basis of its strong sector specialization and experience, 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.

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** For further detailed information on portfolio companies, please go to www.iriscapital.com*

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