



Press Release

Hola Raises 17 million \$ Series C to accelerate development of innovative solutions intended for better video delivery and better video experience at a competitive cost

Iris Capital led the round, joining Hola's existing investors and key industry figures

Tel Aviv/Paris, September 16, 2015 - Hola announces today the closing of its \$17M Series C round of funding to accelerate development of innovative solutions enabling websites to provide better video viewing experience at a tenth of the cost. Iris Capital, which signed a strategic partnership with Orange and Publicis Groupe in 2012, led the round, joined by Hola's existing investors and key industry figures.

This latest funding will enable Hola :

- to fund development of solutions enabling video publishers' to cut costs for delivering video by 90%, while increasing reliability and speed ;
- to increase its engineering and product management talent from 75 to 200 employees over the next 12 months, in order to build out robustness of Hola's network as it goes to the mainstream market after several years of development.

The Hola CDN (holacd.com) – a video distribution network for publishers – aims to improve the video viewing experience on all Internet sites at a dramatically lower cost. Unlike traditional CDNs, Hola CDN streams video to the viewers from multiple sources (servers) in parallel, at high utilization levels, and leverages servers in lower-cost regions. This slashes prices for video distribution in any geographic location, while increasing speeds and reliability. The Hola CDN is already in use with 12 video publishers that are participating in a pilot program and will achieve general availability in Q4 2015.

Hola has a track record of disrupting established industries and its entrance into the \$5B video distribution market led by Akamai, Amazon and Level3 follows its other disruptions. As of 2013, Hola ended Internet censorship with Hola Free VPN (hola.org), which leverages its P2P technology to create a censorship-free Internet experience for 52 million users. This network continues to grow at a rate of more than 100,000 new users per day. In 2014, Hola added transparency to the business intelligence market with Luminati (luminati.io), a P2P-based data mining service enabling businesses to harvest competitive online data, often blocked by their competitors. Luminati's fast revenue growth has made the startup profitable.

"Making the Internet faster has always been our passion," said Ofer Vilenski, CEO of Hola. "We've taken everything we've learned from building and managing a P2P network with our 52 million consumer users and built a P2P CDN network that pools server resources to create new cost efficiencies and capabilities that provide video publishers unmatched cost savings with increased quality."

"We are excited to take part in Hola's entrance into video CDN and the innovation they are bringing to address the ever-growing bandwidth of video distribution. Its market-leading P2P technology is already dominating two major markets and now will disrupt the \$5 billion/year CDN market," said Jacky Abitbol, Venture Partner at Iris Capital. "We look forward to watching the company grow and expand its talented team to create a competitive product and build a strong presence in a dynamic market."



About Hola

Hola was founded by serial entrepreneurs Derry Shribman and Ofer Vilenski with the goal of dramatically improving the Internet's infrastructure by building an overlay P2P network for HTTP. Much like Skype used P2P technologies to make phone calls cheaper and at higher quality, Hola is using P2P to make the Internet better - faster, more open and cheaper to operate. Hola is fundamentally changing three markets: consumer VPN, online business intelligence and video CDN networks. With more than 52 million users, and 100,000 additional downloads each day, Hola technology is proven at scale around the world. Hola has raised \$30m to date. For more information, please visit hola.org.

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 a presence in Paris, Cologne, Berlin, San Francisco, Montreal, Riyadh, Dubai, Beijing, Tokyo and Tel Aviv. In 2012 Iris Capital entered into a strategic partnership with Orange and Publicis to manage their joint venture capital initiative. For more information, please visit www.iriscapital.com.

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