



Press release

## **AdotMob raises € 1M from Iris Capital and Kerala Ventures**

Paris – March 2, 2015 – The mobile programmatic expert AdotMob announces a €1M fundraising from Iris Capital and Kerala Ventures.

Founded in early 2014 by Yannis Yahiaoui and Thomas Zaepffel, AdotMob optimizes mobile and tablet programmatic media buying for advertisers and media agencies, thanks to proprietary technologies. The company is also expert in the development and in the broadcast of innovative and interactive formats on mobile.

With a turnover of more than €1 million in its first year of operation, the company has attracted world-class clients such as BlaBlaCar, Spotify or Hello Bank! and aims at achieving a €15M turnover in 3 years.

AdotMob would like to benefit from the entrance into its capital of experienced investors to accelerate the development of its technology (programmatic platform, machine-learning algorithms etc.) and grow its business in France and abroad. Thus, the company plans to recruit ten engineers and consultants in the coming months.

Yannis Yahiaoui, CEO of AdotMob is delighted with this opportunity: *"This fundraising will enable us to increase our technological lead and grow our sales force with the support of active investors who share our development roadmap"*.

Gil Doukhan, Investment Manager at Iris Capital, said: *"Mobile adtech has a huge potential for growth and consolidation<sup>1</sup>. Advertisers just started benefiting its potential. The rapid development of the AdotMob platform is the best evidence of room for improvement in this sector, and hints the fast international expansion of AdotMob"*.

A conviction shared by Antoine Freysz, Managing Director of Kerala Ventures who adds: *"Yannis, Thomas and their team combine two decisive skills: analytical and mathematical approach to mobile advertising, and a very high level of advice on their clients' marketing strategies. AdotMob has the means to become a major global player in the mobile advertising ecosystem"*.

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<sup>1</sup> Iris Capital is particularly active in the mobile and adtech ecosystems, with investments in MoPub (US), Adjust (Germany), Adomik (France), IpinYou (China).

**About AdotMob**

AdotMob is the mobile programmatic leading player in France. Founded in early 2014, the company leverages proprietary technology tools to deliver branding and performance campaigns for leading advertisers and leading media agencies.

For more information: [www.adotmob.com](http://www.adotmob.com)

**About Iris Capital**

Iris Capital is a pan-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 230 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, San Francisco, Montreal, Riyadh, Dubai, Beijing and Tokyo. In 2012 Iris Capital has entered into a strategic partnership with Orange and Publicis to manage their joint venture capital initiative.

For more information, please visit: [www.iriscapital.com](http://www.iriscapital.com)

**About Kerala Ventures**

Kerala Ventures finances startup creations or invests during the first months of activity in the areas of online and mobile. Founded by a team with a triple track record of entrepreneur, investor and manager, Kerala Ventures provides concrete operational support to entrepreneurs experiencing strong growth. Kerala Ventures actively supports AdotMob, Doctolib, Hopwork and ClickOn.

For further information: [www.krlventures.com](http://www.krlventures.com)

## **Biographies**

CEO and co-founder of AdotMob, Yannis Yahiaoui graduated from EMLyon. Previously, he was a consultant on strategic missions and notably assisted during the creation of Tradelab.

CTO and co-founder of AdotMob, Thomas Zaepffel graduated from Polytechnique and HEC. Previously, he was a consultant on strategic missions and has worked for investment banks.

## **Consulting**

Council raising funds AdotMob: Ecap Partner, Numa Bourragué

Legal consulting AdotMob: Dikaois, Marielle Poisson

Legal consulting Iris Capital / Kerala Ventures: Chammas & Marcheteau, Arys Serdjanian

## **Press Contacts**

### **AdotMob**

Yannis Yahiaoui

[yannis.yahiaoui@adotmob.com](mailto:yannis.yahiaoui@adotmob.com)

### **Iris Capital**

Aubane de Gélis

[aubane.de-gelis@consultants.publicis.fr](mailto:aubane.de-gelis@consultants.publicis.fr)

+33 1.44.82.46.38

Robert Amady

[robert.amady@consultants.publicis.fr](mailto:robert.amady@consultants.publicis.fr)

### **Kerala Ventures**

Antoine Freysz

[afreysz@krlventures.com](mailto:afreysz@krlventures.com)