



Press release

iAdvize, leading customer engagement player in Europe, secures €14 million venture funding to become global leader

Paris - September 22, 2015 - Leading European customer engagement platform, iAdvize, used by more than 2,000 brands in more than 40 different countries, has secured €14 million venture funding, led by Iris Capital, with BPI France and its historical investor, Alven Capital, in order to pursue its international growth and boost product innovation.

iAdvize, a European success story

Founded in 2010, iAdvize started out with a clear mission: add a human touch to online customer service in order to boost sales and improve customer satisfaction. The SaaS provider is amongst the key players within the European digital and customer service ecosystem. Its real-time customer engagement platform enables online businesses to detect visitors who really need help and connect them in real-time with the most suited contact: a professional customer service agent or a brand advocate.

Within the last 5 years, the company has become a leader on the European market, and achieved the following:

- 2,000 brands in 40 countries have implemented the solution
- an average annual growth of 100%
- 120 jobs have been created
- 5th in Great Place To Work's ranking (in the category of companies with less than 500 employees).

"iAdvize is transforming the way in which companies are able to interact with their online customers, resulting in higher satisfaction and increased conversion rates," said Sophie Dingreville, Partner at Iris Capital, who will take a seat on the board. *"We are excited to back the iAdvize team, who has built a world class product proven to be a powerful solution for any online business. Our investment reflects our confidence in the company's continued triple-digit growth and innovation."*

Accelerate international growth

iAdvize has chosen to surround itself with international investors and especially with Iris Capital, in partnership with German fund Capnamic, present in Paris, Berlin and Cologne, but also in Beijing, Tokyo, San Francisco and Montreal.

After the successful launch of its solution throughout Europe from France, iAdvize has established a list of target markets in which it plans to set up shop: the United Kingdom, Germany, Spain... before it turns to North America. Before the end of 2016, 100 people will join the iAdvize team, which already counts 8 different nationalities.

"The iAdvize teams have shown that they excel at defining ambitious action plans and carrying them out successfully" explains Marion Aubry, investment director at Bpifrance for the 'Digital Ambition Fund'. "iAdvize's positioning has enabled it to meet the customer service needs of all companies, whether big or small and the company has great potential for international growth."

Drive growth with innovation and offer development

So far, 2015 has already been a year packed full with innovations. iAdvize's Click to Community has been deployed by more than 50 brands throughout Europe and with the acquisition of Bringr in the beginning of the year, social customer engagement has become an inherent part of the iAdvize solution. Innovation is at the heart of iAdvize's development and this will be confirmed with a new strategic offer in the beginning of 2016.

"Innovation is our key growth driver which is why we have dedicated 25% of our workforce to this lever. Today, more than ever, we intend to continue investing in making online customer service less impersonal in order to boost sales and improve our clients' customer satisfaction" comments the delighted Julien Hervouët, Co-founder and CEO of iAdvize.

"It's nearly 3 years exactly since Alven Capital first invested in iAdvize and we have never doubted the ability of this outstanding team to dominate their market. iAdvize now has the means to fulfill its ambitions, which will enable it to strengthen its position as leader and further accelerate its assertive development on an international level. Three years ago, we were very proud to accompany Julien Hervouët and his rather young and small team with the development of iAdvize. Today, we are proud to continue this adventure with Julien and his team of over 100 talents who work every day to enable iAdvize to achieve its ambitious objectives" comments Jeremy Uzan, Partner at Alven Capital Partners.

About iAdvize

iAdvize (www.iadvize.com) is a real-time customer engagement platform (Click to Chat, Click to Call, Click to Video, Click to Community, social media), combined with a behavioural targeting engine. By adding a human touch to online shopping, iAdvize enables businesses to increase conversion rates and improve customer satisfaction.

Founded in 2010 by Julien Hervouët and Jonathan Guéron in Nantes, France, iAdvize has generated an average annual growth of more than 100%, employs 120 people and has been deployed on more than 2,500 websites in Europe. eCommerce, luxury, travel, finance; iAdvize has clients in all industries including House of Fraser, BMW, Monster Worldwide, Europcar, Lacoste and CDiscount.

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.

About the Digital Ambition Fund

The 'Fonds Ambition Numérique' (Digital Ambition Fund) is an investment fund dedicated to startups in the digital sector. It is part of the 'Programme d'Investissements d'Avenir (PIA)', financed by the Caisse des Dépôts and managed by Bpifrance Investissement. This fund co-invests in startups with a strong potential for innovation and developing new technologies, uses and services related to the digital economy.



About Alven Capital

Alven Capital is an independent venture capital firm with more than €250 million under management. It concentrates on accompanying fast-growing startups in the internet and technology industries. Alven Capital has already invested in more than 80 companies including MobPartner, Lengow, Birchbox, SeLogger.com, MeilleursAgents, Drivy, Liligo, iAdvize, Webhelp, OpenClassrooms, Gemmyo, happn, Mailjet, Algolia, BIME Analytics, etc.

Participants in the operation

Iris Capital: Sophie Dingreville

Bpifrance Investissement: Véronique Jacq, Marion Aubry, Céline André

Alven Capital: Jeremy Uzan

Legal advice for the investors: Chammas & Marcheteau, Brocard Avocats

Legal advice for iAdvize: Cornet, Vincent, Segurel

Strategic and financial advice for iAdvize: Clipperton Finance, Ader Finance

Press contacts

iAdvize: Miranda Hobbs / +44 2034 450 590 / miranda@iadvize.com

Iris Capital: Aubane de Gélis / +33 1 44 82 46 38 / aubane.de-gelis@consultants.publicis.fr
Robert Amady / robert.amady@consultants.publicis.fr

Bpifrance: Nathalie Police / + 33 1 41 79 95 26 / nathalie.police@bpifrance.fr / www.bpifrance.fr - Twitter @bpifrance

Alven Capital: www.alvencapital.com