

Linkfluence acquires TrendyBuzz: a milestone in the Social Media Intelligence field

Linkfluence's next ambition: be the European SMI leader by 2015

Paris, Friday 7th March 2014: Linkfluence, a key player in the European Social Media Intelligence field and a SAAS vendor with Radarly, has acquired TrendyBuzz, a leading social media monitoring company. Further to this acquisition, Linkfluence also announces today that it has secured additional funding of 3 million euros. These developments place Linkfluence at the forefront of a booming market in France. The company's goal is now to become the main player in the European SMI field within the next two years.

Specialized in listening to and analyzing social media (Social Media Intelligence), Linkfluence, a software vendor, announces the acquisition of TrendyBuzz, a well-known French media monitoring expert.

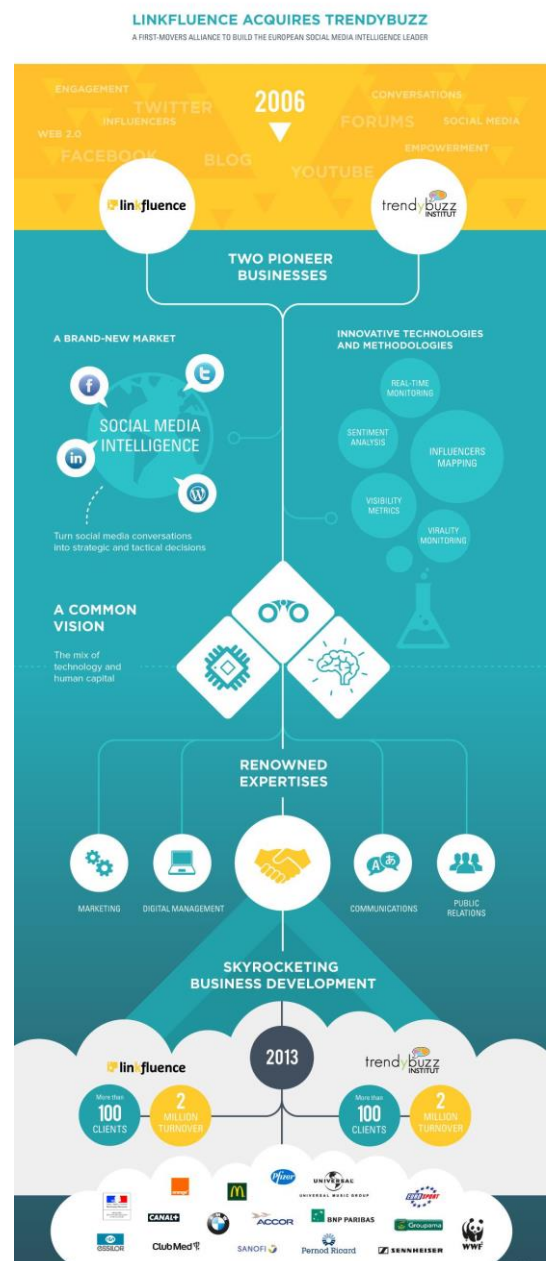
Social Media Intelligence (listening to and analyzing social media) is an emerging market with an exponential rate of growth (around 40 % according to Gartner, the technology research firm). The SMI sector is expected to be worth 4 billion dollars by 2015.

Linkfluence is already setting the benchmark in the digital and marketing fields, and with this acquisition the company gains additional strong technology expertise in the multimedia monitoring and cross-canal metrics fields, while further consolidating its position at the head of the PR and corporate communications fields.

This acquisition takes Linkfluence's revenue to a total of 7 million euros in France and Germany, with over 200 clients and a global team of 70 comprising experts in big data, UX, data mining, risk management and marketing studies. Furthermore, Linkfluence gains a strong client base and is able to reach a critical size. These changes will enable the company to significantly improve its rate of international development, thus ensuring it can keep pace with the constantly evolving needs of its clients.

TrendyBuzz's cofounders, Benjamin Fabre and Fabien Grenier, become part of Linkfluence's senior executive management team, as Chief Operating Officer and Chief Sales Officer also in charge of Customer Marketing respectively. They also become major shareholders in Linkfluence. The high-level insight and expertise they bring will be crucial in making Linkfluence the European SMI leader by 2015.

"We have spent 5 years developing TrendyBuzz. Now, we are joining up with Linkfluence in order to build a new company that we believe can become the European SMI leader within a short period of time. TrendyBuzz and Linkfluence's areas of expertise complement one another perfectly. This venture gives us a real competitive edge." Benjamin Fabre and Fabien Grenier, TrendyBuzz's cofounders



An additional 3 million euros funding

Moreover, a further 3 million euros of funding has been secured from Sigma Gestion, Orkos Capital and Banexi Ventures Partners, which will provide Linkfluence with the means to put these plans in place. The latter two are long-term supporters of Linkfluence, and this new funding is aimed at supporting the company's external growth strategy.

“This operation is part of our international development strategy that combines both organic and external growth. Thanks to our investors and to a second round of funding secured within the last year, we are sending out a strong signal to our market and positioning ourselves as a major player in our field.” Hervé Simonin, CEO of Linkfluence, explains.

“Linkfluence has managed to build a multi-expertise team, with strong technical skills and a real ability to innovate. Today, Linkfluence is reaping the benefits of its established position in the Social Media Intelligence market. This new round of funding demonstrates our commitment to our partnership and our belief that Linkfluence can consolidate its reputation as a key player in this field and to accelerate their international development.” Orkos Capital, Banexi Ventures Partners and Sigma Gestion’s managers.

Media contact - Hotwire PR :

Eric Le Yavanc – eric.leyavanc@hotwirepr.com Tél. +33 1 43 12 55 47

Virginie Puchaux – virginie.puchaux@hotwirepr.com Tél. +33 1 43 12 55 48



About Linkfluence

Linkfluence – a leading Social Media Intelligence company – specializes in analyzing conversations on the social web (Facebook, Twitter, Online Media, Blogs, Forum, Social Networks) to create business opportunities for brands.

Linkfluence offers a unique and powerful solution to monitor, measure, understand and engage efficiently on the social web. The Radarly Product Suite (SaaS) – quick and easy to setup, user-friendly and multilingual – collects all the relevant social media conversations around your brand and provides actionable insights applicable across your organization.

Radarly offers a solution for reputation management and provides ways to engage with key influencers, evaluate community management actions, detect potential crises and identify best practices...

Linkfluence helps you select and implement the tools to address your specific needs: daily/weekly/monthly reports, campaign performance analysis, community profiling, brand perception audit, weak signal detection & trend research.

Linkfluence works directly with brands and agencies on all issues regarding the social web: marketing, consumer communications, corporate communications, human resources.

Some of the 400 Linkfluence clients in France and worldwide include: Sanofi, Accor, McDonald's, Pfizer, Club Med, Pernod Ricard, Canal+, Orange France, WWF, Essilor, Groupama, Universal Music

Web : www.linkfluence.com

Twitter : [@linkfluence](https://twitter.com/linkfluence)

LinkedIn : www.linkedin.com/company/linkfluence

Facebook : www.facebook.com/linkfluence

About Orkos Capital

Orkos capital is a leading independent venture capital firm specialized in the Information Technology and Communication sector. Over the past 20 years, Orkos Capital team has invested in many emerging market leaders, such as SES Astra, Bouygues Telecom, Allociné, Musiwave, Cogent Communications

About Banexi Ventures Partners

Paris-based Banexi Ventures Partners was founded in 1983 and focuses on early-stage companies with high growth potential and technology (over 270 investments since inception). Banexi Ventures Partners is the Management Company of Banexi Ventures 3, BV4 and BV5, French venture capital funds representing over €300M. Banexi Ventures Partners invests in Europe in different sectors including information technologies (Internet), electronics, medical technologies. Among others, investments include Kelkoo, Reevo, Adyoulike, Linkfluence, Tedemis or Fittingbox.

About Sigma Gestion

Sigma Gestion manages private equity funds focused on Small and Medium Businesses. Sigma Gestion is a subsidiary of ACG Group. Sigma Gestion manages more than 180 million euros. Sigma invested more than 144 times in SMBs. Since 1993, Sigma Gestion has made investments in high-growth potential companies in France ranging from 300 K€ to 2 000 K€. Sigma invests in firms in all sectors: seeding, early stage and M&A.