

## Keensight Capital completes the sale of its stake in CCM Benchmark

Keensight Capital, a leading player in European Growth Private Equity<sup>1</sup>, today announces that it has completed the full sale of its stake in CCM Benchmark, a leading digital media group both in France and internationally specialized in publishing online content, in the context of the Figaro Group's acquisition of the company.

CCM Benchmark acts as a web editor for numerous websites which generate significant traffic (including Commentcamarche.net, L'Internaute, Le Journal des Femmes and Le Journal du Net), and its business benefits from the sustained growth of both internet use and the online advertising market in the world. The group also has a well-recognized expertise in traditional and programmatic advertising.

Keensight Capital invested in CCM Benchmark in order to finance the merger between Commentcamarche and Benchmark Group in 2010, which led to the creation of the group. The active support of Keensight Capital, alongside other shareholders and the management, has helped the company to reach a crucial stage of its development. Driven by a growth rate of over 20% over this year, CCM Benchmark has become the largest independent digital media group in France, counting over 20 million unique monthly visitors (UMV) and having established itself as one of the leaders in its sector in Europe. During this period, the company successfully increased the scope of its activities by acquiring new brands and technologies.

Jean-Michel Beghin, Managing Partner at Keensight Capital, stated:

*"We are proud to have partnered with CCM Benchmark over the last several years to help accelerate the company's growth strategy. This successful collaboration has allowed CCM Benchmark to develop new formats and services organically while also acquiring new brands so as to strengthen its attractiveness for clients, both agencies and advertisers. At the same time, the company has continued to internationalize its offering, through foreign-language versions of certain websites. CCM Benchmark's success highlights the relevance of our investment strategy, based on value creation through profitable growth, particularly in the sectors of media and the internet."*

\* \* \*

### About Keensight Capital

Keensight Capital is a leading European Growth Private Equity firm managing funds backed by European institutional investors. Keensight Capital targets first-class international projects to finance organic growth or build-up strategies, or to cash out existing shareholders. Specific sectors of interest include Media/Internet, Information Technology, Healthcare, and Services. In each of these sectors, our team provides insights and expertise through its entrepreneurial and operational background and its access to a worldwide network built over the past 15 years.

[www.keensightcapital.com](http://www.keensightcapital.com)

### Press contacts

Citigate Dewe Rogerson

Aliénor Miens - [alienor.miens@citigate.fr](mailto:alienor.miens@citigate.fr) - +33 (0)1 53 32 84 77

Dominic Riding - [dominic.riding@citigate.fr](mailto:dominic.riding@citigate.fr) - +33 (0)1 53 32 84 74

---

<sup>1</sup> Growth Private Equity: investment in profitable, private companies experiencing strong growth, in minority or majority positions, with or without leverage, using a flexible approach adapted to the needs of individual entrepreneurs, in order to finance organic growth projects, acquisition strategies or provide historic shareholders with liquidity.