



Press release  
Paris, 8<sup>th</sup> September 2014

## ISAI and Keensight Capital invest in the Labelium group

ISAI and Keensight Capital today announce their investment in the Labelium group, an international leader in online marketing, in order to accompany the management team in the next steps of the company's development

The operation, after which the management will remain a majority shareholder, was carried out by ISAI's growth & buyout fund and represents the first investment of Keensight Capital's new fund, Keensight IV. The deal was structured with a banking pool and will provide Labelium the necessary means to pursue its growth ambitions, notably in Asia, while also developing new offers aligned with market developments.

Founded in 2001 in Paris by Stéphane Levy, David Ajenstat and Nicolas Barnabé, the Labelium group is a major player in the implementation of digital strategies and improving the online presence of its clients. In addition to its wide experience in audit, consulting and natural and paid search engine referencing (SEO/SEM), the group provides services across all areas of performance-based online marketing (Youtube, mobile, and main social media platforms).

Labelium is today the partner of choice for large international groups for their digital marketing needs. The Labelium group, headquartered in Paris, is active in 11 countries throughout the world and employs close to 100 people.

Stéphane Levy, co-founder and president of Labelium, comments:

*"We welcome the arrival of ISAI and Keensight Capital, two investors who have an in-depth knowledge of our sector. We will be able to benefit from their wide experience in order to succeed in implementing our growth projects, both in the development of new products and services and in our international expansion."*

Pierre Martini, Partner at ISAI, states:

*"The Labelium group has strong development potential and should continue to benefit from the growth of companies' marketing budgets dedicated to digital strategies in the coming years. We are enthusiastic about working with the Labelium team, which enjoys a unique expertise in this market, and about providing the group with our know-how and network."*

Philippe Crochet, Partner at Keensight Capital, adds:

*"We are delighted to be able to support Labelium's managers in this new stage of development. Our team, which has a wide experience in the digital sector, is very confident in Labelium's growth potential. We will work closely with the managing team in order to help the company to successfully pursue its growth strategy and to support its international development."*

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### **About ISAI**

ISAI was founded by Pierre Kosciusko-Morizet (PriceMinister), Geoffroy Roux de Bezieux (Virgin Mobile), Stéphane Treppoz (Sarenza), and Ouriel Ohayon (Appsfire). It is managed by Jean-David Chamboredon, Christophe Raynaud and Pierre Martini.



ISAI invests via two funds: an early-stage post-seed venture fund and a Private Equity fund dedicated to growth and buyout transactions.

Alongside the founders, ISAI has more than 70 individual investors, including founders, executives, or former executives of: 24h00, Abaxia, Alapage, Alloresto, Aposition, Aufeminin, Betclit, BourseDirect, Boursorama, Cityvox, Companeo, Criteo, Directinet, DirectPanel, EVE, Fianet, Fortuneo, Freever, Fullsix, Highdeal, Infobebes, LesJeudis, Micromania, Mistergooddeal, Overblog, Netcentrex, Onedirect, Photoweb, Pick-up Services, Photobox, PressIndex, Prizee, Screentonic, Seloger, ShowRoomPrive, Sophis, Travelprice, Twenga, Toluna, Vente-privee, Voyagermoinscher, Webhelp et Wcube.

ISAI currently manages EUR 85 Million and is an AMF authorized portfolio management company.

[www.isai.fr](http://www.isai.fr)

[https://twitter.com/isai\\_fr](https://twitter.com/isai_fr)

### **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 Information Technology, Healthcare, and Energy. 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)

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