



IRIS INNOVATION DAY 2013

Accelerating Innovation with  & 

Press release

Paris, June 14th, 2013,

Iris Innovation Day 2013 celebrates Orange-Publicis Groupe venture fund initiative managed by Iris Capital and presents the most innovative digital-age start-ups

For its 1st edition on **June 14, 2013**, **Iris Innovation Day**, hosted by leading pan-European VC fund manager **Iris Capital**, gathered **200 guests** in the Auditorium of **Cité de l'Architecture & du Patrimoine at Trocadéro in Paris**. A special event dedicated to the **12 most innovative digital-age start-ups** and their visionary **entrepreneurs** who have joined the **Iris Capital network/family**, Iris Innovation Day celebrated the **Orange-Publicis Groupe venture fund initiative**, aimed at detecting, nurturing and accelerating the best technology ideas and entrepreneurial talent in France, Europe and beyond.

On March 12, 2012, Orange and Publicis Groupe partnered with Iris Capital to create one of Europe's premier venture capital investors in the digital economy, each group together contributing €150M to the initiative, which, added to funding commitments from third-party investors incl. European Investment Fund and French public investor CDC Entreprises, result in a €300M total investment capacity.

With a special focus on **3 key areas (4G, Adtech and Re-commerce)** addressing some of today's hot topics in high-tech and digital economy, the 2013 edition notably featured the participations of 2 prestigious keynote speakers, **Gervais Pellissier**, Orange Deputy CEO in charge of Finance and **Maurice Lévy**, Chairman and CEO of **Publicis Groupe**. The event agenda also included thought-provoking and informative **presentations and panel sessions** with **CEOs of Iris Capital's recent high-profile, French and international investments (*)**, in the likes of Nicolas Schueller of **Adomik**, Simon Dawlat of **Appgratis**, Marc Guedj of **BuyBox**, Guillaume d'Essautier of **DelMEMS**, Yann Le Floch of **Instant Luxe**, Jim Payne of **Mopub**, Patrice Thiry of **ProwebCE**, Lawrence Leuschner of **ReBuy**, Philippe Vial-Grelier of **V3D**, Juan Pirlot de Corbion of **YouScribe**, **Frédéric Potter** of **Netatmo**.

Iris Capital Managing Partners, Pierre de Fouquet and **Antoine Garrigues** commented: *"Good ideas are everywhere but we deeply believe what makes our start-up venture successful is the people behind these ideas. Through Iris Innovation Day, we give the opportunity to our entrepreneurs to share their experience and vision on today's digital and high-tech leadership with like-minded peers, thought leaders, investors, and sector experts. As hands-on VC manager, we aim to instill a collaborative knowledge-sharing culture between our portfolio companies and facilitate innovative business approaches."*

Orange Deputy CEO in charge of Finance Gervais Pellissier added: *"Together with Publicis Groupe and Iris Capital, Orange is proud and delighted to build a solid foundation for a favorable entrepreneurial ecosystem to link young and innovative companies together with larger groups, research centers and government systems, as well as foster value in a sector with such huge potential for growth and whose innovation is a major stake for the future."*

Publicis Groupe Chairman and CEO Maurice Lévy declared: *"I express my appreciation for Iris Capital's first 17 strong investments in the digital and high-tech economy, since the launch of our joint initiative with Orange. These talented entrepreneurs bear powerful, creative and game-changing ideas and their companies will now get the necessary resources and expertise they deserve. I truly believe this unique initiative in France will assist the best entrepreneurial talent to achieve ambitious goals in an accelerated timeframe. Building on the success achieved so far, I wish today that other corporates would join the venture to operate on an even more massive scale and spur growth for many innovative digital start-ups"*.

(*) For further detailed information on portfolio companies, please go to www.iriscapital.com



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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 €950 million 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, Düsseldorf, 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 initiative. www.iriscapital.com

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