



Paris, Nov 7th

Leadmedia entered Bracknor's client portfolio with the establishment of a bond financing of 3 million €

Leadmedia is planning to use these resources in order to accelerate its expansion in Asia and initiate its Middle East activities. These resources will also be used to speed up its technology platforms' development.

Accelerate the group expansion in Asia and initiate the Middle East growth

Leadmedia Group is already active in Asia: Singapore, Malaysia as well as India. Thanks to this investment, the company foresees to pursue and enhance its development in the area by reinforcing its activities in order to achieve growth targets, according to its ambitious development plan for the region.

Leadmedia also intends to launch its activities in the UAE, where the e-commerce market potential should reach \$10 billion by 2018. To this end, the group is going to promote its qualified traffic generator solution for e-merchants and brands, relying upon its technological know-how and the active support of Bracknor, to raise the brand awareness within the area business and digital ecosystem. For this purpose, Bracknor has already started to introduce us to some of the major partners area-wide.

Acceleration of the technological developments

Founded in 2008, Leadmedia Group has been working for years on the improvement of its price comparison and matching algorithms. In the past 1 year, Leadmedia Group has also developed some cross-channel retargeting technologies and on a platform providing customized contents based on a multiplicity of standards. The group intends to continue to invest in that platform in order to further improve the way e-merchants' offers match exactly users' expectations.

Commenting on this investment, Xavier Latil, CEO of Leadmedia Group, declared: *“This is excellent news for both our customers and Leadmedia teams. We have always been aiming to transform the way users access to e-merchants' offers and the increasing Asian growth is also a strategic priority for the group. This funding will also allow us to deploy in the Middle East area, where our fast growth will rely on the support of the Bracknor investment. To this end, Bracknor has already introduced us to major media partners of the area.”*

Pierre Vannineuse, CEO and co-founder of Bracknor Investment Group, said: *“The addition of Leadmedia Group in our client portfolio is a first strategic investment for Bracknor in Information Technology, enabling us secure exposure in the most promising fields: Big Data, Algorithmics & cross-channel marketing.”*

Aboudi Gassam, Chairman of Bracknor Investment Group & VP in charge of MS Group Business development stated: *“This multilateral partnership will allow Leadmedia to improve its growth and to seize development opportunities on the very dynamic Middle East market. We are pleased to support the Leadmedia solutions development, which are considerably improving the way firms connect to their target audience, thanks the use of data and cross-channel solutions.”*

Contacts

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