



Press release
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Keensight Capital and ISAI to sell their stakes in Labelium, a consulting agency specialized in online marketing and digital strategy

ISAI, the French Tech entrepreneurs' fund, and Keensight Capital, one of the leading players in European Growth Private Equity¹, announced they have sold their respective stakes in Labelium ("the Company"), a consulting agency specialized in online marketing and digital strategy, to Qualium Investissement.

Founded in 2001, Labelium offers consulting services in online marketing and digital strategy on all available platforms and tools: SEO, SEA, social media, RTB, video, etc. The Company operates worldwide through 16 offices in Europe, the United States and Australia, and currently employs around 200 consultants.

Since its inception, Labelium has rapidly developed a unique expertise through constant innovation, and high-level services. As a reference agency in its sector, both in France and internationally, Labelium has become a trusted partner for major international groups.

Since their acquisition of equity interests in Labelium back in 2014, ISAI and Keensight Capital have assisted and advised management team through organic growth and acquisition projects as well as through strengthening the executive team.

Pierre Martini, ISAI Managing Partner in charge of Growth Private Equity, commented: *"We are particularly proud of the impressive track record achieved by Labelium and its teams. During the 3 years and a half spent by their side, we provided them with support on both organic growth projects with the opening of new international offices and team strengthening projects, as well as on conducting strategic acquisitions such as Feed Manager in 2016. In just over a decade, Labelium has become an international reference player in digital marketing."*

Philippe Crochet, Partner at Keensight Capital, added: *"The strong growth in revenues Labelium has experienced over the past years is a great source of satisfaction and reflects the constant team commitment to developing a truly client-centric approach and providing clients with tailor-made solutions and innovative offers. We are confident in the team's willingness to pursue this great story of growth and leadership, in France and internationally."*

Stéphane Lévy, President and co-founder of Labelium, added: *"It is not without a feeling of pride that I measure the distance covered with ISAI and Keensight Capital since 2014. Thanks to their support and experience, we have been able to strengthen Labelium's organization and team. Armed with this solid platform built on strong human capital, we have been able to achieve a high level of growth over the years, supported by their networks and expertise which have proved to be invaluable assets."*

¹ **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.



About ISAI

Launched in 2010, ISAI is “the” French tech entrepreneurs’ fund gathering more than 200 entrepreneurs across the world. Almost 150 successful entrepreneurs, who have invested in ISAI, and more than 50 startup cofounders supported by ISAI share the collective ambition to write great entrepreneurial stories.

ISAI invests in differentiated projects founded by ambitious teams that it rigorously selects and actively supports.

ISAI Gestion, authorized by French regulator AMF, can fund and support high potential companies at early stages (venture capital, €150k to €2M initial ticket with ability to follow on) or at more mature stages (growth equity, €3M to €15M investments).

For additional info, www.isai.fr - Twitter : @isai_fr

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About Keensight Capital

Keensight Capital, one of the leading European Growth Private Equity firms, is committed to supporting entrepreneurs as they implement their growth strategies. For almost 20 years now, our team of seasoned professionals have leveraged their knowledge in investment and growth industries to invest for the long term in profitable companies with high growth potential and revenues in the range of €15 million to €250 million.

Drawing on our expertise in a variety of sectors including Internet/Media, Information Technology, Healthcare and Services, we identify the best investment opportunities in Europe and work closely with management teams to develop and achieve their strategic vision. www.keensightcapital.com

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