



Eugène Eisenberger Entreprises

Fusions et Acquisitions - Mergers and Acquisitions

23, rue Saint Ferdinand - 75017 - PARIS - France

Tél : 33 (0) 1 46 22 82 14 Fax : 33 (0) 1 47 66 44 26

E-Mail : eisenberger@3e.fr Internet : www.3e.fr

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A Digital Marketing sector deal: advised by 3E, PROGIWEB has been sold to CLEVER AGE.

From its creation in 2001, Progiweb positioned on e-commerce issues, succeeded in becoming the French expert of a major publisher Atg/Oracle and in gaining projects from major clients. Recently, the company completed its offer of IT services with the publishing of an On Demand e-commerce platform. The support of large projects and the commercial, marketing and human needs associated required a new phase of development and to increase its size. Thus, the founding partners Guillaume Basile and Olivier Martinerie decided to assign 3E to search for an actor allowing the company to develop further.

3E accompanied them in the reflection process pushing aside the option of a fund raising for the benefit of an industrial leaning. Then 3E searched for actors in synergy, at first big consulting structures interested in the Oracle Atg expertise to concentrate finally on digital marketing agencies wishing to strengthen their e-commerce expertise. Numerous actors showed themselves interested, in particular by the strong technical expertise of the company and the founders experience and know-how.

Progiweb, among the different offers, finally chose the Clever Age company for its closeness with the corporate development plan, its corporate culture and its management. This divestiture allows the Progiweb team to open itself to other technologies, to shift more into consulting, to benefit from a greater marketing and commercial strength and to join a fast growing group. CleverAge integrates at the same time an Oracle / Atg expertise with 18 e-commerce expert collaborators. Clever Age has acquired 100% of the Progiweb shares and financed it entirely by cash.

This mission entrusted to 3E was just concluded successfully and demonstrates 3E expertise in the IT sector and more particularly on Digital Marketing companies.

About CLEVER AGE

Established in 2001 by Frédéric Bon, Clever Age is an independent company with a 100 % digital expertise with 3 entities: Clever Garden a multi-channel interactive communication agency; Clever Age proposing technical architecture, consulting and realization of digital projects (institutional and e-commerce web sites, mobile applications, intranet, social networks..); Clever Presence : a team of Web / Mobile devices optimization and follow-up: 24/7 hosting, Front-Office performances, SEM / SEO, digital reputation follow-up. Clever Age is based in Paris, with agencies in Lyon, Bordeaux, Nantes, Geneva, Hong-Kong and Montpellier with a Clever Institute training center. With 120 collaborators, the group has known a regular and profitable growth for 13 years with a 2013 turnover of 12 M€.

About PROGIWEB

Created in 2001 by Olivier Martinerie (founder of Club Internet) and Guillaume Basile, both former employees of the Fi System Web agency. Progiweb is an e-commerce expertise company, specialized in e-commerce software consulting, integration and sustaining. Its expertise concerns mainly Oracle ATG Web Commerce. It accompanies major accounts in the realization of their new IT projects such as Louis Vuitton. With 18 collaborators, Progiweb realized a 2013 turnover of about 1.8 M€.

About 3E

Created 29 years ago and led by Eugène EISENBERGER, SUPELEC engineer, HARVARD, HEC Entrepreneurs jury and joined more than 2 years ago by Hélène SIMON, EDHEC Business School, in order to develop consulting for companies in the digital sector. 3E advises divestitures, mergers or acquisitions, and financial transactions such as Growth Capital and/or LBO. 3E has many references in the Information Technology, Digital Marketing, Media, Electronics, Training, Education and Consulting sectors.

For any further information

3E / Hélène SIMON, Eugène EISENBERGER
www.3e.fr

PROGIWEB / Guillaume BASILE, Olivier MARTINERIE
www.progiweb.com

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