

# Eugène Eisenberger Entreprises

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## PRESS RELEASE – October 2008 – GROWTH CAPITAL

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**Advised by 3E, NOMIA raises funds from AVENIR ENTREPRISES and OSEO for its development.**

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NOMIA is a management consulting firm providing expertise to increase the performance of organizations, processes and information systems of large accounts and especially banks and financial institutions.

ONMAP its subsidiary, edits a mapping business processes software for communication, training (e-learning) and operational assistance for change management.

Yannick JOUANNIN founded NOMIA in 1992. In 1997 NOMIA developed with its own funds a software edition activity. First licence sales took place in 2002. Several partners progressively joined the company.

NOMIA has experienced a regular and profitable development to reach today a € 3 millions turnover.

Although having a large positive cash situation with no debt, Yannick JOUANNIN's wish was to raise additional funds to secure NOMIA's development in order to:

- (i) expand its sales team to increase licence sales :
  - o directly to banks, financial institutions and insurance companies,
  - o indirectly through other consulting partners with complementary sector expertise;
- (ii) continue the development of the ONMAP software and its business applications.

Yannick JOUANNIN also wanted this operation to be the start of a new company project with a new calendar for each shareholder.

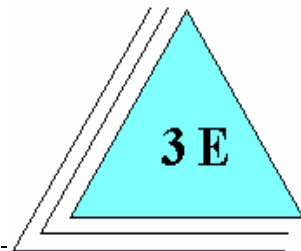
This assignment, which was given to 3E, has just been closed successfully:

- o 3E, after helping NOMIA to, sum up its offer, design a business plan, define the investment need and prepare an information memorandum, has selected then contacted different investment funds.
- o Various funds have shown an interest for NOMIA and made an offer after studies and discussions.
- o 3E has focused on improving these offers in terms of valuation, financial arrangements and conditions.
- o AVENIR ENTREPRISES was selected unanimously due to a clear and motivating proposal, offering little dilution and combined with an OSEO bank loan.

This growth capital operation allows the current partners to keep a large majority of the company.

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This operation demonstrates the expertise of 3E on:

1. **the consulting sector** after the OBO (Owner's Buy Out) transaction in September 2006 for AUDISOFT CONSULTANTS, leader in risk management consulting and compliance for banks and financial institutions, closed with EPF PARTNERS.
2. **financial transactions closed with investment funds:**
  - a. OBO in September 2006 for AUDISOFT CONSULTANTS,
  - b. OBO in June 2005 for ORSYS, N°1 French IT training company, closed with EPF PARTNERS



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- c. OBO in November 2004 for MATELECO, a French leading distributor of electronic components closed with MBO PARTENAIRES. Then in September 2008, 3E organized the industrial divestiture to TTI Inc, a subsidiary of BERKSHIRE HATHAWAY, Mr. Warren BUFFETT's investment fund.

### 3. the bank/finance sector

- a. OBO in September 2006 for AUDISOFT CONSULTANTS.  
b. Divestiture in October 2004 of METHODIS, a French leader of financial training, to DEMOS, a major European listed professional training company.

### About 3E

Created 23 years ago and managed by its founder Eugene EISENBERGER, who graduated from SUPELEC (Electronic engineer) and HARVARD, 3E advises shareholders or companies for divestitures, mergers or acquisitions with industrial or financial actors.

3E has a strong track record in the IT, Electronics, Consultancy, Training and Media sectors.

### For more information :

#### 3E

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[www.3e.fr](http://www.3e.fr)

#### NOMIA

Yannick JOUANNIN

[www.nomia.com](http://www.nomia.com)

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

#### AVENIR ENTREPRISES

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#### OSEO

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Consulting Growth capital

**nomia** & **OnMap**

Management consulting firm & software editor

Minority divestiture via convertible bonds and a bank loan

**AVENIR ENTREPRISES** **oseo**  
GESTION

Subsidiaries of

**Caisse des Dépôts**

The shareholders of NOMIA have been advised by

**3E**

Mergers & Acquisitions

**October 2008**

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