

- NEWS RELEASE - September 2010

Internet and mobile Customer Relationship Management TCMC opens its capital to Newfund

eCRM loyalty programs TO €6 million

TCMC elaborates, develops and manages loyalty programs on Internet (Web sites, Facebook applications...) and on mobile, via SMS or applications dedicated to smartphones ("eCRM").

TCMC, a reference in the retail sector

In only five years, TCMC stood out as the eCRM reference for the retail sector. The company is developing loyalty programs for major retail chains such as Celio, Franprix, Leaderprice, Intermarché or Bricodépôt, among others...

TCMC created a recruitment and loyalty program linking the selling point, the brand web site and the mobile phone of the customers: "TCMC Black-Box©" is the first "cross-platform" technological interface allowing offering more advantages than the traditional loyalty programs in terms of costs, ROI, and customers' traceability. TCMC Black Box has already been adopted by Franprix.

NEWFUND: an active partner to finance a new phase of development

TCMC experienced a very strong growth and achieved €6M turnover last year. TCMC looked for a partner to back its new phase of development and its external growth policy as says it's CEO, Alexandre-Réza Radji:

«I looked for a partner who really understands the problems of the mass-market retail and the eCRM. Newfund has this double and robust expertise of retail and new technologies. François Véron, ex-Head of Strategy of Group Casino, the subscribers

of Newfund and their investments realized in on-line media and in e-commerce convinced me.».

In addition to Newfund, 3 private investors specialised in retail invest in the company. According to their wishes the founders and managers of the company remain majority owner after the transaction.

LINKERS, advisor to the seller:

LINKERS advised the shareholders of the company in the realization of this operation the amount of which remains confidential.

Advisors to the Seller:

Financial: LINKERS (Jérôme Luis)

Legal: Christian Solignac

Newfund: François Véron

Advisors to the Buyer:

Corporate lawyer: AYACHE, SALAMA & ASSOCIES (Sandrine Benaroya)

Legal Due dil.: ARAMIS (Romain Franzetti)

LINKERS draws on the experience of its 11 consultants to assist companies from all sectors and offer personal advises concerning:

- **Financial Engineering:** valuations (fairness opinion), MBO & OBO packages
- **Mergers & Acquisitions:** selling and buying mandates, transmissions to heirs ...
- **Fund Raising:** selection and contact of investors, supervision of legal documentation (shareholders agreements, protocols...)
- **Financial Training for Executives:** Cegos, Les Echos Formation.