



## **TRUFFLE CAPITAL TAKES GOADV PUBLIC ON PARIS EURONEXT**

*GoAdv becomes the first European online media company to secure a stock market listing*

### **For Immediate Release**

**Paris, 17 September 2007** – Truffle Capital, a leading European private equity firm, has led a €6.65 million capital increase in GoAdv, an independent online media company that edits a wide network of websites in Europe, and simultaneously taken it public with a listing on the Alternext Market of Euronext Paris.

The private placement of 19% of the company's capital was immediately followed by the listing of 6,435,232 shares of GoAdv on August 1<sup>st</sup>. With a valorization of €34 million, GoAdv is now well-positioned to accelerate its growth, notably through further innovation by the company's technical team in Rome and its R&D center in Pisa in the area of "search marketing."

Founded in Rome in July 2004 by Luca Ascani and Salvatore Esposito, GoAdv offers its users services to help them in their buying process, such as comparison tables and engines, promotions, and buying guides. With more than 80 websites in the network – including ***betterdeals.com, gomeo.com, and meilleures-offres.com***, - and nearly 6 million unique users per month, GoAdv has become a trusted intermediary between buyers and sellers in Italy, France, Spain, Germany, the UK, and the Netherlands. By qualifying traffic for web sites, GoAdv provides advertisers with highly potential buyers. Based in Dublin, GoAdv posted revenues of €9.8 million euros in 2006, an increase of 108% over 2005; while its net profit soared 180% to €0.5 million. The company should show a similar progression of its results this year.

*“This stock market listing represents for GoAdv new opportunities for external growth, by acquiring new country markets, such as Australia, or purchasing well-visited sites or networks with underperforming transaction rates,”* said Luca Ascani, the company’s President. *“We are already looking at several new opportunities.”*

*“GoAdv has a unique position in Europe, with an unrivaled capacity for identifying, developing and monetizing traffic on a portfolio of over 80 optimally targeted websites. Through its innovation and know-how, GoAdv will undoubtedly become a global leader and a major internet pure player,”* says Bernard-Louis Roques, General Partner & Founder, Truffle Capital, who joins the GoAdv board of directors. *“Being listed on Alternext will help GoAdv to finance its internal and external growth as well as to reinforce its leadership.”*

#### **About Truffle Capital:**

Founded in 2002 in Paris, Truffle Capital is a leading independent European private equity firm dedicated to investing & building technology leaders in the energy, IT, and life sciences sectors. With €250 million under management, Truffle Capital is led by a team of four partners with decades of successful investment and entrepreneurial experience in both Europe and Silicon Valley. Truffle Capital’s investment team is composed of experienced & international experts. Truffle Capital aims to achieve superior financial returns by leveraging its industry knowledge, extensive network and unique focus on spin-offs to identify business ventures that match latent market needs. For further information, please visit [www.truffle.com](http://www.truffle.com).

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