

PARIS, JANUARY 29, 2018

EURAZEO INVESTS IN CONTENTSQUARE TO BACK ITS DEVELOPMENT IN EUROPE AND THE U.S.

Eurazeo has announced its acquisition of a minority stake in ContentSquare through its Eurazeo Croissance division. ContentSquare is a leader in web and mobile customer experience analytics in SaaS mode. Together with Canaan and Highland Europe, Eurazeo Croissance raised \$42 million in funds to pursue the company's development in Europe and the U.S.

In France, ContentSquare has pioneered the analysis of user behavior in terms of web sites and applications. Brands can therefore boost their mobile, web and app conversion rates and significantly increase sales using the company's expertise. Launched in 2012, ContentSquare now has 120 clients, analyzes user data in 191 countries and has recruited over 200 employees thanks to an annual revenue growth rate of 100% to 200%. ContentSquare had previously raised \$20 million in the fall of 2016, enabling it to expand its international reach with offices now established in four countries (Germany, the United States, France and the United Kingdom).

ContentSquare scans billions of mouse clicks and movements on a daily basis. It then transforms this analysis into automatic recommendations that increase engagement, reduce operational costs and maximize conversion rates on its client sites and apps. Used by e-merchants, marketing teams and UX specialists, ContentSquare's goal is to become a fully automated user experience optimization platform that will lead the field via the development of artificial intelligence technology.

As a new shareholder, Eurazeo fully supports the ambition and vision of ContentSquare and will provide its network and all its corporate and digital expertise to further the company's success.

Yann du Rusquec, Managing Director of Eurazeo Croissance, declared: *"It is with tremendous enthusiasm that we buy into the capital of ContentSquare, a company we've long admired. A pioneer in the booming user experience market, ContentSquare's spectacular development in Europe and the U.S. seems unlimited. For Eurazeo Croissance, the investment represents an extraordinary long-term opportunity to back a success story whose influence knows no border."*

Jonathan Cherki, Chairman and Founder of ContentSquare, added: *"The purpose of ContentSquare is to help businesses understand how and why clients interact with their website, telephone and applications. Using this data, our primary objective is to enhance the consumer digital experience and of course boost our clients' sales. By creating innovative technologies that improve and automate digital experience analytics, and contracts with the world's leading brands and retailers, we are rapidly becoming the secret weapon of digital teams. This capital round will bolster the value we provide our clients, and we're delighted to announce our continuing development."*

About ContentSquare

- > ContentSquare is a user experience analytics and optimization platform for brands that wish to understand how users interact with their websites, mobile technologies and applications. In addition to grasping and analyzing user intentions, the digital teams are able to make decisions driven by client knowledge to optimize clickstream data thanks to an easy-to-use platform that features an automatic recommendations tool based on artificial intelligence. Founded in 2012, ContentSquare has over 200 clients worldwide, including Voyages-sncf.com, L'Occitane, Walmart, Priceminister, and Orange. ContentSquare has offices in Paris, London, New York and Munich.

About Eurazeo

- > With a portfolio of approximately €8 billion in assets under management, Eurazeo is a leading global investment company with offices in Paris, Luxembourg, New York, Shanghai and Sao Paulo. Its purpose and mission is to identify, accelerate and enhance the transformation potential of the companies in which it invests. The firm covers most private equity segments through its five business divisions – Eurazeo Capital, Eurazeo Croissance, Eurazeo PME, Eurazeo Patrimoine and Eurazeo Brands. Its solid institutional and family shareholder base, robust financial structure, and flexible investment horizon enable Eurazeo to support its companies over the long term. As a global long-term shareholder, the firm offers deep sector expertise, a gateway to global markets and a stable foothold for transformational growth to the companies it supports.
- > Eurazeo is listed on Euronext Paris.
- > ISIN: FR0000121121 - Bloomberg: RF FP - Reuters: EURA.PA