

# PRE RELEASE



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## EURAZEO GROWTH REINVESTS IN CONTENTSQUARE TO ACCELERATE ITS DEVELOPMENT

Paris, January 28, 2019

Eurazeo, as lead investor, acting through Eurazeo Growth, announce it has participated in another successful fundraising by ContentSquare which totalled US\$60 million. Canaan Partners, Highland Europe and H14, the company's historical partners, similarly also invested in ContentSquare.

Having been a shareholder since January 2018, Eurazeo supports the company's ambitions, primarily by making available its international network and digital as well as brand-building expertise. The new fundraising brings Eurazeo's total investment into ContentSquare to a total of US\$45 million.

**Virginie Morgon, Chairwoman of Eurazeo's Executive Board**, declared: *"We're enthusiastic about strengthening our support of ContentSquare, whose ambitions and potential fit perfectly with our growth capital strategy"*.

Created in 2012, the company develops solutions which deliver strategic user browsing data to brands, as well as notifying them of daily web, mobile and application component performance. These solutions guide brands in their customer experience optimization decisions, enabling them to increase their sales conversion rate across all web, mobile and application platforms.

Used by digital, content, product, analytics, customer acquisition, IT and UX teams, ContentSquare is a pioneer in digital transformation. ContentSquare currently works with leading companies in the retail, luxury, travel, hotel, automobile and financial services sectors, including major global brands such as Walmart, Samsung, Sephora, Tiffany, LVMH, Accorhotels, Goldman Sachs, Avis, GoPro, Ikea, Volkswagen and many more.

**Jonathan Cherki, Chairman and Founder of ContentSquare** said: *"We're delighted and proud to strengthen ContentSquare's growth momentum, boosted by the support and ambition of Eurazeo and our other shareholders, that believe in the quality and value of our product as well as its commercial potential"*.

**Yann du Rusquec, Managing Director of Eurazeo Growth** added: *"In recent months, we've been impressed by ContentSquare's growth, the quality of its products, its innovation and its extraordinary and energizing corporate culture. We have no doubt that Jonathan's predictive experience vision will bring substantial growth to this vast market."*

## About Eurazeo

Eurazeo is a leading global investment company, with a diversified portfolio of €17 billion in assets under management, including nearly €11 billion from third parties, invested in over 300 companies. With its considerable private equity, venture capital, real estate, private debt and fund of funds expertise, Eurazeo accompanies companies of all sizes, supporting their development through the commitment of its 235 professionals and by offering deep sector expertise, a gateway to global markets, and a responsible and stable foothold for transformational growth. Its solid institutional and family shareholder base, robust financial structure free of structural debt, and flexible investment horizon enable Eurazeo to support its companies over the long term. Eurazeo has offices in Paris, New York, Sao Paulo, Buenos Aires, Shanghai, London, Luxembourg, Frankfurt and Madrid.

- Eurazeo is listed on Euronext Paris.
- ISIN: FR0000121121 - Bloomberg: RF FP - Reuters: EURA.PA

## 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.

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