



Good company for companies

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Gimv provides growth financing to marketing services sector

Gimv announces that it has reached agreement with Bananas BC sa (www.bananas.be) to provide growth financing to this marketing sales company located in Vilvoorde. The capital injection will be used to support the company's growth strategy in, amongst others, Belgium and the Netherlands.

Bananas, with offices in Vilvoorde (Brussels) and Hoofddorp (Amsterdam), is very innovative in the sector of marketing and communications. Bananas is ranked among the leading European agencies, thanks to its strong combination of non-traditional communication and activation of A-brands. Additionally, it operates an ingenious logistics system and makes use of software applications developed in-house.

As part of this growth financing investment, Gimv obtains a conditional option to conversion into Banana's authorised capital. Finally, Gimv also provides growth financing to Amphion (www.amphion.be), an up-and-coming non-traditional communications agency in Antwerp.

No further financial details on this transaction will be disclosed.

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Gimv is a European investment company with nearly 30 years of experience in private equity and venture capital. The company is listed on Euronext Brussels and currently manages around EUR 1.8 billion of assets (including third party funds).

Gimv undertakes buyouts and provides growth capital to established companies. Local teams in Belgium, France, The Netherlands and Germany concentrate on these activities. Gimv-XL provides growth financing to larger growth companies in Flanders. Gimv makes venture capital investments in high tech sectors through its specialist teams in Life Sciences, Technology and Cleantech.

Its DG Infra+ fund also focuses on infrastructure projects in the Benelux. For growth capital investments in Russia, Gimv has a joint venture with KBC Private Equity.

For more information about Gimv, please visit our website: www.gimv.com