



Gimv

Good company for companies

Press release

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Gimv further commits to marketing services sector

Gimv announces that it has acquired an option to a part of the shares of Demonstrate sa (www.demonstr8.com), a company operating in the experience marketing sector in Brussels. Although the option can only be exercised in the second half of 2010 at the earliest, Gimv will be actively involved into the workings of the company as from today. In this way Demonstrate wants to further execute its growth plans home and abroad.

Since 12 years, Demonstrate has an enviable reputation for creativity, excellence in execution and professional database driven logistics. The company has therefore become a reference in equity storytelling campaigns and one of the Belgian market leaders in brand activation and experiential communication. In this sector Demonstrate has developed a large portfolio of A-brands.

Gimv strongly believes in the future potential of below-the-line marketing and communication, which allow for direct and measurable interaction between consumer and advertiser.

No further financial details on this transaction will be disclosed.

For further information, please contact:

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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