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Gimv investit dans ActivePath, un fournisseur de solutions d'e-mail interactif

Gimv, une des principales sociétés d'investissements d'Europe, investit 3 millions de dollars dans un financement de Série B d'ActivePath, un fournisseur de solutions d'e-mail interactif. Cette transaction cadre dans l'augmentation de capital totale de 10 millions de dollars, dans laquelle Gimv investit avec le nouvel investisseur Battery Ventures et les investisseurs existants, y inclus Genesis Partners. ActivePath déploiera le capital pour accélérer le développement de produits et accroître les ventes ainsi que la pénétration aux Etats-Unis et en Europe.

ActivePath (www.activepath.com), créée en 2007, offre des solutions pour l'e-mail interactive. Cela renvoie à la capacité d'exécuter des transactions et d'avoir un contenu interactif au sein du corps d'un e-mail. Avec ses solutions uniques d'e-mail interactif, ActivePath est une des premières sociétés à se concentrer sur cette façon innovante d'utiliser les e-mails. Ça devient un canal de communication bilatéral sécurisé. La technologie d'ActivePath permet aux organisations de communiquer et interagir avec les clients en temps réel, ce qui leur permet d'exécuter des transactions au sein d'un e-mail, sans devoir visiter le site Internet de cette organisation. ActivePath se concentre sur deux marchés clés : les institutions financières (opérations bancaires via e-mail et services de cartes) et les sociétés de commerce en ligne.

Toutes les parties concernées ont décidé de ne divulguer aucune autre information financière sur cette transaction.

Nous vous invitons également à lire le communiqué de presse d'ActivePath en pièce jointe.



Gimv

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Communiqué De Presse

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À propos de Gimv

Gimv est l'une des principales sociétés d'investissements d'Europe avec plus de 30 ans d'expérience dans le private equity et le capital risque. Cotée sur NYSE Euronext Bruxelles, elle gère actuellement environ 1,9 milliard d'euros (fonds de tiers inclus).

Grâce à ses équipes locales en Belgique, en France, aux Pays-Bas et en Allemagne, soutenues par son réseau international d'experts, Gimv investit en capital-transmission et en capital-développement dans des entreprises de croissance. De plus, pour les secteurs technologiques, Gimv investit en capital-risque en Life Sciences, Technology et Cleantech.

Via des fonds spécialisés comme Gimv-XL, Gimv-Agri+, DG Infra+, DG Infra Yield etc., Gimv peut aborder des activités ou des pays particuliers, éventuellement en collaboration avec des partenaires expérimentés.

Pour plus d'informations www.gimv.com

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ActivePath Secures \$10 Million Series B Financing

Battery Ventures and Gimv join Genesis Partners to lead round of growth financing

NEW YORK, NY – September 19, 2011 – [ActivePath](http://ActivePath.com)[™], developer of ActiveMail[™] Interactive Email and Messaging solutions, announced today that it has secured a \$10 million financing round led by Battery Ventures and Gimv NV, with participation from existing investors including Genesis Partners. ActivePath will deploy the capital to accelerate product development and drive sales and marketing penetration in the Americas and Europe. In connection with the funding, Scott Tobin, General Partner at Battery Ventures, and Steven Coppens, partner at Gimv's Venture Capital team, will join ActivePath's Board of Directors.

"Email marketing is an enormously huge and rapidly growing market that's on the cusp of a major transformation. Whether it's commercial or personal banking, bill pay or just about any transaction over the web, all of the processes for making them efficient and customer friendly converge with ActivePath's solution," said Scott Tobin, Battery Ventures General Partner. "We're thrilled to be backing such a sharp and experienced team, and are anxious to get to work helping the company build and successfully scale into its next phase of growth."

"We are thrilled with this opportunity, as it will change the use of email as we know it," said Steven Coppens, partner at Gimv's Venture Capital team. "Gimv is always on the lookout for technologies that improve the interaction between companies and their customers. ActivePath's interactive email is doing this exactly by providing its clients with an unprecedented user experience."

"ActivePath technology is revolutionizing email messaging and enabling companies to have more profitable interactions and transactions with their customers," said ActivePath CEO, Renan Levy. "Our unique technology is attracting attention and gaining adoption with banks, credit card issuers, ecommerce companies and other email senders in the Americas and EMEA. With this round of funding, we are honored to welcome Battery Ventures and Gimv as investors and to our Board of Directors. We look forward to their involvement as we continue to build momentum and grow our customer base in both the Americas and Europe."

ActivePath's unique, patent-pending technology delivers a push email channel that enables banks, card issuers and ecommerce companies to provide a far higher level of service to customers by delivering secure real-time, interactive and personalized offers that drive interaction and transactions. ActivePath gives institutions a competitive edge – a whole new way to provide a full range of secure, interactive, 24/7 banking and other services at the customer's convenience via desktop, laptop, mobile and i-devices, resulting in cost effective and more efficient, targeted products and cross-sales for enhanced customer acquisition and retention.

About Battery Ventures:

Since 1983, Battery has been investing in technology and innovation worldwide. The firm partners with entrepreneurs and management teams across technology sectors, geographies and stages of a company's life, from start-up and expansion financing, to growth equity and buyouts.

Battery has supported many breakthrough companies around the world, including: Airespace (acquired by Cisco), Akamai Technologies (NASDAQ: AKAM), BladeLogic (acquired by BMC Software), Cbeyond (NASDAQ: CBEY), ITA Software (acquired by Google), LIFFE (acquired by Euronext), MetroPCS (NYSE: PCS), Neoteris (acquired by Netscreen), Omniture (acquired by Adobe) and Skullcandy (NASDAQ-GM: SKUL).

Its current portfolio includes emerging and more established firms such as Angie's List, Bazaarvoice, BlueKai, Exact Target, Fingerhut, Groupon, Opscode, Redwood Systems and VSS Monitoring. www.battery.com.

About Gimv:

Gimv is a European investment company with 30 years' experience in private equity and venture capital. The company is listed on the NYSE Euronext Brussels and currently manages around 1.9 billion EUR (including third party funds). Gimv invests in buyouts and provides growth financing to established companies. Gimv also invests venture capital to companies operating in the Life Sciences, Technology and Cleantech industry. For this Gimv can call upon local teams in Belgium, the Netherlands, France and Germany, as well as an extended international network of experts. Gimv approaches specific activities or certain countries through specialised funds, sometimes in collaboration with experienced partners. Examples of this are Gimv-XL, Gimv-Agri+, DG Infra+ and DG Infra Yield. For more information about Gimv, please visit: <http://www.gimv.com>.

About ActivePath:

ActivePath's unique, patent-pending and secure ActiveMail™ Interactive Email and Messaging solutions enable organizations to communicate and interact with customers in real-time, enabling customers to *transact* banking and other services from within email. ActivePath's technology empowers banks to redefine and innovate the scope and caliber of their banking services and enhance overall customer experience by adding event-triggered marketing and alerts that enable customers to perform specific transactions, such as transfers, debits and payments, and credit extensions and payments, directly within an email. Using ActivePath's secure email communications and transactions reduce costly paper, mailing and call-center expenses while adding a whole new level of convenience, freeing customers to interact and transact through their email or mobile device anytime and anywhere. Founded in 2007, ActivePath sells to banks and financial institutions, card services and ecommerce companies in the United States, Europe, Latin America and Asia. Learn more at: www.activepath.com.

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