

Engagement marketing

## **Eyeka raises 3 million Euros**

**January 22, 2010 – eYeka, a leader in consumer engagement, announces it has completed a funding round worth 3 million Euros. For this new round, previous investors Ventech, DN Capital and SFR Développement are joined by I-Source. The capital raised will enable eYeka to accelerate its international expansion as well as develop new offerings.**

Having seen a strong growth of its activity in 2009, eYeka, a leader in consumer engagement, announces it has completed a funding round worth 3 million Euros. Historic investors in the company - Ventech, DN Capital and SFR Development – are joined by a new investor, I-Source.

The capital raised will enable the business to significantly accelerate its international expansion and develop new offerings: eYeka, which already consists of twenty employees in Paris and five in Singapore, will soon open an office in London.

### **eYeka, the key to consumer engagement**

With the rise of the Internet, the voice of consumers is strongly influencing the way we perceive, evaluate and connect with brands and products. To engage consumers, it is now becoming critical for brands to enter into conversations with them and turn them into their advocates.

eYeka leverages a worldwide community of more than **75,000 creative consumers** to gather authentic and enthusiastic user-generated content while ensuring brand control and operating within a defined legal framework. Through eYeka, brand's and agencies can co-research, co-innovate and co-communicate with their consumers and establish a direct link with them.

### **Strong growth in the activity**

This recent funding round confirms the success of the eYeka model, whose activity has exploded over 2009: the company has tripled its activity between 2008 and 2009 on its core business and has executed more than 60 new consumer engagement campaigns over the last year. eYeka's Singapore office has also seen strong growth and now represents almost a quarter of the total activity. Several worldwide campaigns have also been successfully completed.

"Clients in Asia Pacific are increasingly seeing the value of engaging their consumers not only in the consumer electronics but also in other industry such as the luxury industry," said Alexandre Olmedo, CEO of eYeka Asia. "At eYeka Asia, we help brands and agencies to generate insights, co-create authentic content and drive consumer engagement"

eYeka has now more than 100 customers, including leading brands such as Coca-Cola, eBay, Nike, Philips, Danone, Hewlett Packard, Numericable and Standard Chartered, as well as leading agencies such as Young & Rubicam, Publicis, AKQA, BBH, OMD and MediaEdge.

eYeka's creative consumers community has significantly grown from 30.000 members in late 2008 to more than 75.000 in 2009, now representing more than 51 countries.

"The vision we had when founded eYeka is more than ever confirmed: it is possible to involve online communities to develop high value-added services. This is why we are convinced that the eYeka community will become an essential asset to brand strategies," said Gilles Babinet, co-founder and Chairman of eYeka. "This is the advent of a new era of

the internet, where individuals can now collectively provide highly elaborated services, whatever their qualification, experience or location.”

#### **About eYeka**

eYeka is a leader in consumer engagement. eYeka leverages an international community of creative consumers, with whom brands and agencies can co-research, co-innovate and co-communicate and thus build a direct and authentic connection with their consumers. eYeka serves more than 100 leading brands and agencies: Coca-Cola, eBay, Nike, Philips, Hewlett Packard... eYeka has offices in France and in Singapore. For more information : <http://www.eyeka.asia>

#### **About Ventech**

Ventech is a venture capital firm that, for more than a decade, has invested in recently formed companies or start-ups. These investments have focused more particularly on the Information Technology sector (software, hardware and communication, media and services) and Life Sciences, mainly in France and other European countries. With €365 million of assets under management, Ventech's mission is to invest in ambitious projects to transform companies into leaders, enabling most of them to earn international recognition. Ventech is also present in China through a partnership with China Merchant Hidden Jade (CMHJ), formed to help the European companies in its portfolio develop their business in Asia and to invest in the region via a dedicated fund. For more information: [www.ventechvc.com](http://www.ventechvc.com)

#### **About DN Capital**

DN Capital is a media and technology growth capital and early stage investor with offices in London and Palo Alto. DN Capital's objective is to identify, invest in and actively support media and technology companies with the potential to be global leaders. Portfolio companies include Shazam Entertainment, Endeca Technologies, Datanomic, OLX, Digital Chocolate and Tbricks. The professionals at DN Capital bring over 50 years of private equity experience to their investments, and actively work with portfolio companies to steward their growth through the various stages of development. Additional information about the firm and its portfolio companies can be found on its web site, [www.dncapital.com](http://www.dncapital.com).

#### **About I-Source**

I-Source is a French venture capital firm dedicated to investing in early stage companies in Information and Communication Technologies, stemming from public or private research. With +60 investments the last 10 years, 8 funds and 185 M€ under management, I-Source is specialized in: Corporate Software and Internet infrastructure, Multimedia content and Technologies, Communication systems and associated services and Embedded systems. The company is managed by a team of highly professional investors with in-depth experience in technology, R&D, marketing, business development, sales and management in IT sectors. More information is available at : [www.isourcegestion.fr](http://www.isourcegestion.fr)

#### **About SFR Développement**

The role of SFR Développement is to promote and encourage innovation through close collaboration with partners, including young and innovative companies. Its task is to identify and assist the most innovative initiatives, by investing financially where appropriate. SFR Développement is one of the most active early-stage high-tech investment funds in France. When the opportunity arises, SFR tests innovative companies' product proposals through internal and/or external pilots, in close collaboration with the SFR workshop. At the end of 2008, SFR Développement bought a minority stake in 16 start-ups and is distinguishing itself by going beyond simple financial support and promoting collaborative links with SFR. It also helps in terms of strategy (information, guidance, fixed and mobile telephony market trends and assessments, introductions, etc.). The aim is to accelerate their growth while allowing them space to widely develop their products and services on the French and international markets. More information : <http://www.sfr.com/innovation/sfr-developpement.html>

#### **CONTACT DETAILS**

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