



Press Release,  
June 5 , 2009, Paris

## **Goojet raises 6 million € to support commercial roll-out and international launch.**

Today Goojet closed a second round of funding of 6 million Euros. The company's historical investors (Eleia Partners, IRDI-ICSO and Partech International) were joined by Orkos Capital, a fund with a 10-year successful track-record in media/telecom companies. This round brings the total investment in Goojet to 8,3 million Euros, including the first round closed in December 2007.

First mobile social media, Goojet has been standing out as one of the most dynamic start-ups in Europe, following the launch of its public beta version in June 2008.

Available as a downloadable application on more than 500 mobile phones (such as the iPhone, Blackberry's and Android), Goojet allows users to discover, consume and share mobile media (sites, news, videos, pictures, widgets, rss, ...) in an innovative and simple way and without having to use a search engine. Users regularly get exposed to new services, content and information through suggestions from the community and according to their profiles. With Goojet, their mobiles become a customized and real-time media which they can in turn contribute to by sharing the contents they see fit.

Focusing first on its primary market, France, Goojet has rapidly become a major access point to the mobile Web. With more than 300,000 users adopting the service in less than a year, it is now one of the biggest mobile Web communities in the country.

Building on the interest of numerous brands, the company also developed an innovative advertising offer. By inserting their messages in a social media dedicated to content discovery, advertisers can not only get qualified mobile traffic with very high click and usage rates from Goojet, but also benefit from viral distribution.

« We are very pleased to welcome Orkos Capital as an investor alongside Partech International, Elaia Partners and IRDI-ICSO that we thank for their renewed trust” explained Guillaume Decugis, CEO of Goojet. “ We already had an excellent team of investors whose daily contribution proved priceless: completing it with one of the most successful funds in the mobile sector in Europe is a great validation. With this additional funding, we're going to accelerate our growth in France, as well as develop our footprint internationally, starting with Europe. “

Jean-Jacques Bertrand, Managing Partner of Orkos Capital said: “When the economy is bad, the best projects stand out of the crowd. After successful investments in the mobile area, we watched with lots of attention its recent evolutions (the iPhone, unlimited data plans, etc...). There’s no doubt that a new media is being born with the mobile web exploding. Among all the new actors in this area, we felt that Goojet was ideally placed to benefit from it, standing right at the crossroad between community and infotainment.”

### **About Goojet**

Goojet is the first mobile social media: a mobile service that facilitates the consumption, discovery and sharing of services, contents and mobile information. The community of goojeters is already one of the biggest mobile Web communities in France . Financed by Partech International, IRDI-ISCO , Elaia Partners and Orkos Capital, Goojet is driven by a team of experienced entrepreneurs: Marc Rougier, Ludovic Le Moan and Guillaume Decugis – whose previous companies (Meiosys, Anyware Technologies and Musiwave) were all successfully sold. Goojet received several awards (winner of LeWeb3 '07, Red Hering Top 100 Global ...) and currently employs a staff of 16 in Toulouse and Paris.

The service is available on [m.goojet.com](http://m.goojet.com) (mobile), [www.goojet.com](http://www.goojet.com) (web)

### **About Elaia Partners**

ELAIA Partners is an independent venture capital firm focused on software-based technology. It has over € 50M under direct management and by delegation. The company works closely with the companies in its portfolio at all stages of development. It brings together a group of professionals from the high-tech and private equity industries, committed to taking an active role in its portfolio companies, and providing them access to the firm's extensive technology experience. Investments include Ornis, Calendra, Criteo, Seanodes and Total Immersion.

For more information: [www.elaia.com](http://www.elaia.com).

### **About ICSO Private Equity:**

ICSO Private Equity manages risk funds (FCPR and FIP)) and deals with Venture capital, LBO and Growth capital. The 18-people team is member of the economic interest group IRDI and has been performing for 26 years. Located in Toulouse and Bordeaux, ICSO Private Equity manages assets of about 200M€ and invests tickets ranging from 0.5 to 10 M€, mainly in the west and the south of France extending into the North of Spain. ICSO Private Equity is a local Investment Capital company, constantly ranked most active French independent VC.

### **About d’Orkos Capital**

Orkos Capital is a private equity management company created in 2006. The members of the Orkos Capital team started working together in the early 1990’s and have been launching the EMTF funds in the sector of communication technologies and services. The mutual fund EMTF III is a late stage or growth venture capital that invests today in European companies in the sector of communications technologies and services. Since 1990, more than 300M€ have been invested through the funds EMTF I, EMTF II and EMTF III, in 35 companies of 9 countries, among which

Allociné, Musiwave, Bouygues Télécom, Cogent Communications, ONO and SES Astra, gathering more than 30 000 employees.

For further information: [www.orkoscapital.com](http://www.orkoscapital.com).

### **About Partech International**

Founded in 1982, Partech International is a unique global venture capital firm that invests in Information Technology, Communication & Components, Media and Internet companies in North America and Europe. The firm's collaborative international team works closely to find the most innovative companies demonstrating a potential for global leadership. Partech International has raised over \$1 billion from global investors and has managed over 100 successful exits including Ascend Communications, Business Objects, Cadence, Cartesis, Informatica, ISDNet, Travelprice and Vignette. Current investments in Europe include Acco, DailyMotion, Dibcom, Digitick, Goojet, Goom, Qype, TVtrip and Total Immersion.  
[www.partechvc.com](http://www.partechvc.com).

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