



Crédit Agricole Private Equity and NWZ publishing house invest EUR 2.5 million (USD 3.8 million) in plista

- Series A round to accelerate growth of the audience ad network in Germany and Europe
- Seed investors DuMont Venture and High-Tech Gründerfonds increase their interest in plista (www.plista.com)

Berlin, November 25th, 2010 – plista (www.plista.com) announces the closing of their series A round with French Lead investor Crédit Agricole Private Equity (CAPE) and the NWZ publishing house. In combination with an additional cash contribution by the seed investors DuMont Venture and High-Tech Gründerfonds, the company receives EUR 2.5 million (USD 3.8 million) of fresh capital for their further growth.

“A competent and complimentary team, numerous renowned advertising clients, rapid growth of the publisher network and, most of all, the innovative recommendation technology convinced us. With our investment we want to leverage plista’s market power in Germany, but also in France and further European countries”, explains Christian Claussen, Senior Partner in the Venture Capital Team of Crédit Agricole Private Equity (CAPE).

The NWZ media group is publisher of the Nordwest Zeitung (122.000 circulation) with its online editions in Northwestern Germany. The media group has been increasingly investing in online companies. “AS an investor we actively take part in implementing innovative and reader-friendly monetization solutions for online content. As business partner of plista we are able to create a target-oriented service to place product recommendations within a relevant context in order to provide even more successful campaign results for our own advertising clients”, say the Managing Directors Ulrich Gathmann and Herbert Siedenbiedel.

„We’re excited to welcome the NWZ as our second publishing house partner, next to DuMont Venture, which helps us to optimize our service on the basis of profound insights into the demands of regional publishers”, says Dominik Matyka, CEO of plista (www.plista.com). “With CAPE we not only won a competent financing partner, but also a door opener for the attractive French market, which we consider to be the cornerstone of our European expansion story.”

plista (www.plista.com) develops innovative ad solutions, which enable publishing houses and other online publishers both to enhance their reader stickiness and to provide more attractive marketing services for existing advertising clients. At the same time, local advertisers, who previously counted on print ads exclusively, can be convinced to shift their budgets into online, with the help of easy-to-use tools such as the 1-Click-Ad-Creator. For this endeavor, plista implements individual self-service ad booking platforms for publishers and creates radically innovative ad formats, like recommendation and picture ads. In parallel with this, the plista recommendation technology for the distribution of user-specific content- and product recommendations is continually being optimized and adjusted to the changing reading habits of the users.

About plista GmbH: plista (www.plista.com) offers innovative and user-friendly ad formats to website owners and publishing houses. With 40 employees in Germany alone, plista runs an audience ad network comprising more than 400 online publishers and 50 publishing houses in Germany, Austria, Switzerland, France, and Slovenia. plista started operating in 2009, offering ad formats in the context of pictures, text and video and multifaceted targeting options.



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About Crédit Agricole Private Equity:Crédit Agricole Private Equity is an AMF-accredited asset-management subsidiary of Crédit Agricole, specialising in direct private-equity investment in non-listed companies. A multi-specialist player, Crédit Agricole Private Equity's team of 100 professionals manages €3 billion with specific expertise in LBO & Expansion, Venture Capital, Mezzanine, Co-Investment, Renewable Energy and PPP Infrastructure. The 12-strong venture capital team manages €430 million through FCPs invested in young companies with high growth potential in 2 sectors: information technology and life sciences. Crédit Agricole Private Equity has signed up to the United Nations' Principles for Responsible Investment (PRI). www.ca-privateequity.com