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Press release

Fund raising series A | Genymobile is raising 7 million euros from Alven Capital and the Ambition Numérique Fund managed by Bpifrance

San Francisco & Paris, 10 July 2015 – Genymobile announces completion of its fund raising operation, series A, for a total of 7 million euros, from Alven Capital and the Ambition Numérique fund managed by Bpifrance as part of the Future Investments Programme (Programme d'investissements d'avenir - PIA) managed by the Commissariat Général à l'investissement (CGI). This operation enables this San Francisco based French company to boost growth, recruitment and adopting a very ambitious roadmap.



This fundraising followed an initial round of seed funding, obtained in September 2014 from the Canadian entrepreneur Ryan Cook, which primarily enabled the company to open offices in Silicon Valley, home to 50% of its clients.

“One of Genymobile’s main development priorities is to build up its teams on the ground, especially for sales, marketing and e-commerce. At the same time, we are also recruiting engineers, most of whom will be based in France”, explains Angélique Zettor, co-founder of Genymobile. The company needs to recruit between 20 and 30 people by the end of the year.

An Android specialists, with a global reputation already

With offices in San Francisco, Paris and Lyon, Genymobile was founded in 2011 by Angélique Zettor and Arnaud Dupuis, two experts from the Open Source and mobile technologies world. From the outset, the company has grown exceptionally fast, over 300% every year. It now has more than 50 employees and with this round of fundraising will recruit more staff.

Genymobile is now globally acknowledged as one of the leading experts in the Android sector, particularly with its unique team of highly specialised engineers. Over 10,000 businesses around the world, including EDF, Samsung, Orange, JC Decaux, Thales, Microsoft, Facebook, Twitter, Tesco and even Bank of America use the company’s services and products, which include its three main solutions:



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- With a user base of 3.3 million installations, and 5 to 6000 new active users a day, **Genymotion** is acknowledged as the reference Android emulator for all professional developers. In November 2013, a freemium model was released which is now already the option of choice for the biggest companies in the sector (Google, Samsung, Microsoft, Facebook, LinkedIn, Twitter, Yelp, eBay, Spotify, Evernote and more).
- **Genydeploy**, used for example by La Poste and Orange, can set up whole fleets of smartphones and tablets in record time.
- For professional Android distribution, **Genymaster** transposes to the mobile world what is available in the traditional IT and PC world, enabling companies such as JCDecaux, Tesco or Coyote, to create their own Android base on a wide range of terminals, and control all their mobile fleet.

Develop the leading professional Android platform

The funds are intended to finance Genymobile's extremely ambitious product roadmap. The French company's aim is in fact to combine its products on a fully cloud-based platform, offering a set of professional Android solutions as services, using the "Platform as a Service" (PaaS) model.

"Capitalising on both our products and our expertise in terms of service, this development is going to take 80 person-years!" explains **Arnaud Dupuis, co-founder of Genymobile**. *"Our aim is to launch the reference Android platform for the business world in the first three months of 2016"*.

"The Android ecosystem is growing exponentially, but at the same time it is still fairly new, with few industrial-scale tools available to businesses", states **Raffi Kamber, Partner at Alven Capital**. *"Given its phenomenal reputation in the global development community, Genymobile is one of the players best placed to drive professionalism and adapt Android to the world of business. This fundraising will enable Genymobile to grow faster as this sector matures"*.

Within 18 months, Genymotion has established itself as the leading technology in the Android ecosystem. We are pleased to contribute to the development of this technology company today, in France and around the world", comments **Jocelyne Cerasa, Bpifrance investment director for the Ambition Numérique Fund**.

"It's a privilege to count Alven Capital and Bpifrance, two of the best European funds, among our partners, supporting us throughout the Genymobile adventure", concludes **Arnaud Dupuis, co-founder of Genymobile**.

About Genymobile

Genymobile, specialist in mobile technologies and connected things, is the first French company to devote its expertise to Android.

The company offers its major clients, such as JCDecaux, Orange and Thales, a range of services including: consultancy, development, creation, adaptation and porting of Android libraries, security, integration of new peripherals, like Lecteur NFC, ZigBee, and so on.



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This start-up, with a workforce of over 50 people, has experienced exceptional growth since its creation in 2011, with a forecast turnover of between 6 and 8 M€. Regular sponsor of PAUG, Genymobile is a constant investor in community Open Source events.

About Alven Capital

Alven Capital is an independent venture capital fund managing 250 M€ Alven Capital takes shares in fast-growing companies in sectors such as the Internet, media, services and information technology. Alven Capital already has investments in over 80 companies, including Drivy, Lengow, Birchbox, SeLogger.com, MeilleursAgents, MobPartner, Liligo, iAdvize, Webhelp, OpenClassrooms, Gemmyo, happn, Mailjet, Algolia, etc. More information at www.alvencapital.com

About the Ambition Numérique Fund

The Ambition Numérique Fund is a start-up investment fund for the digital sector, launched by the state as part of the Future Investments Programme (PIA), underwritten by the Caisse des Dépôts and managed by **Bpifrance Investissement**.



This 300M€ fund contributes shared investment funding to start-ups with significant potential for innovation and growth, developing new technologies, uses and services to the digital economy.

Areas of expertise:

- Technology consultancy;
- Mobile engineering;
- Support for R&D and innovation projects;
- Cutting-edge technical subjects: Android virtualisation, ROM customisation, mobile OS security, mobile device management, etc.;
- Embedded IT and home automation;

Main clients: France Telecom, JCDecaux, Thales, Microsoft, LinkedIn, Bank of America, Facebook.

- Company website: www.genymobile.com

Contributors:

Bpifrance: Véronique Jacq, Jocelyne Cerasa, Victoire Millerand, Sophie Paquin

Alven: Raffi Kamber

Legal advisers to Bpifrance and Alven - Jones Day: Charles Gavoty

Legal advisers to Genymobile: SB Avocats - Sacha Benichou

Financial audit: E&Y

Legal audit: Jones Day

Press contacts

Rumeur Publique

Thomas Boullonnois – 01 55 74 52 29 / 06 03 45 75 46 – thomas@rumeurpublique.fr



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Cédric Landu - 01 55 74 52 31 / 07 86 57 51 56 - cedric.lan@rumeurpublique.fr

Bpifrance

Vanessa Godet – 01 41 79 84 33 – vanessa.godet@bpifrance.fr