



Bordeaux, November 27th 2012

## NP6 group joins NAXICAP Partners to increase its capital investment

**NAXICAP Partners is joining NP6 and will be accompanying its CEO Stéphane Zittoun in new market projects, in France and internationally.**

NP6 which specialises in SaaS solutions, provides complete expertise in e-marketing and bases itself around five key elements: data management, multi-channel marketing, e-CRM programmes, deliverability and advice.

Its e-CRM multi-channel broadcasting solution, MailPerformance, was the first e-mailing platform to obtain ISO 9001 certification. In 2011, it sent 11 billion emails and 7.5 million sms, with a deliverability rate of 98% which is one of the highest rates in the sector.

In France and the United Kingdom, NP6 built itself organically. It recently acquired the B2D1 marketing agency. It also launched EmailSpotter, a one-stop e-mail marketing solution.

NP6 aims to become a European leader in innovation for logistics and a service for multi-channel marketing. It also plans to open up its investment capital. NAXICAP Partners organises this operation with Initiative and Finance and Turenne Capital which is completing its funding mechanism in order to bring to the company an ambitious development strategy. Its CEO Stéphane Zittoun remains in control of this project.

For Stéphane Zittoun: *"This plan will help the group expand and move to a new phase. It will give us new targets to develop and to offer innovating products with the needs of e-marketing specialists and to support the dynamics of a team of passionate experts".*

Alban Sarie from NAXICAP Partners adds: "The NP6 team, managed by Stéphane Zittoun, knew how to position the group with success in order to become renowned in the e-marketing sector. This is thanks to MailPerformance which is highly efficient in technology and SaaS mode".

NP6 group has made a profit of 10 million euros during 2012 and has an increase in activity of 14%. It will triple its figure in the next three years.

NP6 SAS

131, bd Sébastopol - 75003 Paris - Tel : +33 (0)1 75 43 76 10

32, avenue Canteranne - 33600 Pessac - Tel : +33 (0)5 57 92 41 21 - Fax : +33 (0)5 57 92 07 17

[www.np6.com](http://www.np6.com)

## Contacts:

- Investors:
  - NAXICAP Partners (Alban Sarie, Caroline Maupomé)
  - Initiative & Finance (Emmanuelle Cappello, Quentin Ducouret)
  - Turenne CAPITAL (Quentin Jacomet)
- Financial Due Diligence: Grant Thornton (Marc Clavier, Alexis Lombry)
- Legal Due Diligence: Exème Conseil (Pierre Gramage, Cécile Bayle-Demilly)
- Legal advisors (sellers): CBR & Associés (Christophe Cancel, Vanessa Velin)
- Legal advisors (investors): Exème Conseil (Pierre Gramage, Cécile Bayle-Demilly)
- M & A advisors (sellers): DDA (Alexandre Odin, Anne-Laure Beuriot)
- M & A advisors (investors): Grant Thornton (Guillaume Nathan)
- Senior Debt: LCL (Ivan Piqueras, Christophe Perigois), Banque Populaire (Isabelle Ravail, Sophie Delord)

---

## About NP6 Group

NP6 – an e-marketing solutions editor – offers through its e-CRM emailing software in SaaS mode, MailPerformance, a comprehensive and powerful email and SMS routing tool. NP6 deploys its offer around 6 expertise fields: email marketing intelligence, data management, multi-channel campaigns, e-CRM programs, deliverability and consultancy. More than 600 clients in France and the United-Kingdom put their trust in NP6. The group has sent more than 15 billion e-mails and SMS in 2011. With a customer satisfaction rate as high as 95%, we strive to serve our clients with the highest quality and performance possible. Clients include Microsoft, Total, Natixis, Game Account, Ogilvy, American Express...

[www.np6.com](http://www.np6.com)

---

## About NAXICAP Partners

A leading player in the capital investment market in France, NAXICAP Partners, has €1.5 Billion of capital under management.

Involved and responsible investors, NAXICAP Partners work alongside the businesses with which it joins forces to build a strong and constructive partnership for the success of their project.

Subsidiary of Natixis, the company is organized into two teams: Small & Mid Caps which include 35 investment professionals in five offices across France: Paris, Lyon, Toulouse, Strasbourg and Nantes.

[www.naxicap.fr](http://www.naxicap.fr)

---

## Press contacts

### NP6 group

Paulette Alson  
*Communication Executive*  
Tel. +33 (0)5 57 22 27 85  
[pa@np6.com](mailto:pa@np6.com)

Sandra Jézo  
*Marketing Manager*  
Tel. +33 (0)5 57 92 65 62  
[sj@np6.com](mailto:sj@np6.com)

### NAXICAP Partners

Valérie Sammut  
Tel. +33 (0)4 72 10 87 99  
[valerie.sammut@naxicap.fr](mailto:valerie.sammut@naxicap.fr)

NP6 SAS

131, bd Sébastopol - 75003 Paris - Tel : +33 (0)1 75 43 76 10

32, avenue Canteranne - 33600 Pessac - Tel : +33 (0)5 57 92 41 21 - Fax : +33 (0)5 57 92 07 17

[www.np6.com](http://www.np6.com)