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Capzanine plays a role in the association between Datawords and Digiproduct

Capzanine, a pioneer in combined equity and mezzanine investment, is playing a part in the association between Datawords and Digiproduct, companies involved in the management and production of digital content.

Since September 2011, Capzanine has supported and accompanied Datawords, a group specialized in the management and production of multilingual digital content (website localization, advertising banner campaigns, referencing etc.), with an international presence (Hong Kong, Korea, Japan, United States, etc.) and a turnover of €25 m. Already providing subtitling and multilingual dubbing services, Datawords is keen to offer its clients a full video production package, in a digital world where video is playing a bigger and bigger role in communications.

Digiproduct, 90% owned by its three production partners, specializes in the production of advertising and corporate films (TV films, web campaigns, in-store videos, tutorials, B-to-B promotional films etc.). Present along the entire production chain (consulting, filming, editing, subtitling, voice-overs, post production etc.) the company currently achieves annual sales of €2.6 m, a figure that has risen by 21% per year over the last three years.

For Alexandre CRAZOVER, a founding partner of **Datawords**

“We are very happy with this association, which will enable us to boost Datawords' development and reinforce our capabilities in the video market. We are already active in the international deployment of digital communications for our clients and the medium of video is being adopted more and more by Internet users across the world. With Digiproduct, we will be able to offer them a complete service package to face up to this significant evolution.”

For Julien GODINGER, CEO of **Digiproduct**

“Digiproduct and Datawords have joined forces to provide a service in audio-visual and digital communications that will be unique. In a world where consumers are more and more interconnected and frontiers are opening up, the conception and production of digital content needs to take into account significant international and multicultural factors. Together, with our expert pre-production advice, highly efficient localization and innovative approach to deployment, we will propose a production capacity never seen before in an agency.”

For Bruno BONNIN, Principal of **Capzanine**

“The Datawords and Digiproduct teams know each other well, having been neighbours for several years, and the various projects they have worked on together in the past have proved successful. Moreover, the management teams' enthusiasm for the project reinforced our decision to participate in this transaction.”



About Capzantine...

Founded in 2004, Capzantine is an independent investment fund and a pioneer in combined equity and mezzanine investment. It supports businesses in their quest for growth, providing financial and industrial expertise to help them successfully achieve their development and transfer phases. Depending on the circumstances, Capzantine invests as a majority or minority shareholder and/or as a mezzanine provider in small and mid-cap companies with an enterprise value of 20 million to 300 million euros. Based in Paris and run by its partners, Capzantine currently has € 920 million in assets under management. Its portfolio includes companies such as DGF, Compagnie de Vichy, Opteven, Neoxam, Groupe Star's Service, Le Béliér, Nexeya...

More information: www.capzantine.com

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LIST OF PARTICIPANTS

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| Acquirers: | Datawords (Didier Rosenberg, Julien Delesalle) Capzantine (David Hoppenot, Bruno Bonnin) |
| Sellers: | Digiproduct (Julien Godinger, Jérôme Houdry, Louis Houdoin) |
| M&A consultants: | Eurvad Finance (Charles Guigan, Ferdinand Pons) |
| Investment banks: | LCL (Félicie Royol, Rym Khaldi) |
| Acquirers' legal advisers: | Gomel Avocats (Arnaud Gomel) |
| Sellers' legal advisers: | Sebban Partenaires (David Sebban) |
| Bankers' legal advisers: | Dentons (Erwan Lacheteau) |
| Financial due diligence: | Advance Capital (Jonathan Consolo) |