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directmedica

Capzanine is to sell its stake in Direct Medica, a leading customer relations operator in the healthcare sector, by the end of July

After working with Direct Medica for six years and supporting its growth, Capzanine is to sell its stake in the company to WebHelp, Europe's leader in customer experience engineering and business process outsourcing. BNP Paribas Développement, which is also a shareholder in Direct Medica, is to sell its stake to WebHelp as well.

Founded in 2000 by Jean-Christian Kipp, Jérôme Stevens and Sophie Kerob, Direct Medica develops and puts in place innovative operational solutions designed to optimise relations between healthcare professionals, patients, industrial operators, hospitals and clinics, and healthcare payers.

In 2011, the three founding partners decided to join forces with a number of financial partners who would provide them with support in expanding their company. Capzanine acquired a minority interest in Direct Medica (approximately twenty-five percent), alongside BNP Développement, a private equity firm and BNP Paribas subsidiary.

This transaction was fully in line with the long-term investor role that Capzanine has played since its inception. In choosing to invest in this unique player in the healthcare relationship sector, with its top quality management team, Capzanine worked with and supported Direct Medica for six years, as it reinvented itself in an environment radically transformed by changing regulations. The company continued to grow by offering new services in markets in their early stages of development (therapeutic patient education, telemedicine). In 2017, Direct Medica generated sales of approximately €30m and employed more than 300 people (healthcare professionals, paramedical staff, sales representatives, pharmaceutical representatives, etc.).

Direct Medica is now moving into a new stage of growth, with its founding partners keen to expand vigorously into international markets. The agreement signed with WebHelp with a view to the latter's acquisition of a majority stake in July 2017 will enable Direct Medica and WebHelp to build together Europe's leading customer relations operator in the healthcare sector.

Christophe Karvelis-Senn, Chairman of Capzantine: “The deal to sell our stake confirms our positioning as an active shareholder investing in companies for the long term so that we can support them in their growth. We are proud to have supported Direct Medica actively for six years and to have helped turn the company into a major healthcare services player in France. As a result, it is now ready to move into a new stage in its development with the key player WebHelp”.

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LIST OF ADVISORS

Legal advice: Goodwin (J erome Jouhannaud and Isabelle Meyrier)

M&A: DC Advisory (Fran ois Prioux, Alexis Baron, Riad Sifi)

Financial VDD: KPMG (Antoine Bernabeu, Guillaume Staal)

About Capzantine

Founded in 2004, Capzantine is an independent investment fund and a pioneer in combined equity and private debt investments. 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 private debt provider (mezzanine, unitranche, senior debt), in unlisted small and mid-cap companies with an enterprise value of 20 million to 400 million euros. Based in Paris and run by its partners, Capzantine currently has €1.6 billion in assets under management. Its most recent investments include Novomed, European Homes, Gemedi, Pierre Guerin, Orsys, Acteon, Talan, Finance Active, Marle, Evernex, and C erelia...

For further information: www.capzantine.com