

PRESS RELEASE

NextStage AM invests in BOW (MyKronoz and RoadEyes), a global player in the Internet of Things

Paris, July 15, 2015

NextStage AM announces a €10-million investment in BOW (Be Over the World), a global player in connected devices and related services.

BOW is a fast-growing and profitable company which has now been distributing close to a million devices globally through two different brands : MyKronoz and RoadEyes. BOW operates worldwide in the 'wearables' (*smartwatches* and *activity trackers*) and connected vehicle markets.

NextStage AM's new long-term investment arm, NextStage, will accompany the founders – who remain BOW's majority shareholders – with equity financing to support the group's international expansion, particularly through the opening of its US and Chinese subsidiaries.

This investment will boost the development of innovative services, leveraging the boom in social networks and the emergence of a shared economy where individuals are increasingly connected and guided by emotional values. Connected devices open a new era for communication and mobility. This offers many opportunities for BOW to gather and bring together a global community of users, particularly behind the MyKronoz brand.

"We are currently experiencing a new age of user hyper-connectivity with the boom in mobility and renewed social links arising from the Third Industrial Revolution. The all-connected Internet links people, their data and devices in a digital ecosystem, which has become global, thereby providing genuine opportunities for developing connected products suited to their new lifestyles. We were attracted by NextStage AM's team, its entrepreneur/investor values and strategic vision of the Industrial Internet", said Boris Brault, BOW's founder and Chief Executive Officer.

"By challenging the existing economic models, the new age opened with connected devices and their ecosystems creates excellent growth prospects", points out NextStage AM's managing partner, Nicolas de Saint Etienne. *"We have chosen to accompany Boris Brault, a young entrepreneur who has already successfully started up and developed several companies, because we share his remarkable vision in line with the needs of young consumers, who are the most demanding and therefore the driving force of the market".*

About NextStage AM

An independent management company, approved by the French Financial Markets Authority (AMF) in 2002, NextStage AM is one of the pioneers and leaders in development capital in France. NextStage AM invests with talented entrepreneurs in a limited number of innovative growth SMEs and mid-cap companies (60 in the portfolio at June 30, 2015), throughout France and Europe, providing entrepreneurial investment expertise and substantial operating experience. NextStage AM accompanies businesses over the long term, whether unlisted or listed on Alternext and Euronext B and C exchanges. It provides them with the means to accelerate their growth and their innovative capabilities so that they become the “champions” in their markets, in France and abroad, through organic growth and/or acquisitions.

NextStage AM was co-founded by Grégoire Sentilhes, its Chairman, who together with Chief Executive Officer Jean David Haas and managing partners Nicolas de Saint Etienne and Vincent Bazi own 75% of the share capital. The remainder is held in equal parts by Artémis, Groupe Pinault’s financial holding company, and Amundi, Europe’s leading asset manager with €960 billion under management. NextStage, which manages €460 million, has a strategic alliance with Matignon Investissement & Gestion, a long-standing development capital firm with €200 million under management. The alliance thus manages a total of €660 million.

NextStage AM is deeply involved in the entrepreneurial ecosystem in France and throughout the world through its commitment to the “G20 of Entrepreneurs,” “Citizen Entrepreneurs” and “France 2020” groups.

About BOW

BOW (Be Over the World) brings together MyKronoz and RoadEyes.

MyKronoz: Founded in Geneva in 2013 and now present in more than 40 countries, MyKronoz has already become a benchmark in wearable devices with a full range of stylish, fashion smartwatches and activity trackers that are accessible to a wide range of users thanks to iOS, Android and Windows Phone compatibility. MyKronoz is distributed by major retailers, such as Orange, MediaMarkt and FNAC in Europe, Walmart and Staples in North America, Yodobashi in Japan and HMV in Hong Kong (www.mykronoz.com)

RoadEyes: Founded in 2011, RoadEyes is the leader in on-board video recording solutions for vehicles. The brand has a wide range of connected devices designed to improve road safety. RoadEyes products are distributed by a strong network of distributors, e-tailers, retailers and specialized retail stores. RoadEyes was recently selected by BPI, UbiMobility and Business France as one of the eight most innovative French companies chosen to present their technologies to US carmakers (www.road-eyes.com)

Parties involved in the deal

NextStage AM: Nicolas de Saint Etienne (Managing Partner), Julien Potier (Investment Director), Arthur Vignerat (Analyst)

Financial adviser: PAX Corporate Finance (Laurent Mouflin)

HR and organization audit: Selescope (Damien Leblond and André-Marie Ponnou-Delaffon)

Accounting and financial audit: Mazars (Pierre Tchertoff and Robin Lesage)

NextStage AM legal counsel: CMS Bureau Francis Lefebvre (Arnaud Hugot and Solenne Gilles)

Founders’ legal counsel: STC Partners (Delphine Bariani, Bertrand Araud and Faustine Carrière)

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