

Press release

digiSchool group has just concluded a 14 million euro fundraiser to become the European leader of online education

Paris, 11th February 2016: digiSchool group announces a 14 million euros financing with Creadev, the investment company of the Mulliez family, SEPFI, the investment holding of the La Villeguerin family and BPI France.

Isabelle Weill (ex associate co-founder of CCM Benchmark) and Clément Cezard (development director of Netflix in Europe, ex chief business development of Deezer) also join the advisory board of digiSchool group.

digiSchool, French leader of online education

digiSchool helps young people succeed. digiSchool, a true pioneer in the e-learning field, is made up of 13 websites and 10 apps for learning (GCSE, A-level, driving theory test, English tests...) and finding courses (jobs, trainings, schools...). A 60 people team and more than 100 teachers work together to offer a unique platform to learn after school for young people from 15 to 25. digiSchool differentiates itself especially by its mastering of technologies. In June 2015, digiSchool received the EdTech Europe reference prize for the e-learning startup having the biggest growth in Europe. In December 2015, snapSchool (homework mutual help) was elected most innovative app of 2015 by Apple.

digiSchool offers educational services that are:

- Complete: with more than 300,000 educational resources
- Easy to reach: available on all connected devices (Smartphones, tablets, computers, and soon TV)
- Free: 90% of resources are available after a free registration

Month after month, digiSchool breaks audience and registration records on its platform. In January 2016, digiSchool had 8,166,560 visits (a 40% increase compared to January 2015) and 137,588 new registered members (a 212% increase compared to January 2015). Every day, more than 4,500 new people register on digiSchool.

digiSchool gathers today:

- 1 secondary school student out of 2
- 1 college student out of 2
- 2 higher education students out of 3

To maintain its growth, digiSchool will continue creating in 2016 and confirm its objective to reach **100 million visits in France in 2016**.



1 video among the 3,000 videos offered by digiSchool / snapSchool app / icons of other digiSchool apps

Becoming a worldwide player

First, digiSchool decided to settle in England and Spain; countries which have an educational system close to the French one. digiSchool already offers in these countries its mobile apps to revise the A-levels, the GCSEs and the driving theory test and its websites of homework mutual help and document sharing. By the end of 2016, the totality of digiSchool's services will be available in England and Spain. The objective is to gather more than 30 million visits and 500,000 registered members in both of these countries.

Then, as soon as 2017, other countries will follow.

The acquisition of a stake by partners falling within the long term, aims at offering digiSchool the necessary means to deploy its international strategy in a sustainable way. After going from 40 to 60 employees in 2015, digiSchool plans to reach 100 employees by the end of 2016 and to double its workforce by the end of 2017.

Boosting growth thanks to technology innovation and monetisation

digiSchool kontinium is a unified technology owned by digiSchool, specifically conceived for mass learning on every digital device. The fundraising will allow to emphasize the technological advantage especially around adaptive learning (for every person who wants to learn to have the right educational resource at the right time).

digiSchool monetises its platform thanks to the segmentation of its services, the classification of its user database and a thorough analysis of behaviours with:

- training organisations (schools, universities, private teaching...), companies, brands willing to create a privileged relationship with young people;
- or young people and their parents looking for premium content and services with a strong added value.

The online activities of digiSchool relies on the selling of more and more integrated advertising formats. The latest mobile native advertising campaigns allowed to multiply performance by 10 in comparison to classic web campaigns. The second monetisation lever relies on the development of premium services available with subscriptions.

The new offline activities of digiSchool show its ability to convert a digital audience into participating in real physical quality meetings with professionals: schools, companies and coaches. After successfully launching 6 student fairs targeting specific sectors ("24h de l'orientation"), the objective is now to multiply by 10 these events in 2016, and then reach 100 student fairs in 2017.

To reach more quickly the totality of these objectives, digiSchool plans to continue its external growth strategy in France and abroad.

Anthony Kuntz et Thierry Debarnot, digiSchool's co-founders, explain:

"This is an important step in the History of digiSchool. We wanted to have stakeholders with a real entrepreneurial spirit and a long-term vision to make digiSchool a major international player of online education. So we are very pleased to welcome as associates Creadev and the La Villeguerin family. Education is a major economic, social and political issue and will be for the years coming. France has all the necessary qualities to create international leaders in this field."

Florent Thomann, from Creadev, adds:

"At Creadev, we like to associate ourselves to entrepreneurial teams and here, we have been convinced by the quality of the team formed by Thierry and Anthony, who are both ambitious and practical, and who have managed to develop a remarkable innovation culture. digiSchool managed to show the strength of its platform through the years, and so we are happy to guide the company in its international development. Today, it has all the assets to become a major European player and more."

Yves de La Villeguérin, SEPMI's board president, completes:

"What drives us to look towards the future is not only the digital transformation but also the change in behaviours. Our interest for digiSchool falls in with a mutation strategy of our economic models based on our expertise of documentary fund development and our will to make the mobile an in-road for acquiring information. For example, we are going to make our R&D teams work on connected paper (2015 Dataconnexion prize) with Anthony and Thierry's teams and thus broaden digiSchool's activity."

They have participated in the operation:

digiSchool's financial committee	Alpha Capital Partners - Marc Oiknine
digiSchool's legal committee	Cabinet Dahan & Associés - Carole Dahan
Investors' legal committee	Bird & Bird - David Malcoiffe, Lionel Berthelet Mobilis - François Communal
Financial audit	PricewaterhouseCoopers Advisory - Stéphane Salustro, Julien Sauvard
Creadev	Florent Thomann, Alexandre Neuvéglise
SEPMI	Yves de La Villeguérin, Christophe Bossut

About digiSchool

digiSchool is the result of the merger of Kreative (founded by Anthony Kuntz) and Media Etudiant (founded by Thierry Debarnot) at the end of 2011. The two companies created in 2005 rapidly established themselves as major players in their respective fields: Kreative in the making of mobile apps and Media Etudiant by rapidly becoming the biggest student community in France.

digiSchool works with 100 teachers to offer a free and quality service to learn after school for young people from 15 to 25. digiSchool boasts 8 million users a month, 6.5 million registered members and almost 4,500 new members a day. The public's enthusiasm is mainly directed towards the mobile apps to revise for the A-levels, the GCSEs and the driving theory test. snapSchool, which has been elected most innovative app of 2015 by Apple, is also very successful. In June 2015, the EdTech Europe awarded digiSchool the reference prize for the e-learning startup having the biggest growth in Europe. digiSchool is currently expanding further into Europe and into the world with the launch of digischool.co.uk and digischool.es and also the digiSchool app English Test, available in 15 languages.

About Creadev

Created in 2002, Creadev is an entrepreneurial investment company belonging to the Mulliez family. Creadev accompanies today around ten companies who employ more than 70,000 employees in the world. Creadev is known for its long term commitment and its meaningful funds. Human development and the answer to society's big issues have determined its investment strategy: health, training, sustainable development, client expertise - in particular in their digital version. Creadev is situated in Paris, Shanghai and New York. More info: creadev.fr

About SEPMI

The Revue Fiduciaire group invests through its holding SEPMI. Founded in 1927, GRF is a press and information group specialised in legal fields (230,000 subscribers and €35 million turnover). The Revue Fiduciaire group accompanies today numerous French Tech startups on the digital exploitation of resources. Laureate of the 2015 Data Connexion contest, GRF plans to boost new dynamics around specialised press content. More info: corporate.grouperf.com

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