

Paris, 16 March 2009

Press release

Crédit Agricole Private Equity invests in Keldélice

Keldélice, France's leading online fine foods market, has finalised an initial round of financing with Crédit Agricole Private Equity, which is investing €1.5 million in the company.

In February 2009, the Keldélice.com website attracted 150,000 visits. The website brings together more than 500 producers and retailers and offers a range of more than 10,000 regional speciality products.

The company has around a dozen employees. It was created in early 2008 by Cyril Janin, former Chairman and founder of Keljob - now known as Adenclassifieds – a company specialising in online B2B classified advertising.

Website concept: an online fine foods market

Cyril Janin noticed that small producers in France did not have the presence they deserved on the internet and that internet users did not have access to all of the country's regional speciality foods.

He decided to use technology to promote France's gastronomic regions, drawing on the business model of a traditional market. Instead of a market stall, producers are offered unique visibility on the internet and access to millions of consumers.

Whether they are real food lovers or just have a passing interest, visitors to keldélice.com benefit from the widest range of fine food products online. They can join the Keldélice community and swap recipes, tips and favourite addresses, as they would do at a traditional market.

Funds will help to speed up the company's commercial development

The funding raised will be used to support Keldélice's commercial development, based on paid inclusion. It will also be used to expand the range of products on offer and create high quality editorial content.

Cyril Janin, Chairman and co-founder of Keldélice, comments: "*Crédit Agricole Private Equity provides us with not only its financial support – which is essential during the early stages of our business – but also its knowledge of e-commerce. Keldélice is now in a position to establish itself in the promising market of online retailing of fine food products*".

"*We are delighted to support Cyril Janin's new venture, having already worked with him for more than six years,*" states Antoine Colboc, head of Venture Capital at Crédit Agricole Private Equity. "*His past success with web-based businesses, his strategic vision and his knowledge of the sector are undeniable strengths that should ensure the success of Keldélice.*"

The fund-raising took place in March 2009.

Crédit Agricole Private Equity representatives

- Antoine Colboc, head of Venture Capital
- Xavier Brunaud, Venture Capital associate

Advisors

Crédit Agricole Private Equity financial and legal audit

- Ernst & Young: François Poncet and Emmanuel Picard

Keldélice financial and legal audit

- Vendôme Law: Lionel Jung-Allegret and Nicolas Mazzella

Auditors

- Deloitte & Associés: Jean-Luc Berrebi

About Keldélice

Founded in March 2008 by Cyril Janin (co-founder of Keljob.com), Keldélice has published Keldelice.com, a website bringing together fine food producers and retailers, since November 2008. It provides the opportunity for producers to promote their regional specialities and sell their products online. Internet users can find products and related information on the website thanks to its unique content.

In February 2009, the website attracted 150,000 visits. Keldélice has around a dozen employees. The website brings together more than 500 producers and retailers offering more than 10,000 products.

www.keldelice.com

About Crédit Agricole Private Equity

Crédit Agricole Private Equity, an AMF-authorized investment management company and wholly-owned subsidiary of Crédit Agricole S.A., specialises in direct private equity investment in unlisted companies. A multi-specialist, Crédit Agricole Private Equity has 50 investment teams focusing on different segments of the private equity market (LBO & Expansion, Venture Capital, Mezzanine, Renewable Energy, PPP Infrastructure, Liquidity Solutions, Co-Investment) and manages a total of €2.8 billion in various types of private equity vehicle (FCPR, SICAR, FCPI and SCR). Crédit Agricole Private Equity supports entrepreneurs in their expansion plans.

www.ca-privateequity.com

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Biography of Keldélice's two co-founders

Cyril Janin, Chairman of Keldélice



After spending 15 years in advertising (at Publicis, Havas and DDB), Cyril Janin launched Keljob.com in 2000. The website rapidly established itself as France's leading independent website for job offers in terms of both audience and revenues.

In 2007, as chairman of the company, Cyril Janin oversaw the merger of Cadremploi and Explorimmo into Keljob, resulting in the creation of Adenclassifieds, France's market leader in online B2B advertising, generating revenues of €50.2 million in 2007.

After floating Adenclassifieds on the stock market in March 2007, Cyril Janin stood down from his role at the company to create Keldélice.

Cyril Janin has won numerous awards for his past business ventures:

- › Gazelle de l'économie (revenue growth of more than 50% over six consecutive years for Keljob);
- › Prize from the City of Paris for job creation (Keljob);
- › Award for best Euronext IPO in 2007 (Adenclassifieds).

Cyrille Stepanyk, technical director



Having worked with Cyril Janin from the very start of Keldélice, Cyrille manages the marketing and technical team of 10 people.

As well as the functional and technical design of the Keldelice.com website, Cyrille is responsible for heading up the talented team in charge of its **publication and content**.