

Paris, 17 February 2009

Press release

MonShowRoom.com completes a private equity funding of €4.3 million

MonShowRoom.com, an online womenswear and fashion accessories retailer, has finalised a second €4.3 million round of financing from Alven Capital and Crédit Agricole Private Equity, investing €2.15 million each. This round of financing follows an initial round of financing from business angels in 2007.

Created in 2006 by two young entrepreneurs, Séverine Grégoire and Chloé Ramade, MonShowRoom.com offers customers in France in-season collections from around 60 fashion brands such as American Vintage, Antik Batik, Ba&Sh, French Connection, Iro and Paul&Joe Sister.

Based in Marseilles, the company's aim is to become the leading online fashion retailer targeting young and active urban women in France and Europe. It generated sales of €2 million in 2008.

This financing will enable MonShowRoom.com to step up the development of its offering and features, recruit more staff - particularly in logistics - pay for marketing expenses and extend its operations to other markets.

Séverine Grégoire and Chloé Ramade, co-founders of MonShowRoom.com, comment: *"We were immediately attracted by the complementary fit between these two funds and their knowledge of e-commerce. We are delighted to have the support of these two new investors, which will enable us to take the next step in the company's development."*

Nicolas Celier, Partner at Alven Capital, states: *"The success of MonShowRoom.com is based on three key factors that have been firmly grasped by its visionary owners: a leading position as a frontrunner in a fast-growing niche market, a proven ability to form alliances with brands favoured by the fashion-conscious and to pick out the brands of the future, and a careful buying strategy wisely tailored to e-commerce."*

Michel de Lempdes, Investment Director at Crédit Agricole Private Equity, adds: *"Many websites in France offer private sales of old collections. MonShowRoom.com goes against the trend, offering in-season collections. We are delighted to be able to support the development of this young and innovative company, which has already proven its worth with a profitable business model and an excellent product range."*

Representatives

Alven Capital

Nicolas Celier, Partner

Crédit Agricole Private Equity

Michel de Lempdes, Investment Director, Venture Capital

François-Xavier Dedde, Associate, Venture Capital

Advisors

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Thomas Neveux

- **Legal advisor to Crédit Agricole Private Equity and Alven Capital: CVML**
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About Alven Capital

Alven Capital is an independent private equity firm with funds under management of €150 million, mainly on behalf of institutional investors. It acquires stakes in fast-growing companies in the media, services and IT sectors. Alven Capital has already invested in more than 40 companies in Europe, including MyFab.com, Aquarelle, Liligo, SeLogger.com, Webhelp, Newsweb, Companeo, Wanimo, Metaboli, Splendia, Prowebce and Qosmos.

www.alvencapital.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

About Clipperton Finance

Clipperton Finance is a corporate finance firm specialising in the new technologies and media sectors. Clipperton advises its internet, software, telecoms, components, cleantech, medtech and media clients on rights issues, mergers and acquisitions and IPOs. Over the last few years, Clipperton has been involved in a number of major deals in the technology sector in France and Europe.

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