

Paris, 10th October

Press release

Visibrain, the Twitter analysis platform, attracts BTI and 3T Capital

Visibrain is a French company specializing in processing Twitter data. The technology developed by Visibrain provides companies and institutions with real-time updates on trends and reactions on Twitter.

To consolidate its position in France, Visibrain has finalized a first fundraising exercise with Bouygues Telecom Initiatives and 3T Capital.

Founded in July 2011 by three French engineers, then incubated at the joint Télécom SudParis and Télécom Ecole de Management incubator, Visibrain has developed a software platform for analyzing Twitter that is both complete and easy to use. Every day there are nearly 10 million tweets in France, constituting a real "pulse" of the web. It is now indispensable to take this pulse in order to keep abreast of the ideas, trends and reactions of Internet users and opinion leaders.

Visibrain's partnership with Gnip, a data reseller approved and recommended by Twitter, affords the company access to all public tweets since 2006 and enables it to provide an exhaustive analysis of this mass of information based on the needs and precise requests of each customer.

Analyzing tweets provides a real-time picture of the expectations and reactions of the target public and thus the ability to develop and refocus a communication campaign, to adapt a badly perceived message, to react in crisis communication, to adjust an offer, and so on. Conscious of this fact, many large French groups, institutions and communication agencies already task the Visibrain platform with providing them with a relevant and reliable reading of this source.

The fundraising operation will consolidate Visibrain's position on the French market and allow the company to pursue its R&D efforts. *"We currently possess several proprietary technological bricks that make all the difference for our customers, even compared to American players. This fundraising will enable us to accelerate our commercial development while continuing to support our technical efforts and keeping this lead"*, comments Nicolas Huguenin, president of Visibrain.

"Visibrain offers a relevant Twitter approach that is in phase with Bouygues Telecom's digital strategy. It is the simplest and richest tool we have found for tracking our e-reputation on Twitter", says Tanguy Moillard, Bouygues Telecom Social Web Manager

Gilles Debuchy, Managing Partner of 3T Capital stresses: *"Visibrain is becoming a benchmark among the Twitter analysis solutions available on the market. This young company has quickly succeeded in winning the confidence of important customers thanks to the efficiency of its platform. It has all the potential to rapidly become one of the recognized leaders on the European market."*

About BTINITIATIVES:

Launched in December 2008, Bouygues Telecom Initiatives is a Bouygues Telecom subsidiary. Its mission is to provide support for young companies in the telecoms services sector by providing incubator facilities and capital investment. It combines the rigor of analysis and investment fund management with the "trade" skills of a major Landline and Mobile telecoms operator. Since its creation, Bouygues Telecom Initiatives has studied more than 450 projects, implemented 25 incubations and decided to assist nine companies whose teams and achievements were considered to be particularly innovative.

For more information: www.btinitiatives.fr

About Telecom Technologies Transfert (3T Capital):

3T Capital is an independent venture capital firm and partner of the Institut Mines-Télécom, specializing in the funding of technology transfer and the launch of innovative businesses in the information and communication technology sector, starting from the phases of initiation and start-up. Its main shareholders are the European Investment Fund, through the framework program for innovation and competitiveness of the European Union, CDC Entreprises, within the framework of the FSI France Investissement program, and the Institut Mines-Télécom. 3T is run **by experienced** entrepreneurs with a track record of the launch, development and sale of technology companies.
<http://www.3tcapital.com>

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