

Boulogne, 23 March 2009

Press release

Bouygues Telecom Initiatives takes a stake in the start-up Eeple

Bouygues Telecom Initiatives, Bouygues Telecom's start-up investment fund launched on 15 December 2008 and a subsidiary of the company, has made its first investment, taking a stake in Eeple.

Recently founded by Alexandre Malsch, Eeple designs websites.

Eeple has twin interests: melty.fr, the benchmark online community and information portal for young people in the 12-25 age group launched in March 2008, and animated website consulting and development via the Board, an interactive electronic grab-bag of on-screen photos and videos, developed on a Microsoft base.

Eeple is a member of IDEAS, a Microsoft start-up support programme that is also a partner of Bouygues Telecom Initiatives. Bouygues Telecom and Microsoft are considering other projects for further cooperation.

Bouygues Telecom Initiatives, a springboard for start-ups

Bouygues Telecom aims to support innovative new companies in the communication services sector and help them grow in a favourable environment.

The chosen start-ups are offered human and financial resources to develop and improve their products and services. Housed within Bouygues Telecom, they can take advantage of advice from the company's specialists in areas like marketing, HR and legal affairs as they nurture their project.

Bouygues Telecom Initiatives also has a fund for taking equity interests in the start-ups it supports.

Bouygues Telecom Initiatives represents a genuine opportunity for any new company wishing to develop a product or service.

The Bouygues Telecom Initiatives team, headed by Pierre Marfaing, Vice-Chairman of Bouygues Telecom, includes Renaud Trnka (Development and Innovation Manager), Xavier Deleplace (Investment Officer), Sylvie Fauconnier (Project Manager) and Arnaud Michard (Development and Innovation Expert). It studies projects and chooses the most original and innovative ideas.

About Eeple

Fascinated by computing in general and the internet in particular, Alexandre Malsch decided at the age of 15 to create a personal website, Actu Ados, to "offer young people a portal, a place on the internet for the 15-25 age group". Having cofounded his first company, Oxeva, in 2003, Alexandre is now CEO of Eeple at just 23 years of age. He also teaches computer science at Epitech. Eeple has a dozen employees, mostly computer scientists, designers or editors for melty.fr. Jeremy Nicolas, 22, cofounder of Eeple and Deputy CEO, also teaches computer science. He is responsible for developing melty.fr with the help of Technical Director Julien Palard, 23.