



## **Real Impact Analytics secures €12 million in first round of funding**

Brussels, Belgium, 13th of June 2016 - Real Impact Analytics, the innovative telecom big data startup, is proud to announce the closing of a €12 million investment round. It is led by top class venture capital funds Fortino Capital and Endeit Capital, together with Gimv, through its Gimv Arkiv Tech Fund II. This Series A funding will allow Real Impact Analytics to further challenge the industry giants with its catalog of big data applications.

As one of the fastest growing European startups, the company has more than doubled in revenue and team size (now 120+) every year on average since its inception in 2009. The Belgian startup is already working with five of the top ten global telecom operators and has five offices around the world.

### **Smart funds to further challenge the industry leaders**

This first round of external funding will enable Real Impact Analytics to continue its expansion and provide the resources to further challenge giants like SAS and IBM. The company changed the traditional big data approach by delivering simple and easy-to-use applications for telecom employees. In this context, the funds will support the continued development of the startup's applications catalog. Additionally, the ability to attract the ideal consortium of value-adding venture capitalists is further proof of Real Impact Analytics' potential.

Fortino Capital, led by the executives who shaped Telenet, built an extensive network and experience in the telecom industry. Duco Sickinghe, Founder and Managing partner at Fortino, and former CEO of Telenet stated: *"Real Impact Analytics is the company that will enable telecom operators to successfully undergo their big data journey. It is now evident that operators which effectively use big data deliver superior profitability. The startup's disruptive approach and powerful technology are delivering tremendous impact. It is a new quantum leap in improving customer acquisition and success as well as driving a superior return on network assets. As a telecom executive, I would love to have them as partners to build the analytic capability better and faster. The loyalty of their customer base is a testimony of their achievements."*

Endeit Capital invests in transformative internet and technology companies. The fund is a reference in the digital media and advertising ecosystems. Its founders include Hubert Deitmers, Co-Founder and Managing Partner at Endeit Capital and former Member of the Executive Board of Endemol. He stated: *"Big data is one of our focus areas and we selected Real Impact Analytics among other promising players due to its unique offering. Besides, we are very impressed by its highly talented team."*

As one of the largest and most successful funds in Europe, Gimv represents a key asset for Real Impact Analytics' future growth stages. The fund invests in companies that anticipate evolving consumer needs with a strong vision of what and how, the connected consumer will buy. "Real Impact Analytics is an opportunity we simply could not afford to miss because of their disruptive big data applications and high growth ambitions" said Muriel Uytterhaegen, Principal at Gimv.

### **One mission: embedding analytics in people's day-to-day work**

*"We are tired of seeing analytics only benefiting a few privileged experts. We have achieved what no other company has — developing and truly embedding big data apps in the day-to-day work of major telecom operators. With the help of these investors one can only imagine what we will do to fulfill our mission,"* said Sébastien Deletaille, Co-Founder and CEO of Real Impact Analytics.

### **Now is the time to further transform the way telecom operators work**

*"Big data applications is one of the fastest growing markets. To survive, telecom operators urgently need to drive their business based on data. The industry is beginning to realize the value will essentially be captured by industry specific, end-to-end applications. 2016 is the perfect time for Real Impact Analytics to enter the giant's court,"* said Loic Jacobs van Merlen, Co-Founder and CCO of Real Impact Analytics.

A **press conference** with co-founders and co-investors will be held on Monday 13th of June at 2PM CEST in our offices. Register if you wish to attend or remotely connect: <http://goo.gl/forms/DEBbDpUw6mhKc07C3>



## **About Real Impact Analytics**

RIA helps telecom operators manage their marketing, sales and distribution networks more efficiently and successfully with big data applications.

The company was co-founded in 2009 by high school and college friends, Sébastien Deletaille (31yo) and Loïc Jacobs van Merlen (32yo). Prior to joining Real Impact Analytics, Sébastien Deletaille was a Junior Associate at McKinsey & Company and Loïc Jacobs van Merlen was a Management Consultant at Roland Berger.

Real Impact Analytics has headquarters in Brussels and regional offices in Brazil, Luxembourg, Malaysia and South Africa. They have attracted an impressive team of 120+ top talents from around the globe.. The fast growing startup creates and distributes a proprietary suite of applications that capture the value in telecom data. By embedding the latest big data technologies in the day-to-day work of telecom employees, Real Impact Analytics provides guided and predictive analytics with measurable impact and ROI.

Real Impact Analytics' apps deliver value for five of the top ten global communications service providers. The most successful use cases include designing the smartest one-on-one campaigns for Digicel, and capturing market share with geo-analytics with Airtel. Real Impact Analytics is also very active with development agencies and international institutions such as The World Bank, Gates Foundation, and USAID who use their analytic applications for social and development issues in emerging markets.

To learn more, visit [www.realimpactanalytics.com](http://www.realimpactanalytics.com) or follow us on Twitter: @RIAnalytics.



### **About Fortino Capital**

Fortino Capital is an investment fund founded in 2013 by former telecom industry executives. Fortino's senior partners employ their extensive operational expertise and professional network to support and guide ambitious companies to create value and to seamlessly overcome the challenges that come with above-average growth. Fortino currently manages 11 participations which include high-growth start-ups (venture capital) as well as more mature companies (private equity). Fortino focuses on technology and digital transformation investments, which comprises TMT, SaaS and Analytics. Fortino has recently invested in Cabovisao (Portuguese telco operator), Melita (Maltese telco operator) and inSided (customer engagement platform for telcos based in Amsterdam).

More information on Fortino can be found on [www.fortino.be](http://www.fortino.be)

### **About Endeit Capital**

Endeit Capital, founded in 2006, is a growth capital firm fueling internationalisation and innovation. The firm has offices in Amsterdam (NL) and Hamburg (DE) and invests in pan-European "Connected Consumer" firms in digital media/marketing, ecommerce and enterprise services, supporting them to become leading international players in their industries. After its €125 million final close of its latest fund in January this year, Endeit Capital invested in Blis (UK location based advertising) and Roamler (NL, crowdsourcing). Some well-known exits are Unruly (News Corp), Metrixlab (Macromill), Eyeworks (Warner Bros) Improve Digital (PubliGroupe/Swisscom), Albumprinter (VistaPrint), Unamic/HCN (Xerox) and Hyves (Telegraaf Media Groep).

More information on Endeit can be found on [www.endeit.com](http://www.endeit.com)

### **About Gimv**

Gimv is a European investment company with over three decades experience in private equity and venture capital. The company is listed on Euronext Brussels. Gimv currently manages around 1.8 billion EUR (including co-investment partnerships) of investments in about 50 portfolio companies.

As a recognized market leader in selected investment platforms, Gimv identifies entrepreneurial and innovative companies with high-growth potential and supports them in their transformation into market leaders. Gimv's four investment platforms are: Connected Consumer, Health & Care, Smart Industries and Sustainable Cities. Each of these platforms works with a skilled and dedicated team across Gimv's home markets of the Benelux, France and Germany and can count on an extended international network of experts.

More information on Gimv can be found on [www.gimv.com](http://www.gimv.com).

## **Contact information**

### **Real Impact Analytics**

Camille van Vyve  
Branding & Communication Manager  
(0032) 496 10 26 98  
camille.vanvyve@realimpactanalytics.com

Sébastien Leempoel  
Chief Marketing Officer  
(0032) 472 45 70 26  
sebastien.leempoel@realimpactanalytics.com

### **Fortino Capital**

Lyzette Martens  
(0032) 4 9614 6094  
lyzette.martens@fortino.be

### **Endeit Capital**

Wendy Horlings  
(0031) 207 94 77 77  
wendy@endeit.com

### **Gimv**

Muriel Uytterhaegen  
Principal  
(0032) 3 290 21 22  
muriel.uytterhaegen@gimv.com