

Paris, July 25, 2017

Ownpage raises a new funding round to distribute its editorial personalization services globally from Paris Business Angels, IT Angels, Shéhérazade Semsar de Boisséson and Angel Source

At a time when 85% of contents are distributed by Tech companies like Google and Facebook, Ownpage Technology helps publishers to regain control over content distribution thanks to a **personalized broadcast of content**.

Founded in 2013 by Stéphane Cambon, Ownpage has developed with the *Laboratoire Informatique de Paris 6 (LIP6)* a recommendation engine **designed specifically for editorial content suggestion**. This Artificial Intelligence technology developed by Ownpage analyzes both the text of the articles and reading behaviors of users on the websites and apps. This process allows to propose **tailor-made information** for each reader, who thus gets access to the most relevant content for them. These content suggestions are then distributed on push marketing channels (personalized newsletters, personalized notifications). **Ownpage therefore allows its clients to generate automatically and efficiently more visits with direct access on their websites**.

Ownpage has convinced many players like Les Echos, Next Interactive (BFM TV, 01Net, ...), L'Express, Le Parisien, Euronews, LCI, 20 Minutes as well as B2B media (CB News, Electronic Business Group, etc...). Ownpage today sends 20 million Personalized Newsletters each month with unmatched clickthrough rates and ROI.

Ownpage has just closed a second funding round of 400,000€ with its historical investors who reconfirm their trust in the project and its team. These investors are Business Angels from Paris Business Angels, IT-Angels and iSource (via its co-investment fund Angel Source). Ownpage has also the chance to welcome among its shareholders and as a member of its Strategic Committee Mrs Shéhérazade Semsar de Boisséson. As a cofounder of Development Institute International and Managing Director at Politico.eu, she will bring to the company a remarkable experience in the international publishers industry.

Thanks to this new financing, Ownpage will accelerate its international growth and is launch new innovative services for publishers.

Shéhérazade Semsar de Boisséson says she is happy to join the Ownpage venture: "As many, I got to know Ownpage following [an article posted in Nieman Lab, which is the world reference for the profession](#). I was immediately attracted by the project which is the real missing link in the CRM of media companies. His founder, beyond his technological and scientific skills, has proven to be an excellent promoter of his company and has managed to convinced me to join the project. I intend to involve myself so that Ownpage can achieve its international development.

Nicolas Landrin, Managing Partner of iSource comments: « Ownpage Technology is a shining example of the France's excellence in Artificial Intelligence and Big Data. Stéphane Cambon

has gathered around him leading experts in these areas. Helping the online media world was a risky bet. Yet we see that the company's growth is in line with our expectations. Consequently, iSource VC did not hesitate to renew its support in this company, which is also preparing to launch new services very soon."

Stéphane Cambon, Ownpage founder, warmly welcomes this new fundraising : « Since the last financing, we have demonstrated our ability to develop ourselves in the media market, which is often judged difficult. However, together with our clients, we are on our way to win our bet: we increase direct accesses to the websites and apps, and thus we strengthen reader engagement towards media brands. This fundraising will allow us to deploy our services globally with. We will stick to our DNA, which is always be on the side of publishers.".

About Shéhérazade Semsar de Boisséson

Shéhérazade Semsar de Boisséson is the Managing Director of POLITICO EUROPE, an Axel Springer – POLITICO joint venture. Shéhérazade was previously CEO of European Voice, the Brussels media covering European politics, that she bought from The Economist group in 2013. In December 2014, Politico and Axel Springer acquired European Voice and Development Institute International, one of the leading company in business events in France, that Shéhérazade cofounded in 1993.

About Paris Business Angels

Paris Business Angel is the first network of Business Angels in France, with several million euros invested each year. With around 200 members, Paris Business Angels invests and supports high-growth companies since more than 10 years.

For more information : www.parisbusinessangels.com/

About IT-Angels

IT Angels (www.itangels.fr) is an association of volunteers passionate about innovation and entrepreneurship, who want to democratize direct investment. Investment opportunities are reviewed by expert members collegially and voluntarily, then conclusions are shared with all members. Thus, anyone can make his individual investment decision, while benefiting from the collective experience. With an efficiency goal for start-ups, IT-Angels collects no fees on the invested amounts, that go 100% to the development of companies and job creation.

About iSource

iSource is a management company dedicated to financing and developin of high-growth potential companies in the Information and Communication Technologies, from private or public research. With 80+ investments in the last 15 years, the management team has gathered a large expertise in venture investment and a large operational experience (management, technological projects management, marketing, sales). For more information : www.isourcevc.com

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