

PRESS RELEASE
OCT. 27, 2014

**Shanghaivest Successfully Advises
China-originated Albatross Global Solutions
In its Capital Transaction with Paris-listed 1000mercis**

Shanghaivest is pleased to announce that its client, Albatross Global Solutions, a Shanghai-headquartered world leader in store performance measurement & solutions for luxury and premium brands, welcomed on September 5th, 2014 a new shareholder, 1000mercis, a Paris-listed (NYSE-ALTERNEXT: AMIL) European leader in digital advertising & marketing. Upon transaction closing (a mix of capital increase and equity sale) 1000mercis has become a 20% shareholder of Albatross Global Solutions.

Albatross Global Solutions (www.albatrossasia.com) was created in Shanghai in 2006. It has grown organically into a multinational group with legal entities in over 20 countries around the world. Albatross Global Solutions is dedicated to measuring customer experience in stores, providing consumer insights and proposing retail performance solutions. Its clients are luxury and premium brands worldwide.

1000mercis (www.fr.1000mercis.com) was created in Paris in 2000. It has quickly developed and listed in Paris on NYSE-ALTERNEXT market in 2006. 1000mercis specializes in interactive advertising and marketing, providing innovative solutions for companies willing to optimize their customer acquisition and retention through interactive media (internet, mobile phones and tablets).

Both companies are very complementary in geographical presence and expertise, and plan to develop business synergies. For more information on the expected synergies between the two companies, please refer to: <http://www.albatrossasia.com/albatross-global-solutions-announces-strategic-partnership-with-1000mercis/>.

This transaction was led on strategic and financial aspects by Shanghaivest partners Bruno Bensaid, Ghislain de Mareuil and Lui Kam.

UGGC law firm (partner: Olivier Dubuis) advised Albatross Global Solutions and its founders on legal aspects of the transaction. Veil Jourde law firm (partner: François de Navailles) advised 1000mercis on legal aspects of the transaction.

About Shanghaivest:

Shanghaivest is a pioneering investment banking advisory firm focusing on cross-border M&A and fundraising transactions between China, Europe, and USA. Shanghaivest was set up in 2009 by veterans from the M&A and technology investment industries. Shanghaivest has presence in Shanghai, Paris and San Francisco. More information: www.shanghaivest.com, Tel: +86 21 5117 5199, Email: contact@shanghaivest.com

新闻稿
2014年10月27日

灵石投资 (Shanghaivest) 咨询成功案例
建议中国起源的信天翁商务咨询 (Albatross Global Solutions)
和法国巴黎上市公司 1000mercis 的资本交易

灵石投资很荣幸的宣布其客户 – Albatross Global Solutions (信天翁商务咨询) – 总部位于上海, 一家全球领先, 为奢侈和高端品牌提供店铺绩效评估和解决方案的咨询公司, 于 2014 年 9 月 5 日欢迎新增了一个新股东 – 1000mercis – 于法国巴黎上市 (NYSE-ALTERNEXT: AMIL), 欧洲领先的数字广告和营销服务公司。交易完成后 (增资、股权出售), 1000mercis 持有 Albatross Global Solutions 的 20% 股权。

Albatross Global Solutions (www.albatrossasia.com) 于 2006 年在上海成立。迅速的有机发展已让它成为一个跨国企业, 旗下的子公司分布于全球 20 多个国家。Albatross Global Solutions 致力于顾客购物体验评估, 消费者研究, 零售消费绩效方案。为全球的奢侈品和高端品牌公司提供专业服务。

1000mercis (www.fr.1000mercis.com) 于 2000 年在巴黎成立。经过快速的发展, 于 2006 年在巴黎的 NYSE-ALTERNEXT 股市挂牌上市。1000mercis 专注于互动广告和营销, 为愿意通过互动媒体 (互联网、手机、平板电脑) 来优化其客户获取和保留的企业提供创新的解决方案。

两家公司在地理分布和专业知识方面都有互补作用, 并且共同计划发展业务的协同效应。如想了解更多关于这两家公司预期的业务协同效应, 敬请参阅以下网页: <http://www.albatrossasia.com/albatross-global-solutions-announces-strategic-partnership-with-1000mercis/>。

这笔交易的战略和财务方面的咨询工作是由灵石投资的合伙人 – Bruno Bensaid (布鲁诺), Ghislain de Mareuil (马格朗), Lui Kam (金雷) – 联手负责带领完成的。

UGGC Avocats (优集思律师事务所) 的合伙人 – Olivier Dubuis – 在这笔交易里为 Albatross Global Solutions 以及其创始人提供了法律咨询服务。Veil Jourde 律师事务所的合伙人 – François de Navailles – 则为买方 1000mercis 的法律顾问。

关于灵石投资:

灵石投资一家领先专注于中国、欧洲、美国跨境并购和融资交易的投资银行顾问公司。是由两位资深的并购和技术投资行业人士于 2009 年成立的。公司先后在上海, 巴黎, 旧金山设立了办事处。更多信息: www.shanghaivest.com, Tel: +86 21 5117 5199, Email: contact@shanghaivest.com。