IKO SYSTEM

Press release

IKO System completes a $700k round with its customers

IKO System, a Paris-based company offering a unique **sales intelligence solution powered by social networks**, announced the closing of a series-A round of €500k (US$ 700k) on Apr. 20. The round was funded by its customers led by Groupe Revue Fiduciaire, and employees.

«*I really believe IKO System is a new way of understanding sales. Obviously it's easier to sell through personal relationships than in the wild: passing through the reception desk is often like climbing the north face, while you may have a Facebook or Linked'In relationship who can drive a warm introduction. IKO System is not one more tool for business development: users have actionable and up-to-date intelligence integrated right into their CRM for immediate ROI*», comments Marc Rouvier, CEO of IKO System.

The company, which targets the most efficient and pro active sales teams, already counts 70 customers.

The financing will enable the company to accelerate client acquisition and further enhance the product with the integration of third party services including Gmail, Outlook, Google Apps, Microsoft Dynamics, Oracle on Demand.

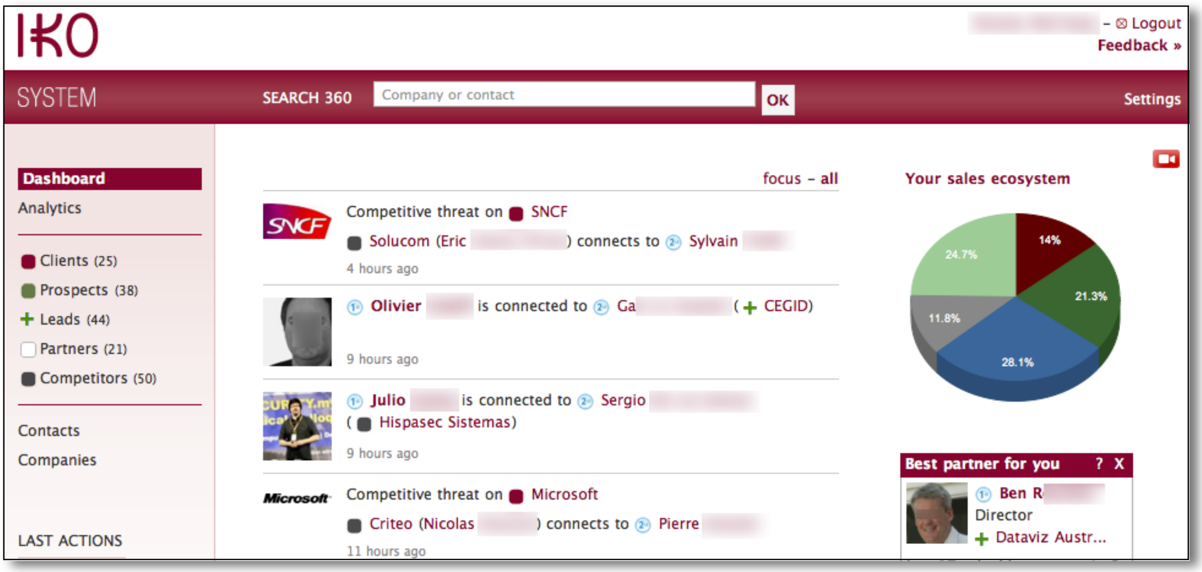
IKO SYSTEM in a glimpse

«The social sales intelligence company»

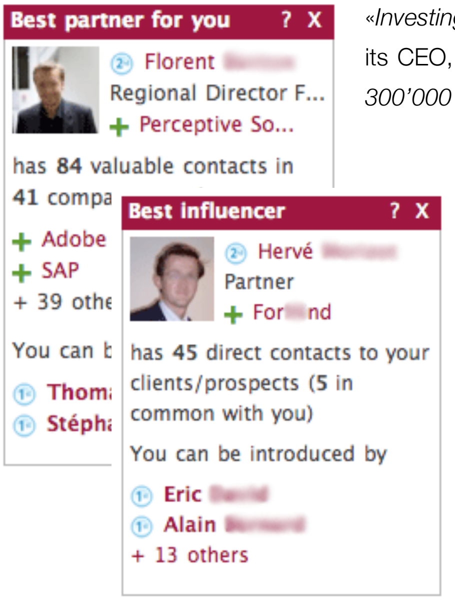
- Founded in 2010 by Marc Rouvier and Nicolas Woirhaye
- Initial seed funding €200k (founders)
- 8 employees
- 70 customers
- 2000 active users
- Series-A leading investor: Groupe Revue Fiduciaire

Website: www.iko-system.com
Blog: blog.iko-system.com
Twitter: @IKO_System

Nicolas Woirhaye, co-founder of IKO System, is really enthusiast about those new projects: «*Thanks to the experience we acquired while integrating IKO System into Salesforce, we are now very confident and will promptly release IKO System with Google, Microsoft and Oracle products. But our actual roadmap is far more ambitious: we will soon release a public API and a developer program*».



Geoffroy Vilbert, founder of Opteamum Alliance, a Merger & Acquisition consulting firm, and an early customer of IKO System witnesses: «*I've been using social networks for years and was about to abandon efforts with too many contacts and no actionable features for my day-to-day business. When Marc Rouvier first came in my office to demo the concept of IKO System, I realized how efficient these networks could be for my company*».



«*Investing in IKO System is a strategic and industrial investment for Groupe Revue Fiduciaire*» declares its CEO, Yves de la Villeguérin, «*IKO System is a '2.0' asset to dramatically enrich the vision of our 300'000 customers, and better target our prospection fields*».

The company was founded in 2010 in Paris by Marc Rouvier and Nicolas Woirhaye. Marc Rouvier is seasoned professionnal who spent most of his career in the private equity industry, and a graduate of the Ecole Nationale des Ponts et Chaussées. Nicolas Woirhaye is a cybercrime mitigation and web information security executive who previously founded CERT-LEXSI.

IKO System is a powerful social network aggregator that allows professionals to take enhanced advantage of their relationships (from social networks, address books and CRM) to improve their daily business, optimize their contacts and raise new opportunities thanks to complex correlation algorithms. IKO System gives sales executives a 360° social vision of their business prospects and helps them find the best and shortest paths to success.

ABOUT IKO SYSTEM: IKO System is a professional subscription service that allows sales team to leverage their use of digital social networks with real sales opportunities. IKO System's mission is to give full access to the full potential of social networks applied to sales performance and market agility. Through an elegant interface, IKO System provides easy access to one of the Web's most powerful applications and technologies. Founded in 2010 by Marc Rouvier and Nicolas Woirhaye, IKO System is headquartered in Paris, France.

ABOUT GROUPE REVUE FIDUCIAIRE:

Groupe Revue Fiduciaire is a corporate group specializing in press, publishing and training in the areas of social, accounting and legal information. With more than 70 in-house auditors, Groupe Revue Fiduciaire today represents 7 million periodicals distributed annually, 315,000 subscribers and 150,000 works published every year. www.grouperf.com

CONTACTS

Nicolas Woirhaye
nico@iko-system.com
+33 622 632 451

Marc Rouvier
marc@iko-system.com
+33 678 668 538