



## **Linkfluence Acquires ActSocial, one of Hera Capital's portfolio companies**

**Summary:** A worldwide market leader in social media intelligence has acquired one of China's top social media intelligence companies.

**(Singapore, Oct. 15, 2015)** – Representatives with Hera Capital announced today that Linkfluence has acquired ActSocial, one of its portfolio companies.

“We are very pleased to welcome the ActSocial teams within Linkfluence,” said Hervé Simonin, CEO of Linkfluence, a leading European social media intelligence player. “ActSocial is a well-established business in China, helping major international brands make the most of the Asian social web. This strategic acquisition supports our clients on a global scale. It is a strong signal to the Social Media Intelligence market: Linkfluence strengthens its position in Europe and successfully evolves its development in Asia.”

Simonin went on to explain that the acquisition of Shanghai and Singapore-based ActSocial allows Linkfluence to continue its international expansion, after opening offices in London and the acquisition in June of Die Medialysten in Germany, reaffirming its ambition to establish itself as a worldwide market leader.

The acquisition now makes Linkfluence the first European Social Media Intelligence company to combine a Chinese team of data scientists based in Shanghai - whose mission is to harvest social media data in China and across Asia - with an Asian team of social media researchers dedicated to turning data into strategic insights. This will enable Linkfluence to become a one-stop-shop of Social Media Intelligence for International organisations.

“ActSocial and Linkfluence share similar cultures,” Marc Rivoira, CEO of Actsocial pointed out. “Both companies integrate advanced technology together with human expertise and foster a culture of service excellence for their clients. These common foundations will facilitate integration between teams and allow our new offering to be marketed within a few weeks.”

As to why the acquisition is good news for customers, Sebastien Guillaud, Managing Partner at Hera Capital, a Private Equity investment firm that primarily invests in the field of consumer, retail, media and technology, noted that Hera Capital invested two years ago in

ActSocial, because it was convinced that large Western consumer brands would soon need better insights of the Asian consumer to fully grasp the growth potential of the region.

“We believe that the timing is right and that acquiring ActSocial makes total sense for Linkfluence and its international clients,” Guillaud stressed, before adding, “With now a solid foothold in Asia, Linkfluence management team has what it takes to deliver its ambitious growth plan. We believe so much into the potential of that newly born Europe-Asia Social Media Intelligence leader that we have decided to invest back 100% of our proceeds into Linkfluence to further support the company with its Asian expansion.”

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### **About Linkfluence**

Linkfluence is a leading Social Media Intelligence company offering organisations a unique approach to monitor, analyse and activate social media. Linkfluence’s Radarly software package, professional and research services, track and analyse more than 110 Million pieces of content daily to support global brands in their strategic decisions.

Founded in 2006 in France, today Linkfluence has more than 160 employees in the UK, Germany, France, Spain, Singapore and Shanghai. The business forecasts growth of 50% per year. More than 500 clients worldwide have put their trust in Linkfluence including Coca Cola, McDonald’s, Orange, Sanofi, Danone, Accor and Groupama.

[www.linkfluence.com](http://www.linkfluence.com) | [@linkfluenceUK](https://twitter.com/linkfluenceUK)

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### **About Hera Capital**

Hera Capital is a fund management company based in Singapore, specialised in Private Equity transactions in South East Asia. The company invests from US\$1 million to US\$10 million in high growth companies which are either established in the region or willing to accelerate in that part of the world. Hera Capital provides capital, strategic advice, networks and expertise to its portfolio companies.

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