

### Prooftag raises 8 million euros from private investors

Paris, 3 November 2010

Prooftag, which was set up in 2004 in Montauban, has developed an authentication solution which associates the Bubble Tag™, the result of the random generation of bubbles in a polymer, with a digital code. When applied to a product or document, Prooftag constitutes a unique security package that offers three fundamental properties: i) impossible to reproduce, ii) unique, and iii) universally verifiable.

Indeed, Prooftag is the only solution in the world that is visible, 100% counterfeit-proof and easily controlled, enabling the combination of physical security (association with the asset or document) and digital security (information management). The Bubble Tag™ received official accreditation from the Chinese authorities in August 2010 as an anti-counterfeiting solution, enabling the company to participate immediately in certain invitations to tender.

With its R&D findings validated, the company began marketing its solutions in 2008 in Europe, Africa and Asia, and to date has more than 40 reference clients both in brand protection and document security.

With this fundraising of 8 million euros, Prooftag now has sufficient means for its international development, particularly in China, the Middle East and Africa, where it is already present on a number of large contracts for document security. These additional funds give Prooftag the possibility of accelerating the development of solutions for securing both cards and hardcopy documents by providing them with the "intelligence" to enter the digital world.

Francis Bourrières, Chairman: *"This is a decisive step for Prooftag, this fundraising will enable us to transform our proofs of concept into major applications for which there has been a flood of interest from around the world. From the expansion of production capacity through to the roll-out of the sales and marketing network in all key markets, notably China, Africa and the USA, these funds give us the means to establish the durability of our high-security solutions for which there is no equivalent today."*

Company Advisors: Pramex International (Alexis Hermann, Romain Jadeau)

Company Legal Advisors: Paris: Hoche Associés (Manuel Nadaud) / Luxembourg: Noble & Scheidecker (Catherine Baflast)

### **About Pramex International**

*Pramex International is the international development consulting firm of BPCE, the second-largest banking group in France.*

*In supporting the business development of its clients, PI can rely on two major assets:*

- an integrated worldwide network of consultants specialized in the various disciplines of business development and located in 15 countries;*
- a network of consultants in Paris and across the regions working on all business internationalization procedures.*

*The firm's top-notch banking affiliation allows access to the leading financial institutions around the world.*

### **About BPCE**

*Groupe BPCE is the second-largest banking group in France, comprising two autonomous and complementary retail banking networks: the network of 20 Banques Populaires, and 17 Caisses d'Epargne. It is a major player in investment banking, asset management and financial services with Natixis and in property with Crédit Foncier, Foncia and Nexity. Groupe BPCE has more than 37 million clients and enjoys broad coverage in France with 8,200 branches, 127,000 employees and more than 7 million cooperative shareholders.*

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