

## **The online bookseller Feedbooks acquires Aldiko, an eBook reading application with over 20 million users**

*Paris, May 27<sup>th</sup> 2014*

The company Feedbooks, an online books store offering more than 800,000 books to a world-wide audience acquires Aldiko, a leading eBook reading application for Android which has more than 20 million users.

This major purchase allows Feedbooks to guide their customers through the entire value chain and to offer them the best possible reading experience.

To finance this key acquisition Feedbooks was supported by A Plus Finance, a shareholder of the company since the beginning of 2012.

The co-founder of Feedbooks, Loïc Roussel specifies that “with the acquisition of Aldiko, Feedbooks connects publishers and readers in total control of user experience; from works on the catalogue with our booksellers, to the Aldiko reading experience, currently for Android and soon iOS.”

Tiffany Wong, founder of Aldiko comments: “ We are thrilled to join Feedbooks with whom we have been working for a very long time. Feedbooks has been a key partner for Aldiko providing an international catalogue of high-quality commercial and free eBook content for Aldiko users. Both companies share a common vision of how open technologies can greatly benefit both users and the publishing industry. We believe that together we can provide users with an even richer and more fluid offer.”

Jean-Michel Pimont, Partner at A Plus Finance, comments: “This strategic acquisition enables Feedbooks to get closer to its customers through the full control over its distribution channel, and represents a significant growth potential for the company.”

### **Advisors**

Feedbooks : Lamartine Conseil - Guillaume De Ternay and Thomas Verdeil

A Plus Finance : Gide - Pierre Karpik and Pauline Chau

## **About Feedbooks**

Feedbooks, founded in June 2007 by Hadrien Gardeur and Loïc Roussel is an eBook retailer, connected to a large ecosystem of reading systems and social networks. Every month, Feedbooks distributes millions of books to an increasingly growing community of readers. Feedbooks is a leader in standard publishing and distribution technologies and was the first service to support the EPUB format, now widely considered to be the standard for eBook formats. Feedbooks won the prestigious OSEO (*French government agency for innovation*) competition in 2007 & 2008. Feedbooks raised a first round of capital with private investors in early 2010, and a first round of venture capital in early 2012.

For more information, please visit: [www.feedbooks.com](http://www.feedbooks.com)

## **About Aldiko**

Founded in 2009, Aldiko is a leading eBook reading application that enables users to discover, shop, read and organize a wide range of digital publications from publishers and bookstores around the world on their mobile devices. Aldiko has over 20 million downloads worldwide and it continues to grow rapidly with over 500,000 new users each month. Aldiko is not only popular among consumers, it's also recognized by major mobile device companies. Aldiko has been hand-picked by different global mobile device companies as the default eBook reading application pre-installed on millions of their mobile phones and tablets.

For more information, please visit: [www.aldiko.com](http://www.aldiko.com)

## **About A Plus Finance**

Founded in 1998 and owned by its management, A Plus Finance is an independent investment company specialised in four fields of expertise: private equity and multi-management, film financing and collective property funds (OPCI). A Plus Finance's private equity investments are realised through regional (FIP) and venture capital (FCPI) funds, across all innovative sectors, with a historical focus on information technology, e-commerce and sustainable development. Managing € 500 million, A Plus Finance invests from €1 to 5 million per company. Team's mixed combination of investors and entrepreneurs results in an approach focused on being an active minority partner of managers, with the main purpose of creating growth and value.

For more information, please visit: [www.aplusfinance.com](http://www.aplusfinance.com)

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