

NYSE Alternext

the perfect vehicle for us

Following Polygone Group's IPO on 10 September, NYSE Alternext reaches a significant milestone with 150 companies listed.



Pascal Lambert and Thierry Goor (right), Polygone's two Managing Partners, on 10 September.

A look at a success story, with Thierry Goor, Managing Partner of the Brussels-based company.

Could you present Polygone Group?

We are a communication group with cross-functional expertise and specific expertise in the areas of life care, shopper marketing and advertising. We stand out for our use of digital technology in all our work and our dedication to a results-centered culture

We are much more interested in achieving a return on investment for our clients, than in creation for creation's sake. We therefore refuse to take part in contests rewarding the most creative advertising agencies, preferring to let those we work for stand front and center.

This model, which we implemented with Pascal Lambert, my partner in managing the Group, has allowed us to grow very rapidly since Polygone was founded in 2006. Today we have 200 employees working at four sites, in Brussels, Antwerp, Paris and Lyon, able to contribute to each one of our projects based on the needs involved. This is a major point: We are a unique agency, with a presence in four locations, and we form our teams cross-functionally according to the needs of each client.

One other important feature: We have created a structure within the agency, Dézineo, which is specialized in trend studies. This gives us the ability to adapt our campaigns to these trends, and thus to consumer expectations.

What made you decide to go public on the stock exchange?

We favor external growth to strengthen our organic growth. When we acquire a new entity, we expand our own business offer as well as theirs. We see it as crucial to achieve the comprehensive integration of the structures we acquire into our business model. We have decided to turn to the capital markets in search of the resources needed to finance this development.

Why did you choose NYSE Alternext?

Simply because NYSE Alternext is clearly the vehicle that best corresponds to our needs. And because we are present in both France and Belgium, we naturally chose a cross-market listing in Paris and Brussels. Currently we work at global level through our participation in Network One, which unites several hundred agencies from some twenty countries. But it is possible that we will, one day, add our own locations outside our current markets, if the opportunities arise. Thanks to NYSE Alternext, we will have the ability to seize these opportunities.

What initial review can you offer after a few days of listing?

We issued new shares through a private placement with qualified investors in Belgium and France for a total €4.2 million. We are very impressed with the press coverage and the impact our listing has had on our clients, our suppliers and our employees. We are also very pleased to see that our shares had gained more than 10% during the first few days. This is a strong motivator for us, and gives us the desire to create even more value for our investors.

New introductions

IntegraGen / 18.06.10
Amount raised: €6.7 M
Capitalisation: €31.7 M
Operation: Private placement
Activity sector: Biotechnology

Weka Entertainment / 25.06.10
Amount raised: €2.5 M
Capitalisation: €45.6 M
Operation: Private placement
Activity sector: Consumer services

Wedia / 12.07.10
Amount raised: €2.6 M
Capitalisation: €8.9 M
Operation: Private placement
Activity sector: Software

Carmat / 13.07.10
Amount raised: €15.5 M
Capitalisation: €71.3 M
Operation: Public offer
Activity sector: Medical equipment

Acropolis Telecom / 04.08.10
Amount raised: 0
Capitalisation: €13 M
Operation: Transfer from the Marché Libre
Activity sector: Telecommunications

Polygone Group / 10.09.10
Amount raised: €4.2 M
Capitalisation: €15.7 M
Operation: Private placement
Activity sector: Media agencies

ProwebCE / 17.09.10
Amount raised: 0
Capitalisation: €24.8 M
Operation: Transfer from the Marché Libre
Activity sector: Computer services

STS Groupe / 30.09.10
Amount raised: 0
Capitalisation: €104.5 M
Operation: Transfer from the Marché Libre
Activity sector: Computer services

NYSE Alternext key figures (on 30/09/2010)

Number of listed companies

154

Total market capitalisation

€5.46 billion

Average daily transactions (€ million)

2.7

July

2.4

August

4.4

September