



FAMIHERO SIGNS A STRATEGIC PARTNERSHIP WITH M6

FamiHero, a leading online provider of family services backed by Jaïna Capital, Marc Simoncini's investment fund, has agreed a strategic partnership with M6 Group.

Launched in January 2013, FamiHero.com is an innovative networking platform offering effective and reliable tools to quickly find a trusted local provider for all kinds of everyday services (childcare, tutoring, domestic help, gardening, odd jobs, etc.). With this concept, FamiHero has rapidly gained the enthusiastic support of families and now has more than 200,000 members using its services every day.

Having raised almost €3 million from Jaïna Capital, and thanks to this support having launched an ambitious development plan for new products and services which will continue to be rolled out throughout 2014, FamiHero is now entering a new and major phase in its development with the signing of a strategic partnership with M6, which will result in strong visibility in the coming months both on M6 Group's channels and its different websites.

"Building on both the success and the experience of our initial advertising campaigns, this partnership will enable us at FamiHero to strengthen our visibility in order to attract and win over increasing numbers of families. We are particularly pleased to be able to draw on the expertise of a group such as M6 through this partnership", said **FamiHero's CEO, Swann Robbes.**

"Routinely finding new domestic help is a tricky part of everyday life for many families. Famihero's expertise, their innovative approach, and above all the fact that they honour their promise of referring users to skilled and reliable people within 2 hours, appealed to us straight away; this type of service will be adopted on a huge scale over the next few years and its mainly subscription-based business model is expertly managed by the Jaïna team. In addition, we are particularly enthusiastic about the idea of developing an online business alongside M6 which is the ideal partner thanks to its positioning and audience. The complementary qualities of the Jaïna and M6 teams are completely in line with our strategy of creating France's leading provider of domestic services on the Internet."
Marc Simoncini, Founder of Jaïna Capital.

"M6 Group is pleased to enter into a strategic partnership with FamiHero, an entrepreneurial and innovative company. In this highly promising online domestic services market and with the support provided by Jaïna Capital, we firmly believe that FamiHero is fully equipped to succeed and that M6 Group will help this business engage a much broader audience and provide it with added growth momentum. With this new targeted partnership, M6 Group is pursuing its strategy of working in close collaboration with the entrepreneurs and investors who are creating the businesses of tomorrow."

Nicolas de Tavernost, Chairman of the Executive Board of M6 Group.

Neuilly-sur-Seine, 26 May 2014



COMMUNIQUÉ DE PRESSE

PRESS RELATIONS

ASTRID BARREAU – TEL: +33 1 41 92 66 23 – ASTRID.BARREAU@M6.FR

INVESTOR RELATIONS

ERIC GHESTEMME – TEL: +33 1 41 92 59 53 – ERIC.GHESTEMME@M6.FR

About Jaina Capital:

Created in 2010, JAINA CAPITAL is Marc Simoncini's investment fund, which seeks to invest in innovative companies with strong potential. A serial entrepreneur in the new economy, Marc Simoncini aims to support talented entrepreneurs in the development and success of their businesses. More than merely providing financial support, Jaina Capital is a real partner to start-ups aiming to be leaders in their sectors. Jaina Capital has invested in more than 20 companies since its creation, including Lentillesmoinscheres / Sensee, Made.com, Devialet, Ouicar, MyFox, etc.

About M6 Group:

Since its launch in 1987, a multimedia group has gradually been built around the M6 TV channel. Thus, in addition to M6, the second ranked channel with audiences under 50 years old with now iconic programmes (*Zone Interdite*, *Capital*, *L'amour est dans le pré*, etc.), the Group has 12 digital channels, including W9, the leading new DTT channel, and 6ter, whose signature is "viewing to be shared". An editor of content that can be extended to and can be broadcast across all media, the Group is developing a strategy of diversification via its subsidiaries, particularly M6 Web and M6 Interactions, and innovative offers such as 6play, its digital platform launched in 2013 (600 million videos viewed annually across M6 Group's entire range of video services) or M6 mobile by Orange (with 2.8 million customers). www.groupem6.fr