



Trade Sale of dooyoo AG – June 2008

Transaction description

- The transaction was organised as a competitive auction process including the approach of both financial and strategic investors throughout Europe
- Publicly listed French Le Guide.com – an international provider of social shopping platforms – was able to prevail its offer against several other strategic investors
- Le Guide.com showed to be an excellent strategic partner for dooyoo, providing the company with access to several European markets and willing to further expand the geographical reach of the combined business

About Le Guide.com

- As one of the leading online shopping guides, LeGuide.com role is both to help online shoppers search for, compare, and purchase products online and to increase e-merchants' visibility, audience, and sales
- The LeGuide.com network is present in 14 countries and provides sites in 9 languages
- LeGuide.com is listed on the NYSE-Euronext Paris Alternext with a market cap. of approx. €53m (June 2008)

VISCARDI Services

- VISCARDI acted as M&A adviser on behalf of the majority shareholders comprising among other Venture Capital investors Earlybird, 3i and SET (Duke Forest Capital)
- VISCARDI identified potential strategic and financial buyers, structured a competitive M&A process, supported the transaction negotiations and provided valuation analysis and deal structuring advice
- Based on a strong expertise in the Internet market, VISCARDI together with the management defined a sound equity story generating strong interest from major internet and media corporations

About dooyoo AG

- dooyoo is a provider of a leading social shopping portal in five European countries: Germany, UK, Spain, France and Italy
- The company serves as an intermediary between online shops and online shoppers. Dooyoo provides the complete scope of information needed to arrive from the initial product screening process at the concrete buying decision
- The Company has 800,000 registered members who make up a strong and active community. To date, the community has written a total of 5.1m reviews attracting approx. 25m page impressions and 9.5m visits per month