

## FSI Media is now part of the Natexo Group

### Transaction

Natexo Group has announced the acquisition of First Source Interactive (FSI Media), an agency specialising in database monetization and email marketing.

This acquisition will provide Natexo with the opportunity to have a presence in the UK and to expand in the North of Europe. It also allows Natexo to increase their network of publishers and to diversify their client portfolio.

Although the DNA of the company will remain the same, FSI Media is soon to be rebranded Natexo GB and will leverage on Natexo's core assets and know-how in the emailing and lead generation market



« The acquisition of FSI illustrates our twofold strategy: reinforce our positioning on our core activity (email marketing) and expand internationally.

Romain Piraux, Natexo Group CEO.

« We are pleased to now be part of Natexo, a leader in our field. We will leverage on Natexo's expertise and know-how to become of the key players in the UK

Abi Isaacs, FSI Media COO.

With this fourth acquisition in less than 3 years, Natexo pursues its international build-up strategy and intends to acquire another company by the end of 2017.



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### About Natexo

Headquartered in Paris, France, Natexo Group was founded in 2008 by CEO Romain Piraux. With access to a 50 million users proprietary data base and a 220 million user network, Natexo is a European leader in email marketing and online lead generation (digital acquisition).

With approximately 170 employees, Natexo achieved a turnover of €25 million over FY16

The company, which is a worldwide player with 9 subsidiaries spread over 3 continents, aims at becoming a worldwide leader in digital acquisition.

### About FSI Media

Founded in 2004 by Thomas Thiollier, FSI is a London Headquartered company previously owned by the French tour operator Easyvoyage.

With 750 000 active addresses and more than 60 historical clients, FSI benefits from an outstanding reputation within the UK market.

With 7 employees, FSI has reached a turnover of £1M over FY16.

All enquiries are to be directed to the following Natexo executives:  
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