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PRESS RELEASE

## **Augure acquires iMente, the Spanish leader in the online and social media monitoring industry**

**Thanks to this acquisition, Augure will offer the only PR and Reputation Management Platform able to cover traditional, online, social and mobile channels, broadens its offer to the SMB market and consolidates leadership in Europe**

[Augure](#) today announced the acquisition of [iMente Global](#), a Spanish company based in Girona (Cataluña). iMente provides online news, blogs and social media monitoring services that helps organizations of all size listen to, analyze and share all the information and social mentions relevant to their brands, products, industry and competitors. Created in the year 2000, iMente is the reference leader in the online and social media monitoring market in Spain, and is used by more than 600 companies in 20 countries.

Augure, the market-leading PR software company in Europe, will integrate iMente's listening capabilities to propose the first cross-channel PR and Reputation Management platform. This unified cloud-based solution will help organizations to easily detect their key influencers, build awareness, engage stakeholders and get instant metrics of their reputational impact; all this across traditional, online, social and mobile channels. In parallel, iMente will continue to operate as a specialist brand on the online and social media monitoring market.

Michael Jais, Chief Executive Officer, Augure, said: "I'm very excited about the strong synergies we are about to create. The integration of iMente's technology in our products will really add deep intelligence for our clients at each step of the PR and Reputation Management workflow, from the stakeholders' detection to the analysis of campaigns' results. It's also a great opportunity for Augure, whose main focus had traditionally been on Large Accounts, to broaden its offer to the Small and Medium Business market. I'm very happy to welcome iMente's team in the Group"

Quim Pagans, Chief Executive Officer, iMente Global said: "We have been working for 5 years as an Augure partner on the local Spanish market, and our collaboration has already proved to bring a huge value for our common clients. This new step will allow us to consolidate our leadership in Spain, and to expand in other new markets as France. I'm looking forward to combine our expertise with Augure's".

To finance this acquisition and its organic growth, Augure completed on November 30<sup>th</sup> a roundtable for a total amount of 5 million Euros (Serena, Ventech Capital, OTC Asset Management, Amundi Private Equity Funds and Ouest Ventures).

Information on this announcement can be found at <http://www.augure.com/default.aspx?ID=25>

## About Augure

Created in 2002 in Paris, Augure is a reference leader in the PR and Reputation Management software industry in Europe. Through its products ComSuite and ComStart, Augure provides PR and marketing professionals with a cloud solution that unifies the following processes :

- **Map**, track and rank all their key stakeholders
- **Engage** stakeholders, build offline and online relationships, and share their story combining efficiently all channels
- **Measure** their impact and influence across traditional, online and social media.

Augure products are currently used by 500 clients, mainly leaders on their respective industry, and a community of more than 5.000 users.

For more information about, Augure, please visit <http://www.augure.com>

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