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Press release

goetzpartners acted as sole financial advisor to the shareholders of Benchmark Group on the sale of the company to CommentCaMarche

Paris, 15 October 2010 – Benchmark Group, a leading publisher of websites (Le Journal du Net, Le Journal des Femmes, L’Internaute, Copains d’avant) finalised yesterday its agreement to merge with CommentCaMarche.

Benchmark Group was set up in 1996 by Corinne Delaporte and has enjoyed spectacular growth since, due in particular to its strong technological and editorial know-how, both on the Internet and on mobile devices. The company has attracted a very large and loyal audience (15 million unique visitors per month) whilst maintaining a strong profitability allowing it to self-finance its development.

The new group formed by the combination of Benchmark Group and CommentCaMarche becomes a top 5 publisher of websites in France behind Google, Microsoft, Facebook and Orange, with close to 20 million unique visitors per month, and a leading player internationally with a total audience of close to 50 million unique visitors per month worldwide.

goetzpartners acted as the exclusive advisor to the shareholders of Benchmark Group.

The strong complementarity between the two companies, the shared vision regarding the future of Internet content and the growth strategy of the combined group have convinced the shareholders of the quality of CommentCaMarche’s offer. “goetzpartners had a key role in merging Benchmark Group and CommentCaMarche and creating the new leader in Internet medias”, comment the founders.

“This transaction demonstrates our expertise in the media sector and with European high-growth companies, in particular in the Internet sector. We previously advised Orkos Capital, shareholder of Liligo (a travel search engine web site), regarding the sale of the company to Voyages SNCF and the shareholders of Bol.com (leading online book and media retailer in the Netherlands) regarding the sale of the company to Cyrte Investments”, underlines Benoît Perrin d’Arloz, Director at goetzpartners.

About goetzpartners (www.goetzpartners.com)

goetzpartners is one of the leading independent advisory firms in Europe, offering M&A (mergers & acquisitions) and management consulting services under one roof. The group stands for an innovative consulting approach and tailor-made solutions that are successfully implemented together with its clients.

goetzpartners has offices in Munich, Düsseldorf, Frankfurt, Zurich, London, Paris, Madrid, Moscow and Prague as well as co-operations in New York, San Francisco, Los Angeles, Bangalore, Mumbai, and Budapest. goetzpartners CORPORATE FINANCE is focused on M&A. goetzpartners MANAGEMENT CONSULTANTS specializes in the fields of strategy, organization, operational excellence, sales and marketing, restructuring and strategic due diligence.

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