



## Netatmo Raises 4.5 Million Euros

*IRIS Capital, FSN PME and angel investor Pascal Cagni invest in the French start up.*

**PARIS – June 6 2013** – Netatmo, a Paris-based company developing consumer electronics for a better and connected lifestyle, announces the successful fundraising of €4.5 million (approximately £3.8 million) aiming to finance the company's growth and development of further innovations.

Last autumn, Netatmo introduced the world's first personal weather station with air quality sensors, allowing users to track indoor and outdoor environmental elements and wirelessly transmits data to the Netatmo App for viewing on smartphones, tablets and PC.

Netatmo investors include IRIS Capital, a leading pan-European venture capital investor specialised in the digital economy, FSN PME, future entity of BPI and Pascal Cagni, Non Executive Director of Vivendi SA and Kingfisher plc and former Vice-President & General Manager of Apple Europe, Middle-East, India and Africa.

*"The Internet of Things is the next step in the rise of an ever more connected world. For the 12 years I spend at Apple, I had the opportunity to launch increasingly innovating products. Thanks to its talented teams and their ability to integrate great software with state-of-the-art hardware, Netatmo is built to play a leading role in that revolution."* explains Pascal Cagni.

With this operation, Netatmo finances its growth, will accelerate its development and operations throughout Europe, Asia and the United States and will pursue its innovations. The company also plans to launch new connected devices in the second half of 2013.

*"The enthusiasm surrounding our Weather Station was immediate with consumers impressed by the product and its benefits,"* says Netatmo CEO Fred Potter. *"After a few months on the market, demand continues to grow, and we are experiencing significant increases in sales. Netatmo's success demonstrates the relevance to our approach. Our new financial partners will allow us to pursue our innovations, develop new devices and expand our distribution channels and territories."*

Netatmo weather stations currently monitor the environment in more than 105 countries. The company looks forward to substantial growth in 2013 and plans to expand staff to further develop and market its latest connected devices.

For more information on Netatmo and the Weather Station, visit Netatmo [online](#), or connect via [Facebook](#) or [Twitter](#).

## **ABOUT NETATMO**

Netatmo, a French company developing consumer electronics for a better and connected lifestyle was established in 2011 by Fred Potter. Netatmo introduced the world's first personal weather station with air quality sensors, allowing users to track indoor and outdoor environmental elements and wirelessly transmits data to the Netatmo App for viewing on smartphones, tablets or PC. Netatmo weather stations currently monitor the environment in more than 105 countries. Netatmo succeeded outstanding performance to be triple winner of the prestigious innovation contest at CES 2013 edition, the world's largest trade fair for consumer electronics. [www.netatmo.com](http://www.netatmo.com).

## **ABOUT IRIS CAPITAL**

Iris Capital is a pan-European venture capital fund manager specializing in digital economy. Since its inception in 1986, the Iris Capital team has invested more than €900 million in more than 200 companies. Iris Capital targets opportunities in service or technology companies, seeking growth capital in order to realize their strategy. It provides active support to its portfolio companies on the basis of its strong sector specialization and experience, and has offices in Paris, Düsseldorf, San Francisco, Montreal, Riyadh, Dubai, Beijing and Tokyo. In 2012 Iris Capital has entered into a strategic partnership with Orange and Publicis to manage their joint venture capital initiative.

## **ABOUT FSN PME**

The FSN PME is dedicated to furthering innovative personal mobile electronics' investment funds launched by the State under the Future Investment Program (AIP) and managed by CDC Enterprises, a subsidiary of Caisse des Dépôts. This fund acts as a co-investment in personal mobile electronics companies with high potential for innovation and growth, developing new applications, services and digital content which are vital to the development of the digital technology industry.

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