



Press release  
Aix-en-Provence, 7<sup>th</sup> November, 2019

**OPTIMUM AUTOMOTIVE RAISES 14 M€  
FROM PARIS GREEN FUND, AMUNDI PRIVATE EQUITY FUNDS AND HISTORICAL FINANCIAL SHAREHOLDERS  
(REGION SUD INVESTISSEMENT, A+FINANCE AND  
SCR PROVENCALE ET CORSE, BANQUE POPULAIRE MEDITERRANEE GROUP)**

**OPTIMUM AUTOMOTIVE**, now an undisputed player in Fleet Management Services through the intelligent processing of connected data, today announces having completed a 14 million € financial round. Investors are two new funds: Paris Green Fund, managed by Demeter and supported by the City of Paris and Amundi Private Equity Funds, alongside with three historical shareholders : Région Sud Investissement, a co-investment fund advised by the Turenne Group for the management of its portfolio companies, Cap Development, a fund managed by A+Finance and SCR Provençale et Corse, a Banque Populaire Méditerranée's subsidiary.

**A leader in connected automotive services**

The development of connected services disrupts the management of corporate automotive fleets. Fleet managers now expect service offerings that allow them to reduce their operating costs in a measurable way, to lower the environmental impact of fleets and to facilitate the evolution towards electric vehicle and new forms of mobility such as car sharing or carpooling.

Created by Daniel Vassallucci in Aix-en-Provence in 2006, Optimum Automotive (also operating under the Mapping Control brand) meets these expectations. For this purpose the company developed during the last few years a continuously updated data collection and management platform linked to all players of the automotive sector (manufacturers, OEMs, distributors, administrations, fleet service providers in the broadest sense...). On this basis, the company grew a comprehensive service offering for fleet managers, including, among others, an assistance to fleet management and optimization, the geolocation of vehicles, the monitoring of driver behavior and car sharing/carpooling services.

Thanks to these services, offered with a modular approach and in the form of a subscription, Optimum Automotive helps its customers reduce their energy and consumables consumption as well as their environmental impact and gradually move to alternative transportation solutions (carpooling/electric vehicles). Its services enable significant reductions in GHG emissions of operated fleets (2.7 tons eq CO<sub>2</sub> /vehicle/year) and energy consumption (8.5 MWh/vehicle/year).

Based in France and Africa, the Group operates more than 80,000 contracted vehicles owned or leased by a total of 4,000 companies and local authorities of various sizes. About 30% of these fleets are located in the Paris region. The Group employs 69 people.

## Industrializing services to fleet managers

Optimum Automotive today raises a total 14 million € from Paris Green Fund, managed by Demeter and supported by the City of Paris (8 million €), from Amundi Private Equity Funds (2 million €) and from three historical financial shareholders: Région Sud Investissement, a co-investment fund advised by Turenne Group for the management of its portfolio companies (2 million €), Cap Development, a fund managed by A+Finance (1.5 million €) and the SCR Provençale et Corse, a Banque Populaire Méditerranée's subsidiary (0.5 million €).

The fund raising is mainly intended to the financing of the Group and, for a small portion, to the liquidity of historical business angels.

Following the operation Daniel Vassallucci keeps the control and the chairmanship of the company.

Optimum Automotive's ambition is twofold: on the one hand, to continue its presence in the French market of connected fleet management services, which is experiencing a strong growth. The priority is to equip a growing proportion of existing fleets of professional vehicles with connections that allow them to access the diversity of services offered by Optimum Automotive and thereby to optimize their fleet management.

The aim is also to extend the offer to new European countries, mainly through external growth, and to adapt the services offered to the characteristics of each market. Optimum Automotive also intends to increase its presence on the African continent where it has already been present since 2015 through its Moroccan and Ivorian subsidiaries.

### Daniel Vassallucci, Founding CEO of Optimum Automotive declares :

*"I am very pleased to see Optimum Automotive take this next step. This fund raising, carried out with investors who share both our ambitions and our values, is undoubtedly the starting point for the construction of a French international group in the field of connected services for automotive fleets. . Our growth ambitions are built on two axes: on the one hand a conquest of new fleets, in France and abroad by external growth, with the target of reaching very quickly several hundred thousand vehicles operated, and on the other hand an acceleration of the implementation of the strategy of complementary value-added services offered to fleet managers (advisory services, delegated management, etc.), through partnerships or acquisitions."*

### Lionel Cormier, Managing Partner of Demeter (Paris Green Fund) states:

*"We are very pleased to support Optimum Automotive and its Management in their growth in France and internationally. We are convinced by the technological quality of Optimum Automotive's solutions and their relevance to meet the needs of professional fleet managers whose priority is both to control their cost (TCO) and reduce their environmental impact. We consider Optimum Automotive's services as an accelerator for the conversion of fleets to green mobility and in particular to electric vehicles. Through this investment by Paris Green Fund, Demeter brings all its expertise and network to help develop an international champion of sustainable mobility."*

Investors:

- Demeter : Lionel Cormier, Eric Vincent
- Amundi Private Equity Funds: Julien Jaud, Frédéric Labia
- Région Sud Investissement advised by the Turenne Group: Marie Desportes
- A+Finance : Jean-Michel Sibué
- SCR Provençale et Corse: Sauveur Cascone

Advisors:

Company's financial advisor : goetzpartners (Guillaume Piette, Antoine Leclere, Camille Périssère)

Company's legal advisor: Lamartine Conseil (Clyve Monfredo, Jessica Bianchi)

Investor's legal advisor: Latournerie Wolfrom (Christian Wolfrom, Justine Conrard),

Legal assistance to the SCR Provençale et Corse : SCP Bollet and Associates (Denis Periano, Jean-Baptiste Deprez)

Legal review: Latournerie Wolfrom (Christian Wolfrom, Justine Conrard, Marie-Hélène Tonnellier, Etienne Guillou, Sarah-Jane Mirou, Claire Decoux Laroudie and Sophie Koenig)

Financial review: ACA Nexia (LaurentCazebonne, Samy Chiffour)

### **About Optimum Automotive:**

A company labelled with the French Tech Pass Bpi Excellence, Optimum Automotive employs nearly 70 people. Capitalizing on more than 14 years of expertise in the connected vehicle market, Optimum Automotive designs, develops and markets innovative solutions for automotive fleets owned or leased by corporates and local authorities. The company also addresses the various players in the automotive industry: leasing companies, car dealers, insurance companies... Present in France and internationally, Optimum Automotive operates more than 80,000 equipped vehicles representing more than 4,000 professional customers.

<http://www.optimum-automotive.com>

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**About Demeter:** Demeter([www.demeter-im.com](http://www.demeter-im.com)) is a major European private equity player for the energy and ecological transition. Its funds invest between 1 and 30 million € per investment case for supporting companies of that sector at all stages of their development, innovative startups, fast-growing SMEs and ETIs and infrastructure projects. The Demeter team, composed of 35 people based in Paris, Grenoble, Metz, Madrid and Münster, manages 1 billion € and completed 130 investments since 2005. Paris Green Fund is a territorial growth fund created on the initiative of the City of Paris in order to accelerate the energy and ecological transition of major metropolises.

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### **About Amundi Private Equity Funds**

With 7.5 billion € assets under management (as of 30<sup>th</sup> June 2019), Amundi Private Equity Funds offers to its private and institutional clients a wide range of products built to suit their needs. Customers can invest in two types of products: direct funds dedicated to taking direct stakes in unlisted companies (at development and transmission stage) and funds of funds dedicated to investments in private equity, private debt and infrastructure funds.

For more information: <http://www.amundi-pef.com>

### **About Amundi**

Amundi is Europe's leading asset manager in terms of assets under management and ranks in the world's Top 10. The Group manages 1,563 billion € and has six main management platforms. Amundi offers to its clients in Europe, Asia-Pacific, the Middle East and the Americas a wide range of expertise and investment solutions in active, passive management and real and alternative assets. Amundi customers also have access to a full range of tools and services. Headquartered in Paris, Amundi has been listed on the Stock Exchange since November 2015.

With its unique research capabilities and the talent of nearly 4,500 employees and market experts based in 37 countries, Amundi provides individuals, institutional and corporate clients with savings and investment solutions. to meet their specific needs, performance targets and risk profiles.

### **Amundi. Confidence must be earned.**

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### **About Région Sud Investissement**

Région Sud Investissement is the regional co-investment fund created in 2010 by the South Region Provence Alpes Côte d'Azur in order to support the emergence and development of regional fast growing companies. Operating through a corporate structure (SAS) and endowed with 80 million €, Région Sud Investissement benefits from the support of the European Union through the FEDER fund which contributes to 50% of its capital. Since July 2011, Région Sud Investissement, advised by the Turenne Group for the management of its portfolio companies, invested in 87 regional companies for a total amount of 42.9 million €.

For more information : [www.regionsudinvestissement.com](http://www.regionsudinvestissement.com)

### **About Turenne Group**

Advising Region Sud Investment for the management of its portfolio companies, Turenne Group is one of the leading private equity companies in France, and has been supporting entrepreneurs for 20 years in their innovation, development and transmission of their companies. An independent management company approved by the AMF and owned by its employees, Turenne Group has more than one billion € under management as of 30<sup>th</sup> June, 2019. Its teams, composed of 61 professionals, including 46 investors, based in Paris, Marseille, Lille (Nord Capital, in partnership with Crédit Agricole Nord de France), Lyon and Metz, accompany more than 250 CEOs in the healthcare, hospitality, new technologies, distribution or innovative services sectors.

For more information : [www.turennecapital.com](http://www.turennecapital.com)