



ARTICLE

AUGUST & DEBOUZY ADVISES MAILJET IN CONNECTION WITH ITS FUND-RAISING FROM ALVEN AND THE AIRTEK CAPITAL FUND

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The founders of Mailjet raised €2.5 million from the Alven (via FCPR Alven Capital III) and Airtek Capital funds.

Mailjet is a French startup created in 2010 which counts around twenty people. It is specialized in the design of a cloud platform and SaaS software related to the sending of emails for marketing and transactional purposes. The developed solution enables the management of remote sending to be optimized and emails, Web applications and e-commerce sites to be monitored by making management and reporting tools available to email senders.

This fund-raising will enable Mailjet to take over internal management systems which have become complex and especially costly for companies in terms of maintenance. Mailjet's activity is growing and it shall profit from the means provided by the two funds, their experience in this field and their expertise.

The following legal counsels advised on this operation:

August & Debouzy acted as the company's usual legal counsel, namely in the areas of corporate law, new technologies (advice and litigation) and labor and employment law. As part of this operation, Mailjet was specifically advised by Charles Alluaume, counsel in the corporate practice group, assisted by several of the firm's teams, solicited within the framework of this operation.

