



Viadeo acquires Pealk

The merger adds an innovative, high-performance tool to Viadeo's arsenal of solutions for SMBs.

Paris, 14 January 2013

Viadeo, the professional social network with 50 million members worldwide, announced their acquisition of French start-up Pealk today. The buyout means that Viadeo members will get access to Pealk's innovative web app, a streamlined interface that helps SMBs find and contact professionals on social networks.

Pealk's app has garnered unanimous praise worldwide and gives professionals a seamless, straightforward tool to search, filter, and organize profiles they can contact. Designed for maximum productivity, it allows HR and sales professionals to make the most of Viadeo's extensive database.

"A PSN's value depends not only on the size of its member base, but on how members can use it to their advantage," states Dan Serfaty, co-founder and CEO of Viadeo. "That makes Pealk the most innovative product we've released in the last five years, thanks to its ability to democratize social networking for business purposes."

"We're very proud and pleased with this buyout, which we consider to be the happy ending to an exciting adventure," says Boris Golden, Pealk's CEO. "It's also the beginning of a new adventure for us, since there are plenty of applications just waiting to be invented that will give professionals more ways to unlock Viadeo's full potential!"

The transaction was conducted in late 2012 for an undisclosed sum. Pealk shareholders were advised by François-Bourrier Soifer, partner of the Scemla Loizon Veverka & de Fontmichel law firm.



About Viadeo

Viadeo is a professional social network with 50 million members worldwide (Jan. 2013). Available in 8 languages, Viadeo is used by those who want to:

- Seek out new business opportunities by contacting potential customers, business partners, and suppliers;
- Improve their online visibility and reputation;
- Manage and grow their network of professional contacts.

Viadeo's members include business owners, entrepreneurs, and managers from a wide range of industry sectors. Every month, more than 1 million new members register on Viadeo, 10 million new connections are made, and over 100 million profiles are viewed.

Headquartered in Paris, Viadeo also has offices in the UK (London), the US (San Francisco), Spain (Madrid and Barcelona), Morocco (Casablanca), Italy (Milan), Russia (Moscow), China (Beijing), India (New Delhi), Mexico (Mexico City), and Senegal (Dakar). The company employs 400 staff worldwide.

Our Website: www.viadeo.com

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