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Roularta ups its stake in Proxistore to 35,87 %

Roularta Media Group is taking part in an amount on € 1.1 million in the new fundraising round for Proxistore. Also participating in the € 2.7 million round are other existing shareholders, private investors and public financial institutions. This operation serves to fund the opening of subsidiaries in the Netherlands, England, Spain, Italy, Switzerland, Canada and the United States (New York and San Francisco in particular).

Proxistore is the leader in local digital advertising on the internet. With its proprietary geolocation engine which precisely pinpoints surfers, Proxistore allows local advertisers to be present effectively on large traffic websites, while allowing the latter to earn more from their audiences.

"With its success in France in particular, Proxistore has widely demonstrated its 'proof of concept' and its ability to move beyond Belgium's borders," says Managing Director Bruno Van Boucq. "Everything is in place to cover all continents with our patented geolocation tools. We provide a real solution for web publishers to earn from their sites while providing local advertisers with a wonderful communication opportunity."

By raising its shareholding in Proxistore, Roularta Media Group continues the development of its 360° strategy. Roularta is already very active in the local ads market via free newspapers De Streekrant (2.790.570 readers), De Zondag (1.617.820 readers), Steps (569.761 readers), Tam Tam etc., the classified ads sites vln.be (immovlan, autovlan and gocar.be) and streekpersoneel.be (job classifieds) and events (such as Steps Shopping days).

Roularta is also reseller of Google Adwords and Proxistore as part of the total service for local advertisers called 'Digilocal', with websites and service concerning e-mailing and social media.

Roularta also operates in the French local ads market via the free titles A Nous Paris, A Nous Lyon, A Nous Marseille and A Nous, and in the Netherlands via the title Zeeuw-Vlaams Advertentieblad.

Proxistore strengthens Roularta's leadership in this segment.

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