

smile wanted..

PRESS RELEASE
Paris, 13/02/2025

SMILE WANTED, A FRENCH ADTECH COMPANY, RAISES OVER €10M FROM ELEVATION CAPITAL PARTNERS AND BPIFRANCE



Paris – 13/02/2025 – Smile Wanted, a leading French AdTech company specializing in programmatic advertising, announces a fundraising of over €10 million. This operation was led by Elevation Capital Partners, contributing €8 million, and completed by Bpifrance. This funding aims to support the company's growth and international expansion, particularly in the U.S. and Asian markets, further strengthening its position in the premium digital advertising segment.

Thanks to its innovative technology, Smile Wanted enables advertisers and agencies to deliver their ads on thousands of premium media platforms worldwide with granular, contextual targeting, providing publishers with unique monetization opportunities. Its technology is based on cookieless advertising curation and real-time bidding, analyzing and filtering ad inventories to retain only high-performing placements. The company generates hundreds of millions of ad impressions daily, collaborating with major industry players such as Equativ, Xandr, Pubmatic, and Magnite.

Strong Fundamentals for an International Ambition

Smile Wanted stands out for:

- ✓ **Consistent growth** since its creation;
- ✓ **Structural profitability** and rigorous financial management, with no bank debt;
- ✓ **A strong international presence**, particularly in the United States, a strategic market for programmatic advertising.

In a rapidly growing industry valued at over \$600 billion, programmatic advertising is experiencing sustained expansion, with real-time bidding expected to increase annually by +20% until 2032.

A New Milestone in Smile Wanted's Journey

This fundraising marks a decisive step for Smile Wanted. With the support of Elevation Capital Partners and Bpifrance, the company aims to strengthen its teams, accelerate its international development, and continue enhancing its advertising curation solutions.

Benjamin Cohen and Antoine Marvier stated: *"We were immediately impressed by Smile Wanted's leadership team and their strategic positioning in the programmatic advertising market. The company's innovative approach, curation technology, and strong financial health—combining rapid growth with structural profitability—convinced us that it is poised to become a major global player in its sector. Finally, we are honored by the trust placed in us by Jérémy and his partners, allowing us to join this adventure as the company's first financial investor alongside a key player like Bpifrance. This exciting journey, we are sure, is just beginning!"*

Gary Abitan, Co-Founder of Smile Wanted, added: *"We were looking for strategic partners to accelerate our development and take our growth to the next level. With Elevation Capital and Bpifrance, we found committed investors who can support us across different geographies and align with our vision of value creation. This strengthens our ambition to make Smile Wanted a leading player in programmatic advertising, driven by innovation and international expansion."*

Partners in the Operation

The success of this fundraising was made possible thanks to the involvement of the following partners:

Financial Investors:

- **Elevation Capital Partners:** Benjamin COHEN, Antoine MARVIER, Alice BECUWE
- **Bpifrance:** Ménéle CHESNOT, Gauthier VALOT, Hervé COINDREAU

Company Advisors:

- **M&A Advisory:** EURVAD (Jonathan MELLOUL, Floriane LANG, Natanel MELLUL, Pierre-Alexis BELANT)
- **Financial Advisors:** FORVIS MAZARS (Luc MARTY, Isabelle TRISTAN, Cyprien BENOIT, Pedro SARMIENTO ROBLES)
- **Legal Advisors:** ALERION (Pierre-Olivier BROUARD, Julien DEMEULENAERE, Pauline DE ROQUEFEUIL)

Financial Investors' Advisors:

- **Financial Advisors:** ODERIS (Thomas CLAVERIE, Clément TASTET, Julie PROFIT)
- **Legal Advisors:** OLLYNS (Cyrille GARNIER, Kamélia KERCHI)

About Elevation Capital Partners

Founded in 2015 and based in Paris, Elevation Capital Partners is the asset management company of Groupe Inter Invest, with €680 million in assets under management. It deploys three investment strategies:

- **Private Equity:** Equity investments in unlisted companies;
- **Fund of Funds:** Investments in diversified portfolios;
- **Real Assets:** Acquisition of real estate assets.

A committed partner to entrepreneurs, Elevation Capital Partners focuses on creating long-term value for its investors through a strategy based on trust, engagement, and responsibility.

For more information: www.elevation-cp.com

About Bpifrance

Bpifrance finances companies at every stage of their development through loans, guarantees, and equity investments. It supports them in innovation projects and international expansion. Bpifrance also facilitates export activities with a wide range of products. Advisory services, networking, and acceleration programs for startups, SMEs, and mid-sized companies are also part of its offerings.

Thanks to Bpifrance and its 50 regional offices, entrepreneurs benefit from a close, single, and effective point of contact to help them tackle their challenges.

For more information: www.Bpifrance.fr – [Bpifrance Press](#) – Follow us on X (formerly Twitter): @Bpifrance - @BpifrancePresse

About Smile Wanted

Founded by Gary Abitan, Jérémy Abitan, Maxime Deymes, Meyer Ayache, and David Calleri, Smile Wanted is a fast-growing French AdTech company specializing in premium inventory curation. With a strategic presence in the U.S., it attracts numerous international advertisers and partners. Today, the company generates over €20 million in revenue and has 25 employees, led by the founders and Bruno Michel, Head of Operations.

For more information: www.smilewanted.com

Press Contacts:

Smile Wanted:

Diane Loth – diane@dialoguespr.fr

+33 6 20 91 03 33

Elevation Capital:

Marion Duchêne - marion.duchene@shan.fr

+33 6 46 47 09 79

Bpifrance:

Sophie Santandrea - sophie.santandrea@bpifrance.fr