



# Témoignage d'une Start-up se développant à L'international

## AQUAFADAS

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# Digital Publishing Solution

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# Company Snapshot



## **Background :**

- founded in 2006
- owner of the AveComics subsidiary (2009) : digital comics platform

## **Organization :**

- Headquarters in Montpellier/ South of France Office in Paris, New York
- 50 employees

## **Digital Publishing Software solutions :**

- For publishers (Press, Magazines, Comics & Books) and for corporates (reports, documentations...).

Example : AVE AppFactory, complete end to end publishing solution for tablets and smartphones

# Company Snapshot



**A brand name in the digital publishing industry  
with blue ships customers**

- Edition : Egmont, Bayard, Prisma, Lagardère, Reader' s Digest...
- Distribution : Orange, Fnac, Samsung, Apple, RIM...

**Strong growth potential**

- Expected revenue growth of above 60% in the coming years
- Revenue growth of 3200% between 2006 and 2010



# Positioning



- **Aquafadas delivers complete and advanced solutions** (tools, readers, rich file format) to allow magazines, press, comics & books but also corporate content to be easily delivered on a fast growing tablet and smartphone market.



# Products

•Software suite



Video / Photo  
Management

Animation/Slideshow  
creation

Banners/Animation  
Flash & HTML5

# Export

- **2006 : focus on export from the start of the company**

Software : 86% export dont 40% USA, 5% DE, 4% UK...

- **2007 : AveComics Project : Digital comics**

Mult languages, First deals in France, limits of the model

- **2010 : Start of the Digital Publishing**

Development with users and clients worldwide

- **2011 : creation of Aquafadas Inc in NY, distribution partnerships worldwide**

