

# CITIZEN CAPITAL

*Proving it can be profitable to address pressing social challenges while building high growth businesses*

**Our team**



**Youssef Belatar,**  
Business Analyst

**Aina Rakotoarisoa,**  
Business Analyst

**Luis Marini-Portugal**  
Senior Advisor

**Laurence Méhaignerie,**  
President

**Pierre-Olivier Barennes,**  
CEO

**Marie Ranjanoro**  
Impact Analyst

**Mohamed Abdesslam**  
Portfolio Manager

Citizen Capital was founded in **2008**

**60M€** under management

**9** investments to date

**2** successful exits

**180** jobs supported

**OUR  
MISSION**

Fund and support ambitious entrepreneurs who take up social or environmental challenges



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**Our investment strategy**

**Impact within company's core business**



**Inclusion**

Address the needs of underserved populations



**Sustainable production and consumption**

Change consumption habits and give access to sustainable goods and services

**Impact at heart of company's organization**



**Social mobility**

Enable excluded people to access employment and cross social barriers



**Social Innovation**

Introduce new organization models with tangible positive impact upon employees and shareholders

**Our strategy**



Strategy focused on combining social and profitable businesses



Social and economic scalability



Measurable social KPIs

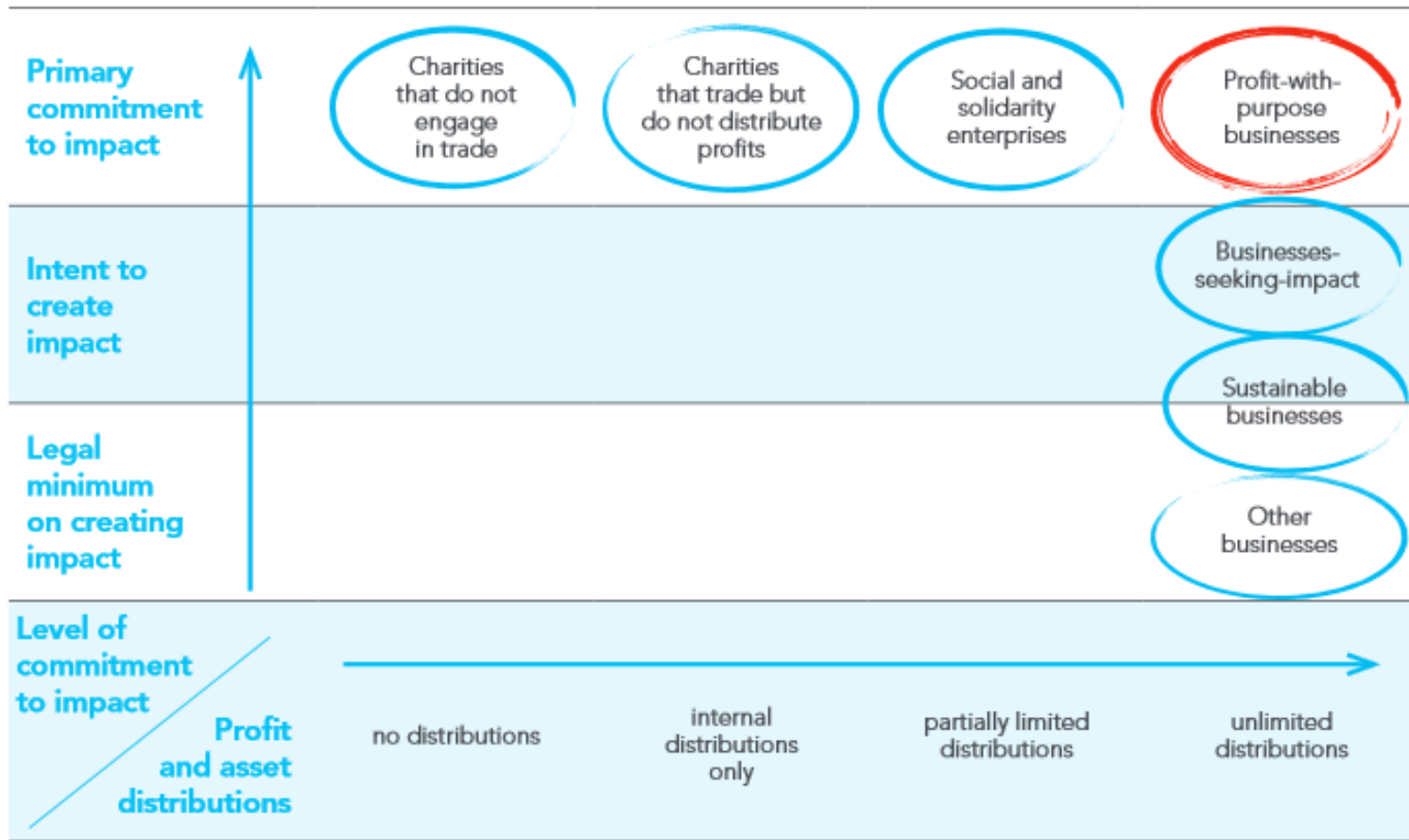


Social performance monitored and regularly measured



Team incentive based on equal part on both social and financial performance

## Combining social impact and profitable business

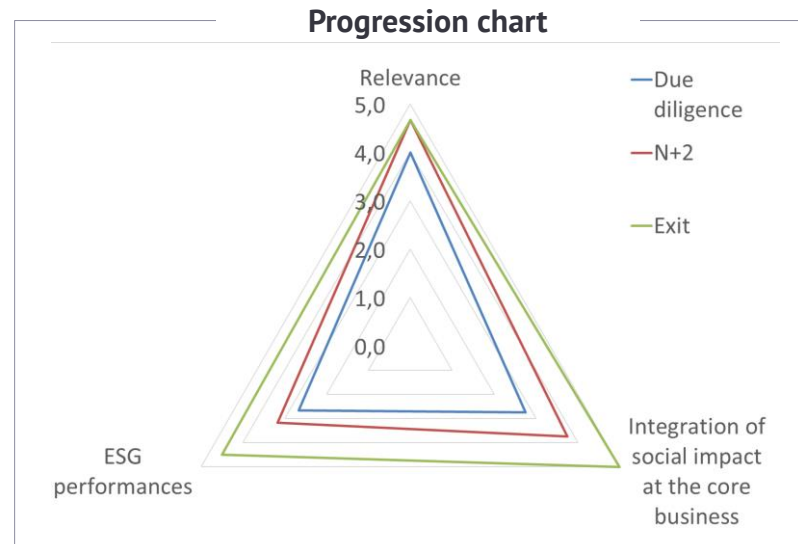
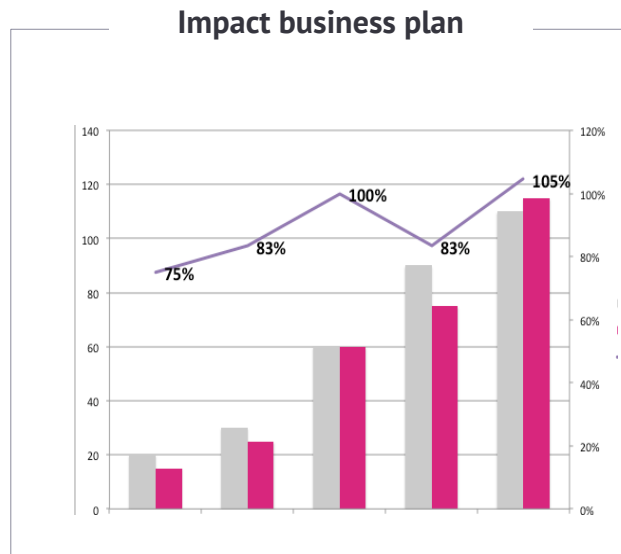


Source : Social impact investment taskforce, *Profit-with-purpose businesses*, 2014

## Our impact methodology

### Examples of social outputs and outcomes

- Free access to OpenClassrooms graduating courses for 30 000 long-term job-seeker
- 74% of revenues originates with local-made products (Camif)
- 3/4 of elderly have improved their social relations (social impact study for Bazile)
- 58% of women in executive committees (investees)
- Sharing of the capital gain with employees while exiting the company (Citizen Capital)





**#SCALABILITY**

**DEVELOP AND  
SUPPORT FAST  
GROWING MISSION-  
DRIVEN COMPANIES**

**Yves Morel  
Bazile**

*Bazile develops high-value services for the elderly through a global mobile offer*



**COMPANIES THAT TAKE ACTION TO  
CHANGE OUR SOCIETY  
HOLD GREAT STRATEGIC  
VALUE**



**Emery Jacquillat**  
**Camif-Matelsom**

*Camif is an online house equipment specialist dedicated local production and sustainable consumption*

**Arnaud Burgot**  
**Ulule**



**Empowering  
people and  
collecting  
funds for  
social causes**



**Alexandre Boucherot**  
**Ulule**

*Ulule is a 2 million-user reward-based crowdfunding platform for collective-minded projects*

# HATCH A NEW GENERATION OF LEADERS

Pierre Dubuc  
OpenClassrooms

Mathieu Nebra  
OpenClassrooms



*OpenClassrooms is an e-learning website that aims at making education more accessible*



B. Bassi  
(Bridgepoint)

B. Chatelier  
(Ubeeqo)



A. Crosby  
(Ubeeqo)

J-L. de Bernardy  
(ex Activa Capital)



C. de Moustier  
(ex PAI,  
Xilla)

O. Legrain  
(ex Materis)



O. Millet  
(Eurazéo PME)

# The view from my window !



**Contact**

**Laurence Méhaignerie**  
**[laurence.mehaignerie@citizencapital.fr](mailto:laurence.mehaignerie@citizencapital.fr)**

**[www.citizencapital.fr](http://www.citizencapital.fr)**

**Thank you !**