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Gimv supports growth of Mackevision, a 3D visualization specialist

Gimv today announces its investment in Mackevision Medien Design GmbH, one of the global market leaders in 3D visualization, animation and visual effects for film, print and interactive media and winner of the 2014 Emmy awards. Gimv takes a majority stake alongside the management, which remains a significant shareholder. The company will use the proceeds for product portfolio expansion and further organizational growth.

Mackevision Medien Design GmbH (www.mackevision.com) is one of the global leaders in computer generated imagery (CGI) which covers 3D visualization, animation and visual effects. The company develops technological solutions that enable a rapid generation of images from CAD-based data. Its services include the whole process, from data preparation to creative design and production of high end-quality image and film as well as interactive applications. Mackevision's technology offers great added value for manufacturers, both during the product design phase and in their marketing activities. This results in significant cost-savings and creativity potential in the generation of picture content for product presentations be it in print, film or web.

Mackevision's software and services can be used for a variety of applications in different sectors. Web configurators and product marketing, such as virtual photo shoots and movies in the automotive sector are some of the key applications. Mackevision knows how to embed computer generated vehicles in real surroundings or in photographic backgrounds. They collaborate with experienced film directors and photographers to build a database of backgrounds which enables them to create a virtual world of a high-end automotive visualization. But also other sectors, such as design and architecture, can benefit from this technology. Mackevision's photorealistic presentations bring building projects to life long before the actual construction begins, making design iterations easier.

Next to its CGI business, Mackevision also has a highly regarded visual effects (VFX) department, which specializes in feature films, series and high-end commercials. This department has a special focus on high degrees of complexity and digital environments and is as such a source of innovation for the company's other activities. In 2014 Mackevision's VFX department won an Emmy Award for its work on Game of Thrones.

Mackevision, founded in 1994, has a global presence of 300 specialists working at the headquarters in Stuttgart and its branches in Hamburg, Munich, London, Detroit, Los Angeles, Seoul and Shanghai. The team serves large international corporations, medium-sized companies and their agencies. BMW, Chrysler, Daimler, Dodge, Embraer, Epson, Hyundai, Porsche and Volkswagen, are some of Mackevision's major customers. Moreover, its client portfolio also covers architectural, science and film industries, like HBO (Home Box Office), one of the most important US Television companies.

Armin Pohl, CEO of Mackevision: *"We are delighted we have a strong investor at our side to help us meet the major strategic challenges that lie ahead of us. In Gimv we have found a partner who clearly recognizes the*

future opportunities our market holds. Together we want to grow our international product business substantially. As a result, Mackevision will be able to boost its strong innovative capabilities and greatly increase its market leadership.”

Hansjörg Sage, Partner at Gimv, comments on this transaction: *“Mackevision operates in a market with clear growth potential, that surfs on the trend of global digitalization and the Industry 4.0. Tailored movies and web specials based on product configurators will become standard in tomorrow’s marketing toolbox and the use of visual effects in film and advertising is increasing. Gimv’s Smart Industries team is convinced that the additional capital and Mackevision’s great team of highly motivated professionals will accelerate the company towards a next phase in their growth strategy.”*

ABOUT MACKEVISION

Mackevision Medien Design GmbH is one of the global leaders in computer generated imagery (CGI) which covers 3D visualization, animation and visual effects. The company designs and produces image and film material, as well as interactive applications in high-end quality. It develops technological solutions for generating images and looks after the entire CGI process from data preparation to creative design. The international team looks after major corporations, medium-sized companies and their agencies. Mackevision was founded in 1994. Today 300 people work at the headquarters in Stuttgart, as well as in its branches in Hamburg, Munich, London, Detroit, Los Angeles, Seoul and Shanghai.

For more details visit www.mackevision.com.

ABOUT GIMV

Gimv is a European investment company with over three decades experience in private equity and venture capital. Gimv is listed on NYSE Euronext Brussels. Gimv currently manages around 1.8 billion EUR (including investment partnerships) of investments in 60 portfolio companies, which jointly realise a turnover of more than EUR 6 billion and employ over 26,000 professionals. As a recognized market leader in selected investment platforms, Gimv identifies entrepreneurial and innovative companies with high-growth potential and supports them in their transformation into market leaders. Gimv’s four investment platforms are: Consumer 2020, Health & Care, Smart Industries and Sustainable Cities. Each of these platforms works with a skilled and dedicated team across Gimv’s home markets of the Benelux, France and Germany and can count on an extended international network of experts.

More information on Gimv can be found on www.gimv.com.

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