



**PRESS RELEASE**

**For immediate release**

## **FORCE-A WELCOMES GOGREEN CAPITAL AMONG ITS SHAREHOLDERS**

**The new capital increase led by GoGreen Capital and historical shareholder Amundi Private Equity Funds will accelerate the expansion of the leader in plant diagnosis.**

**Orsay, France, June 21th, 2011** - FORCE-A, a pioneer in plant diagnostic tools and services for sustainable agriculture founded in 2004, has finalized a new fundraising led by GoGreen Capital and Amundi Private Equity Funds. This funding round will accelerate the commercialization of its real-time diagnostic solutions, particularly in the grapevine and large crop segments.

This round of funding allows the company to develop the range of its diagnostic services, and accelerate the commercialization of its offers in France and abroad. FORCE-A intends to intensify the development and marketing of its real time diagnosis for grapevine applications, using built-in GPS portable and embedded sensors on agricultural machinery. Providing map information will allow selective grape harvesting, efficient management of nitrogen fertilizers, and help protecting the vineyards against diseases such as mildew.

FORCE-A's diagnostic systems make possible the management of inputs such as pesticides and fertilizers, bringing significant operating benefits and helping to preserve the environment.

Natureo Finance, an investment bank specialized in Renewable Energy, Cleantech and Environment, was the exclusive advisor of FORCE-A during this operation

**Jean-Luc Ayrat, co-founder and CEO of FORCE-A, states:** *«We are really pleased with this capital increase enabling specialized cleantech fund GoGreen Capital to invest alongside Amundi PEF and other historic investors. This will enable the company to broaden its diagnostic product range and the wide-scale deployment in France and abroad. We are strengthening our positioning as a major plant diagnostic player, matching the requirements for a sustainable agriculture»*

FORCE-A's tools use a unique method to assess the growth and maturity of plants and to detect diseases at an early stage. Originally developed at France's national research organization, the CNRS in Orsay near Paris, its Multiplex® and Dualex® sensors implement optical technology based on plant fluorescence. These precision instruments recognized by research laboratories around the world are now used in the field in all environmental conditions.

### **About FORCE-A:**

Created at the end of 2004 by Jean-Luc Ayrat, CEO, and Zoran Cerovic, research officer at CNRS, FORCE-A designs and commercializes innovative diagnostic solutions for real-time crop management, dedicated to sustainable and precision agriculture.

FORCE-A ground-based Multiplex® and Dualex® optical tools deliver real-time and in vivo information on crops health and physiological status. These diagnoses allow accurate advices for crop management such as selective harvesting and the monitoring of chemical inputs.

FORCE-A is a key partner in several R&D programs at the European level and in the scope of the French agricultural clusters. FORCE-A's diagnostic tools won numerous prizes at agricultural shows, notably at the 2009 International Agricultural Exhibition in Paris and the International Vineyard-to-Vine, Fruit and Vegetables Exhibition (SITEVI) in Montpellier. FORCE-A's overall workforce of 20 people is located in Orsay, France ([www.force-a.com](http://www.force-a.com)).

#### **About GoGreen Capital:**

GoGreen Capital is a venture capital firm focused on the renewable sector, investing especially but not limited to, early-stage companies mainly in North America and Europe. GoGreen Capital provides venture and development capital through equity or equity-linked financing to a broad spectrum of companies mainly active in the following fields: Energy generation, Energy efficiency, Energy Infrastructure & Storage, and Transport & Biofuels. GoGreen Capital invests in companies offering strong growth potential, relying on a skilled and experienced management team. GoGreen Capital focuses on building businesses over the long-term, accompanying them through the different development stages, from start-up to consolidating their leadership. Established in 2009, GoGreen Capital is based in Brussels and leverages on a solid track record from its shareholders in the renewable industry for the last 15 years. [www.gogreencapital.be](http://www.gogreencapital.be)

#### **About Amundi Private Equity Funds (Amundi PEF):**

With assets under management of €4.1 billion at 31 December 2010, Amundi Private Equity Funds offers its retail and institutional clients an extensive range of products tailored to their needs and giving them access to private equity and infrastructure funds of funds as well as private equity funds dedicated to direct shareholdings in non-listed companies. With over 60 investment professionals based in Paris, Bucharest, Casablanca, Tunis and Warsaw, Amundi PEF helps companies at every stage of their growth, from creation to transmission, and forms long-standing and trusting relationships with its clients. Amundi PEF is an expertise of the Amundi Group. [www.amundi-pef.com](http://www.amundi-pef.com)

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