

## Press release

# CITA Gestion invests in YOOWALK, a startup that develops an innovative concept of 3D virtual world.

Paris, January 30, 2008

YOOWALK, a young company selected at the international LeWeb3 conference as one of the 30 most promising startups of the moment, has closed its first round of funding with **CITA Gestion** and **business angels**, notably **Alexis CAUDE**, founder and president of Newsweb Group.

Founded by **Xavier MARVALDI**, previously General Manager of M6web, the company develops the website [www.yoowalk.com](http://www.yoowalk.com), a 3D community service never seen before where, for the first time, you will be able **on a single click** to :

- Surf the web in 3D with your avatar
- Build a 3D version of your website
- Create your own personal room in 3D
- Develop a social network simply by meeting other Yoowalkers in this virtual world

« This first round of funding provides us with the necessary means to launch, as early as next spring, the *beta* version of our community 3D platform. With this timing, YOOWALK will be the first to offer this kind of service, benefiting from a first-mover advantage. Our 3-year target is to become the leader of virtual worlds in Europe with 10 million unique visitors. » declares Xavier Marvaldi, president and founder of YOOWALK.

« YOOWALK attracted us with their original approach, at the same time breaking the rules of traditional web navigation as we know them, combined with delivering the community services and social networks that are booming today. The management's vision, as well as their strong experience in these fields, convinced us to invest in YOOWALK. » declares Philippe Queveau, CEO of CITA Gestion.

### **About CITA Gestion**

Founded in 1985, CITA Gestion is an investment company specialized in French SMEs, that has successfully invested in Internet companies since early-2000, among which **Kelkoo**, **Travelprice**, **Allocine** or **Telemarket**. The company invests alongside a managing team to accompany entrepreneur projects. The quality of both the project and the team are necessary conditions to its investments.

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