

CALYPTUS

Paris, November 24th, 2011

Calyptus defies financial market blues *Supports client Cogra in being successfully listed on Alternext*

Financial and corporate communication agency Calyptus proudly announces the successful IPO of Cogra – a pioneer in wood based energy products on the Alternext.

In partnership with the lead manager, Euroland Finance, Calyptus advised the company on the integrated communications strategy and plan in connection with their IPO on Alternext of NYSE Euronext Paris. This included:

- Drafting and editing of all communication tools & materials
- Management training
- Media relations across financial & trade press
- Conception, creation & maintenance of financial pages of website
- Print & web advertising

In an environment known to be hostile to these type of operations, the core question we asked ourselves was « what if the financial system collapses ? ». The result was a financial campaign based on a provocative hook of the dooms day scenario positioning wood based energy as the safe harbour or value to invest in.

**« Financial, crisis, nuclear crisis, budget crisis...
Luckily one can still be warmed by a wood fire »**

The idea immediately found favour with the company & the lead banker who clearly saw the benefit of the company being positioned as "crisis-resistant". A clear imperative and advantage in the context of attracting investors in the existing market sentiment.

More than 1 000 individual investors participated in the offer.

« Advising and accompanying a company on its IPO in the current market scenario is a tremendous challenge » says Mathieu Calleux, CEO of Calyptus, « which we took up keeping in mind the reassuring positioning of the company & their sector. Our creative gamble has paid off handsomely and Calyptus is proud to be associated with Cogra & Euroland in their success and delighted to celebrate this first ever breakthrough in the financial markets since July along with the 1000 shareholders. »

About Calyptus :

Calyptus is a human-size corporate and financial communications agency. It helps businesses – small or large – to better determine their identity and inspire confidence, set against the growing number of stakeholders, the globalization of the markets and heightened competition to find capital.

Calyptus has developed an original vision of its business at the crossroads for corporate and financial communications. With its tailor-made approach, the agency's offering is concentrated on consulting activities, which enables it to offer commitment, motivation and effectiveness for each one of its clients each day.

Calyptus has around 40 client companies, including ADL Partners, Astellia, Atari, Collectis, Guyenne et Gascogne, Harvest, Kindy, Jemini, Lanson BCC, Maesa, Nexans, Parrot, PCAS, Press Index, Prodware, Promeo, Quantel, Rentabiliweb, Riber, Rougier, STMicroelectronics, United Anodisers...

CRISE FINANCIÈRE,

CRISE NUCLÉAIRE,

CRISE BUDGÉTAIRE...

Heureusement,
On pourra toujours se chauffer au bois

Cogra Le pionnier de l'énergie bois depuis 1981, entre en bourse :
souscrivez avant le 18 novembre
> INVESTISSEMENT ELIGIBLE AUX REDUCTIONS D'IMPÔTS IR ET ISF <