



## **VALUECO THE ESG MARKET DATA PROVIDER SECURES \$1.5 MILLION WITH THE VC OF LA BANQUE POSTALE TO ADVANCE ITS VISION OF ASSIGNING A DOLLAR VALUE TO SUSTAINABILITY**

**Paris, 15 November 2024** - Recent political and environmental developments, including the mixed results of COP16 in Cali, highlight the crucial role of companies as drivers of environmental and social change. In this context, it has become essential for financial markets to recognize and measure the impact of these sustainable commitments.

ValueCo, an independent company specializing in ESG (Environmental, Social, Governance) Market Intelligence, is transforming ESG into an explicit market parameter by bringing transparency and comparability to the field. To support this mission, ValueCo announces a €1.5 million funding round, led by 115K, the Venture Capital fund of La Banque Postale, with participation from Techstars and a group of committed private investors. This financing will enable ValueCo to strengthen its analytical tools and provide companies, asset managers, and institutional investors globally with reliable and actionable ESG market data for informed decision-making.

### **A Unique Offering**

Founded in 2022, ValueCo aims to bridge the gap between sustainability and financial performance by providing companies and investors with an unprecedented view of the market's perception of corporate sustainability. Unlike traditional approaches, ValueCo does not process ESG data itself but rather analyzes the interpretations made by professional investors once they have reviewed all available data.

Thanks to its unique methodology, ValueCo already aggregates and standardizes the opinions of over 40 asset managers, representing a portfolio exceeding €5 trillion, across more than 30,000 companies worldwide. These insights allow companies to align their ESG strategies with investor expectations and provide investors with market signals while adhering to evolving regulations.

### **A Funding Round to Support an Ambitious Vision: ESG = \$.**

"This funding round is a strategic milestone for ValueCo, allowing us to intensify our collaboration with international asset managers, support companies with actionable market feedback, and establish strong partnerships with institutional investors," says Mariem Mhadhbi, CEO of ValueCo. "In partnership with 115K and Techstars, we confirm our mission to make ESG a measurable and transparent market parameter, contributing to sustainable value creation for all stakeholders."



According to Benoît Descoqs, Head of Investments at 115K, “ValueCo provides the market with essential data to prevent greenwashing and channel capital towards companies with strong ESG standards. We were convinced by the founders’ high level of expertise and their ability to implement their vision. ValueCo is already used by numerous international Asset Managers and institutional investors to position or differentiate themselves in the market. We are delighted to support them with our expertise in large-scale B2B SaaS solutions and Fintech to help them achieve their ambitions.”

Laure de Buyer, President of 115K and Director of Strategy and M&A at La Banque Postale, adds, “This new investment from 115K fully aligns with La Banque Postale’s strategy of supporting its clients and enabling them to actively participate in a fair transition. Present across the entire value chain - from CNP Assurances as an Asset Owner, to our conviction-driven Asset Manager LBPAM, to our retail and private banking - our mission as a citizen insurance and banking group is to offer our clients the most transparent and committed perspective on market issuers.”

Finally, Allard Luchsinger, Managing Director at Techstars and Fintech Venture Investor, states, “ValueCo’s rapid growth demonstrates the relevance of their vision. By making the financial impact of ESG initiatives measurable, they create value for both companies and investors.”

### **About ValueCo**

ValueCo seeks to turn ESG into an explicit market parameter, creating tangible incentives for all actors to invest and act responsibly.

By providing insights into investor perceptions, ValueCo helps companies adjust their ESG policies to meet market expectations. For asset managers, ValueCo offers market signals to identify trends, ensure compliance, and develop new products aligned with ESG objectives. Additionally, through their contributions, asset managers participate in a global market feedback initiative for companies. Finally, for institutions, ValueCo provides tools for sustainability risk management, benchmarking, and partnership to strengthen engagement.

ValueCo is also one of the first companies hosted by the Climate House in Paris.

Recognised for its work in sustainable research, ValueCo has received several awards, including the FIR-PRI Award for Sustainable Finance and the title of Best ESG Data Provider in the UK.

For more information, visit <https://www.valuecometrics.com>.

### **About 115K**

115K, the investment fund of La Banque Postale group, invests in Seed to Series B rounds in leading French and European startups in FinTech, InsurTech, Cybersecurity, AI, and ESG. With a target fund size of €150 million, the fund has significant reinvestment capacity in subsequent rounds and offers numerous business opportunities through its shareholder La Banque Postale, the 11th largest bancassurer in Europe, its subsidiaries (CNP Assurances, LBP AM...), and its affiliation with La Poste Group. 115K’s investment in ValueCo marks the fund’s 11th investment since its launch in 2022.

For more information, visit <https://www.115k.fr>.



### **About Techstars**

Techstars invests in early-stage startups led by ambitious entrepreneurs with transformative projects. With over 45 accelerators worldwide, an unparalleled network of alumni, mentors, corporate partners, investors, and dedicated operational teams, Techstars supports entrepreneurs throughout their journey and helps build thriving startup communities. Since 2006, Techstars has invested in over 4,400 companies, accelerating the growth of businesses such as Chainalysis, Digital Ocean, Outreach, Sendgrid, Zipline, DataRobot, Alloy, and many more.

For more information, visit <https://www.techstars.com/>

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