



Press Release of June 2019

HARLAY AVOCATS ADVISED SMARTVR IN ITS 2 M € FUNDRAISING

SmartVR, leading actor and studio in virtual reality has closed a 2M € financing, with 1,5M € from Trust Esport which completed its first investment.

This fundraising will enable SmartVR to finance its further developments.

The company contemplates to extend new foreign markets with its “turn-key” solution enabling entertainment professionals to open e-sport arenas. The company also conceives multi-players exclusive games such as After-H which is distributed through licenses.

Cofounded in January 2018 by Jean Mariotte, Sarah Tirmarche, Stéphanie Belle et William Klein, SmartVR has 21 employees. The company is fast growing and expects to reach 1,5M € of turn-over in 2019. The company opens a new game room every month and has for objective to open up to 1,000 game rooms.

Trust Esport is a new 15M € fund raised last October and managed by APICAP (with investors including Fimalac, Webedia, Group Amaury and La Française des jeux).

Harlay Avocats (Thibault Chareton, Partner) advised SmartVR for this transaction.

Velvet Avocats advised Trust Esport (Antoine Fouter and Maya Kara).

ABOUT HARLAY AVOCATS: Based in Paris, Harlay Avocats is an independent business law firm working internationally. Founded in 1988, Harlay Avocats is a leading business law firm in France. With its multidisciplinary professional team, Harlay Avocats assists its clients in France and internationally in most of their needs related to business law (routine and exceptional operations). The Corporate Department of Harlay Avocats co-lead by Marie-Laure de Cordovez and Olivier Cognard is specialized particularly in private equity, stock market law and M&A operations.