



## Press release – July 2022

### HARLAY AVOCATS COUNSELS EVA IN THE CONTEXT OF A 5-MILLION FUNDRAISING

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#### **EVA (ex-SmartVR Studio), French startup leader in virtual reality esports, raises €5 million to support the opening of its franchise network in the US.**

Created in 2018 by Jean Mariotte, Stéphanie Belle and William Klein, EVA (Esports Virtual Arenas) combines VR esports and physical effort through After-H, a video game in hyper free roaming technology, which allows players equipped with VR helmets and connected backpacks and guns to compete on 500m<sup>2</sup> areas.

EVA accompanies the launch, in France, of gaming rooms offering competitive matches during which two teams of four people face each other in virtual reality.

Around thirty establishments should be created before the end of the year and EVA plans on opening about 100 facilities by 2025.

This fundraising, to which Bpi and Business Angels, including Alexandre Yazdi (Voodoo) and Jean-Baptiste Rudelle (Criteo), participated, will allow the publisher to deploy its network in the United States and to strengthen its offer through the recruitment of new profiles.

**Thibault Chareton** (partner) and **Anouck Larreya** (associate) advised EVA in this fundraising.

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**ABOUT HARLAY AVOCATS :** Harlay Avocats is an independent business law firm with an international dimension, based in Paris. Founded in 1988, Harlay Avocats is an independent French law firm with a multidisciplinary team of lawyers who assist clients in France and abroad in most of their business law needs (routine and exceptional transactions). The corporate team of Harlay Avocats headed by Marie-Laure de Cordovez, Olivier Cognard and Thibault Chareton is particularly involved in Private Equity, Stock Exchange Law and Mergers & Acquisitions.