



Press release

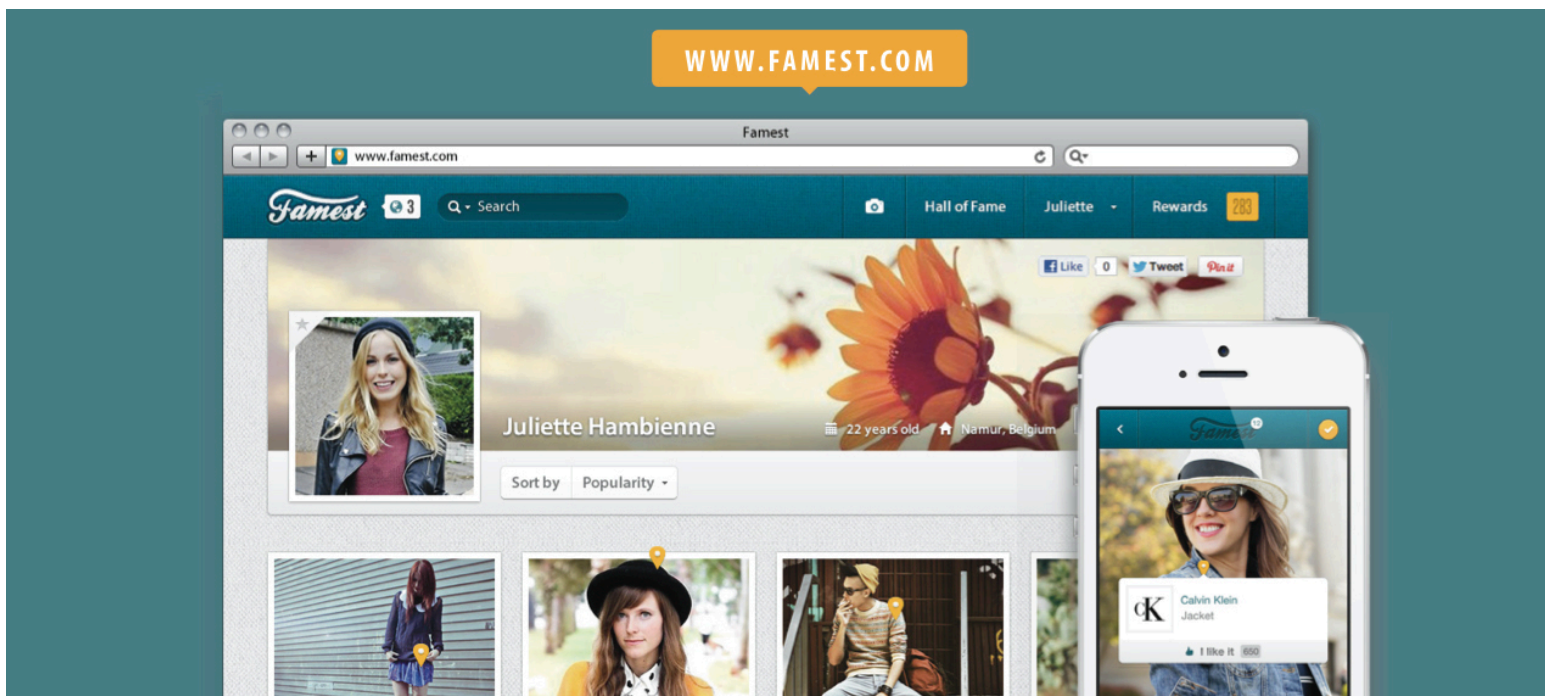
Brussels, 15th October 2013

Famest launches an application that rewards your social influence

Famest is available via www.famest.com and on iPhone. It's an application that rewards fans of fashion who tag the clothes they are seen wearing in photos. Famest wants to revolutionize the way we shop by using its community to inspire the style in all of us.

How does it work?

- 1) Users connect via <http://www.famest.com> or install the iPhone app via the App Store.
- 2) They download photos of themselves from their iPhones or computers.
- 3) They tag the brands that are visible in the photos.
- 4) When Famest's visitors like their style or click on the tagged clothes, users get points. These points can then be exchanged for coupons or exclusive items.



Where your friends set the trends.

The idea for Famest came from the fact that users of social networks share thousands of photos every day showing branded clothing. Like word of mouth, photo sharing is a very powerful recommendation tool. Nielsen¹ recently showed that recommendation from a friend **has three times more influence on the buying behavior** of Internet users than a classic ad. With such power at their fingertips we thought it was high time that these trendsetters were rewarded! “ The Beta version of Famest has confirmed the power of social recommendations. **The click rate on tagged clothing is over 24%**. That’s 400 times more than a classic ad ! This shows once again that it’s consumers who hold the real brand marketing power ” says Julien Paquet, one of the founders.

Having gained 12,000 users for its Beta version, Famest is about to conquer fashionistas. It was born in November 2012 in the NEST’up startup accelerator as a graduation project, before becoming a real business powered by a **\$300,000 investment**. The capital raising process was led by the Meusinvest investment fund working with business angels from France and Singapore. Thanks to this investment Famest will be able to reach its potential in Europe. The startup also intends to test out the Asian market, starting in Singapore.

About the team

The three founders, aged between 22 and 24, met at university in Belgium. They have since been joined by three employees and an increasing number of highly motivated trainees located in Brussels, Paris and Singapore.

Want to know more? Contact us!

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Visual kit: http://www.famest.com/press/kit_visuel_presse.zip

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About Famest

FAMEST SA is a company with its registered office in rue fond cattelain 2.2, 1345 Mont-Saint-Guibert in Belgium. Famest is an application that rewards its users for tagging clothes that are visible in their photos. The company was founded in 2013 by Martin Meys, Julien Paquet and Grégory Vander Schueren.

About Meusinvest

Meusinvest is a semi-public Belgian investment fund. It is particularly active in Liège province and has a portfolio of 235 companies with an average of 50 new investment projects each year.
<http://www.meusinvest.com>