

RUBIX S&I Boosts its Development with a Successful 7 M€ Series A

Toulouse (France), 6th February 2020 - **RUBIX Senses & Instrumentation**, a France-based IoT start-up specializing in the development of connected devices that monitor and identify both outdoor and indoor nuisance factors including gases, odors, sounds, and particles, announced today a **Series A** of €7 million led by **PureTerra Ventures** (Haarlem/NL), **Airbus Ventures** (Menlo Park, CA/USA), **Groupe ADP** and **M Capital** (Toulouse/France).

These investment funds are joining **Jean-Christophe Mifsud** (CEO and Founder of RUBIX S&I), **Active'Invest** (Paris/France) and **Rochefort & Associés** (Paris/France), historical shareholders of the company, as well as **Evolem Start** (Lyon/France) and **CPG** (Aix-en-Provence/France).

Founded in 2016, RUBIX S&I develops connected devices combining miniaturized sensors and unique “nuisance recognition” algorithms capable of monitoring the surrounding environment. Its objectives: analyzing and identifying sources of nuisances and triggering adequate remediation in order to maximize wellness and productivity of coworkers and customers, by minimizing nuisances at their source.

The applications target in order of priority the outdoor environment with smart cities, industrial parks, waste management sites and seaport authorities, as well as the indoor environment with open spaces, facility managers, department stores, and hospitals.

RUBIX S&I has worldwide customers in the Fortune 500 and aims at developing sales network partnerships in order to serve its target markets.

Each year, air pollution is responsible for the death of six million people worldwide, with the level of breathing diseases affecting children, such as asthma or COPD, increasing by almost fivefold over the last 20 years. Moreover, pollution and toxic substances negatively impact productivity and health at work as well as affect the recovery time spent by patients under medical care.

RUBIX S&I has developed a range of connected professional devices, efficiently establishing cartographies of physical, chemical and biological pollution inside buildings (open spaces, production sites, restaurants, malls, hospitals) and outside (mostly in the surroundings of industrial sites and urban areas).

RUBIX S&I also develops dedicated connected objects associated to professional databases, which can be tailored according to the users’ needs and expectations. The company is already particularly active in transportation (cars, trains and planes), household appliances and in the healthcare industries, in collaboration with major players in these segments.

This fundraising, managed by the investment bank Rochefort & Associés, will allow RUBIX S&I to further increase its R&D and accelerate its business development, both in France and internationally. The company has launched several projects to improve its fingerprint recognition expertise for odors, particles and noises. It will also continue to improve its current product line-up: POD (indoor) and WT1 (outdoor). Today, RUBIX S&I employs over 20 professionals, and targets to double this figure by the end of 2020.

“This fundraising is a very important milestone in our development. It will help us to intensify our R&D efforts as well as our sales development both in France and abroad. We are very proud to have these new partners on board who will bring us financial support but most importantly strategic and industrial experience, which combined with the expertise of our team, will allow us to grow our leadership position in the field of environmental analysis. We now have the resources to accelerate our transformation into a provider of AI-driven real-time and actionable data to improve the well-being of customers globally” - **Jean-Christophe Mifsud**, CEO and founder of RUBIX S&I.

“PureTerra Ventures is proud to have been selected to lead this fundraising round in RUBIX S&I. We are most excited about the profound impact RUBIX S&I can create in the field of environmental analysis. The modulation techniques developed by the company have incredible potential to fundamentally improve the way pollutants are measured, identified and decisions around remediation are taken, both in- and outside the water sector. Jean-Christophe Mifsud has built an exceptional team around him which we feel is very well positioned to drive the company forward. We look forward to being part of the RUBIX S&I story and working intimately with the team to solve the challenges ahead” - **Alexander Crowell**, Managing Director of PureTerra Ventures.

“At Airbus Ventures, we’re proud to add RUBIX S&I to our global portfolio of innovative startups. Over the past few years, RUBIX S&I teams managed to expand their customer footprint across the world, on a large variety of use-cases. We’re now convinced that was just the beginning of a bigger journey” - **Mat Costes**, Managing Partner Airbus Ventures.

“Our aim to develop a smart airport model, in line with our passengers’ needs, is already taking shape with the roll-out of sensors to have a better understanding of flows and to streamline traffic. With RUBIX S&I, we want to continue improving the quality of the passenger’s journey by introducing new possibilities of sensory comfort in our airports. Their unique technology based on multi-purpose sensors will enable us to control more aspects such as temperature, humidity, sound environment, air quality, or unpleasant smells. Together with RUBIX S&I, we shall be developing applications in our parisian airports before the summer. RUBIX S&I has already received a reward from us at the last Paris Air Forum, an event that brings together all players in the air industry, and during our latest Airport Startup Day. This decisive fund-raising operation will allow them to speed up their growth, global expansion, and product development with Groupe ADP, both in Paris and in our airport network worldwide” says **Edward Arkwright**, Deputy CEO of Groupe ADP.

“The mandate given by the European Investment Fund and the region Occitanie is to find outstanding entrepreneurial teams and disruptive technologies with the potential for strong growth. RUBIX S&I and seasoned entrepreneur Jean-Christophe Mifsud are uniquely positioned to change our environment. The synergies with lead investor PureTerra Ventures and co-investors Airbus Ventures and ADP Ventures offer a unique opportunity to scale RUBIX S&I” - **Alexandre Scherer**, Managing Partner, FEOO, M Capital.

About RUBIX Senses & Instrumentation:

RUBIX S&I is a company developing connected devices able to monitor different forms of indoor and outdoor pollution with a portfolio of micro-sensors and algorithms in order to improve security and wellness at work. The company’s team cumulates more than 100 years of experience in the field of sensors with a particular expertise in gas sensors, COVs and odors.

Globally RUBIX S&I is a leader in the wellness and comfort monitoring sector, utilizing online cartographies of physical, chemical and biological pollution in and outside buildings. RUBIX S&I also uses its expertise to develop bespoke miniaturized multi-sensor modules used for the environment, smart buildings and health sectors.

www.rubixsi.com

About PureTerra Ventures

PureTerra Ventures is a global investment firm focused on investments in disruptive water technology companies with a positive social impact. PureTerra Ventures strongly believes that the power of innovation and entrepreneurship holds the strongest potential to solving water- and environmental issues globally. With offices in the Netherlands and Shanghai, we combine exceptional entrepreneurial experience and a vast industry network in concert with a hands-on approach to create maximum value for our investors and portfolio companies.

www.pureterra.com

About Airbus Ventures

Airbus Ventures is a venture capital firm proudly inheriting the Adaptive Innovation Systems Thinking, and International Mindset that distinguish our mothership Airbus, an aerospace upstart since its own beginnings. Building on this heritage we always aim to deeply support our portfolio companies, so that once invested we can better understand, team and promote our portfolio Founders' businesses to the Airbus worldwide network of partnering opportunities.

We invest in early – and increasingly, in growth-stage companies, acting as lead investors where appropriate, recognising that new and fast-accelerating technologies reshaping aerospace now require newly inspired, ever-curious innovators and entrepreneurs untiring in their pursuit of excellence, from domains often well outside the traditional industry. We actively and successfully team our portfolio companies to help accelerate each other's businesses, all the while strengthening our knowledge of the gaps in the system so that looking ahead we can sharpen our hunt for system plays.

www.airbusventures.vc

About Groupe ADP

Groupe ADP develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2018, the group handled through its brand Paris Aéroport more than 105 million passengers and 2.3 million metric tonnes of freight and mail at Paris-Charles de Gaulle and Paris-Orly, and more than 176 million passengers in airports abroad through its subsidiary ADP International. Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernizing its terminal facilities and upgrading quality of services; the group also intends to develop its retail and real estate businesses. In 2018, group revenue stood at €4,478 million and net income at €610 million.

About M Capital Partners

M Capital Partners is a rapidly growing independent private equity company, specialized in financing small and medium businesses. M Capital manages over 500m€ and a portfolio of investments of over 100 companies covering a wide range of industrial and service sectors.

www.mcapital.com

About Evolem

Evolem is the investment structure of the entrepreneur Bruno Rousset, founder of the insurance company April. Since its creation, Evolem has invested more than €200m in over a hundred of companies. Evolem Start is the entity dedicated to venture capital investments. They support innovative projects along their development phase by investing tickets ranging from €300k to €1.5m, as a single investor or in co-investment. Evolem Start does not focus on specific sectors since it values essentially the team and its complementarity as well as its adequacy with the ongoing project.

www.evolem.com

About CPG

Founded in 1999, Conseil Plus Gestion (CPG) is an independent asset management company certified by the AMF and with offices based in Aix-en-Provence and Paris. CPG manages more than €240m across several thematic funds. CPG is a well-known regional actor recognized in the venture capital sector with €12m invested through six local investment funds. Its investment in RUBIX S&I, through its fund "Entrepreneurs Capital 4", shows CPG's local commitment to innovation and entrepreneurship.

www.cpgfinance.com

About ACTIVE'INVEST

Active Invest is a French private industrial group. Its 650 employees design and manufacture equipments to optimize energy networks by combining lights, batteries and electrical cabinets, and also hosting RUBIX's technology.

www.active-invest.fr

About Rochefort & Associés

Rochefort & Associés is an investment banking boutique based in Paris and Shanghai which provides corporate advisory services (M&A, capital raising, etc.). Alongside its regular activities, Rochefort & Associés launched a platform dedicated to innovative startups in order to support their strategy regarding their market positioning and development. In addition, this program helps startups benefit from a network of investors, experts, tax specialists and legal advisors.

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Le soutien apporté par cet instrument financier dans le cadre de l'initiative FOSTER TPE-PME est cofinancé par la Région Occitanie / Pyrénées-Méditerranée et l'Union Européenne au titre du Fonds européen de développement régional.