

 Early Warning System

**IDBI-13915-01**

Rock Content - Long Term Financing



## Quick Facts

<b>Financial Institutions</b>	IDB Invest (IDBI)
<b>Status</b>	Proposed
<b>Bank Risk Rating</b>	C
<b>Voting Date</b>	2022-08-25
<b>Borrower</b>	Rock Content
<b>Sectors</b>	Communications
<b>Investment Type(s)</b>	Loan
<b>Investment Amount (USD)</b>	\$ 15.00 million



## Project Description

IDB Invest is considering an investment of up to US\$15 million in EverWrite Inc. (the "Company") and its subsidiaries (together with the Company, "Rock Content"). Launched in 2013, Rock Content is a digital content marketing solution provider established and based in Brazil and providing services in four continents and operational companies in four countries. Rock Content hires approximately 400 people, approximately 85 are located in Latin America.

Digital content marketing is becoming an important tool for the companies worldwide to grow its operations. Rock Content is a unique player as the majority of its workforce is located in Latin America while Rock Content generates approximately 65% of the revenue from the United States and Canada.

The objectives of providing financing to Rock Content is (i) increasing the export of digital services inside Latin America and from Latin America to countries outside the region, (ii) fostering the investment in development of innovative products and services, and (iii) promoting employment in the technology industry.



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## Investment Description

- IDB Invest (IDBI)



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Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	Rock Content	Client	Communications

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## Contact Information

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### ACCESS TO INFORMATION

You can submit a request for information disclosure at: <https://www.iadb.org/en/access-information/information-request>

### ACCOUNTABILITY MECHANISM OF IDB / IDB INVEST

The Independent Consultation and Investigation Mechanism (MICI) is the independent complaint mechanism and fact-finding body for people who have been or are likely to be adversely affected by an Inter-American Development Bank (IDB) or Inter-American Investment Corporation (IDB Invest)-funded project. If you submit a complaint to MICI, they may assist you in addressing the problems you raised through a dispute-resolution process with those implementing the project and/or through an investigation to assess whether the IDB or IDB Invest is following its own policies for preventing or mitigating harm to people or the environment. You can submit a complaint by sending an email to [MICI@iadb.org](mailto:MICI@iadb.org). You can learn more about the MICI and how to file a complaint at <http://www.iadb.org/en/mici/mici,1752.html> (in English) or <http://www.iadb.org/es/mici/mici,1752.html> (Spanish).



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**Bank Documents**

- [ROCK CONTENT - ENVIRONMENTAL AND SOCIAL REVIEW SUMMARY \(ESRS\) AND \(ESAP\)](#) [Original Source]