

## ALTO Invest heightens investment in AI

**PARIS, France – 18 February 2019 | Sidetrade (Euronext Growth: ALBFR.PA), Artificial Intelligence customer journey platform, announces that ALTO Invest has increased their stake in the company to over 5%.**

ALTO Invest is an independent management company that makes private equity investments. ALTO Invest has just boosted their stake in Sidetrade, the artificial intelligence innovator, to 5.04%, by acquiring Sidetrade shares on the market.

*“Sidetrade is one of the few pioneering listed companies in the world of SaaS software editors. The quality of their management, together with their strategic positioning in B2B customer relations, convinced us to invest in them. Sidetrade’s development of new AI-based business solutions shows their determination to break new ground. They are trailblazers in their field”,* said Franck Halley, Managing Director of ALTO Invest.

ALTO Invest is a specialized asset management firm which invests in privately-owned and publicly-listed SMEs seeking to grow through innovation. In 2011, ALTO Invest became a Sidetrade shareholder and has since supported and guided Sidetrade’s international development.

Sidetrade is one of today’s market leaders in B2B Artificial Intelligence solutions. Sidetrade provides a unique intelligent assistant to accelerate business growth, especially for Marketing, Sales and Finance teams.



Olivier Novasque, Founder and CEO of Sidetrade, commented:

*“I wish to thank ALTO Invest, one of our longstanding shareholders, for their trust. Artificial Intelligence is on its way to becoming a crucial asset for top-performing businesses. We have given ourselves the resources to move fast and take a considerable lead in the market.”*



### Next financial release

2018 Annual Results: 9 April 2019 (after stock market close)

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### About Sidetrade ([www.sidetrade.com](http://www.sidetrade.com))

Sidetrade (Euronext Growth: ALBFR.PA) facilitates growth by laying the cornerstones of the customer journey: prospecting, sales, loyalty and performance. Integrated with your CRM and your ERP, Sidetrade’s revolutionary AI system called Aimie, reveals unseen factors that can generate leads, drive sales, improve cashflow and shorten payment delay. Over 1,500 businesses in 80 countries use Sidetrade technology to give their Marketing, Sales and Finance teams a competitive edge. For further information, visit us at [www.sidetrade.com](http://www.sidetrade.com) and follow us on Twitter @Sidetrade.

### About ALTO Invest ([www.altoinvest.fr](http://www.altoinvest.fr))

ALTO Invest is an asset management firm dedicated to investments in privately-owned and publicly-listed SMEs. ALTO Invest is now a wholly-owned subsidiary of Eiffel Investment Group, a group fully dedicated to financing European companies in debt and equity with assets under management exceeding 1.6 bn EUR. ALTO Invest manages funds for institutional and private clients and is invested in more than 150 portfolio companies representing a combined total turnover of EUR 20 billion and 100,000 employees (as of 31 December 2018). ALTO Invest is fully approved by the French financial authorities (Autorité des Marchés Financiers) and is an active member of the French Asset Management Association (Association Française de la Gestion Financière).

*In case of a discrepancy between the French and English versions of this press release, only the French version should be deemed valid.*