

## Sidetrade shortlisted for Tech award by French Chamber of Commerce in the Netherlands

**PARIS, France – 8 May 2019 | Sidetrade (Euronext Growth: ALBFR.PA), software editor of an Artificial Intelligence platform dedicated to the B2B customer lifecycle, is delighted to announce it has been shortlisted in the tech award category at the 2019 Business Awards of the French Chamber of Commerce.**

The shortlisting follows Sidetrade's success at the 2018 awards, where it won the fintech award, in recognition of its outstanding contributions to enhancing financial cashflow thanks to its cloud-based AI software. Eduard Van Mierlo, Sidetrade Sales Director for Benelux, welcomed the news: *"I'm grateful to the French Chamber of Commerce in the Netherlands for this recognition. Sidetrade opened its Netherlands office in 2015, and in a short time has established itself as a leader in the B2B AI sector, which continues to be acknowledged by our peers and the Chamber. I'm looking forward to the celebrations and wish the other shortlisted companies' good luck, and would like to personally thank Patricia Schneiders-Delvaux for a great working partnership we've had."*

Sidetrade has made significant investments in AI, with the creation of its Data Science Lab in 2013, led Dr Clément Chastagnol, and the rapid acquisition of three AI start-up companies between December 2016 and June 2017. The Sidetrade AI team specialize in machine learning, deep learning and natural language processing to augment marketing, sales, financial teams, and boost business growth on the overall customer journey.

Sidetrade brings AI to a range of top-tier customers including: BPCE, Bunzl, ENGIE Cofely, Colissimo, Euro Car Parts, Hearst Magazines, France Air, France Télévisions Publicité, GfK, Inchcape, Saint-Gobain ADFORS, Solocal, Sodexo, Randstad, Nile Dutch, Van marcke, and H.Essers.

The celebration, held on 15 May at the French embassy in Residence de France, The Hague, will recognize the outstanding achievements of B2B people. The evening will also include a farewell to Patricia Schneiders-Delvaux, who has worked with the Chamber for 12 years as its director general.

As this year's awards mark the 40th anniversary of the Chamber, the shortlist for each award category has been drawn from winners since 2012.

The winner will be announced on 16 May, with judges basing their decision on the shortlisted companies' innovative product or service, and its strategy and competitiveness. Judges will also decide the winner based on commercial success. In the first quarter of 2019, Sidetrade revenue reached €6 million, amounting to organic growth of 14%, like for like.

Sidetrade has been recognized as a top 500 growth champion company by leading French financial newspaper Les Echos, as well as a Concours d'innovation and Forbes Futur40 in 2018.

Other companies shortlisted in the tech award category include SendCloud, Hardis and Cleeng.

### Media relations

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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, development, loyalty and satisfaction. 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 time. Over 1,500 businesses in 80 countries use Sidetrade technology to give their Marketing, Sales and Finance teams a competitive edge.

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