

## 2019 First Half Results

Revenue up 15%, like for like

Net profit at €0.5m (- 51%)

**PARIS, France – 17 September 2019 | Sidetrade (Euronext Growth: ALBFR.PA), software vendor of an Artificial Intelligence platform dedicated to the B2B customer lifecycle, announces its 2019 first half results.**

Olivier Novasque, CEO of Sidetrade, had this to say about its 2019 H1 results:



*In the emerging market of Artificial Intelligence for B2B, Sidetrade continues to establish itself quarter after quarter as a key player, reporting double-digit growth. The financial results for the first six months is the corollary of an ambitious policy of substantial investment. We will reinforce this policy over the coming quarters to accelerate our development.”*

### Revenue up 15%, like for like

Sidetrade (million euros)	2019 H1	2018 H1	Variation
Sales & Marketing AI	2.1	1.7	+ 24%
Financials AI	10.5	9.2	+ 14%
<b>AI Revenue like-for-like sales</b>	<b>12.6</b>	<b>10.9</b>	<b>+ 15%</b>
B2C Services	-	1.3	-
<b>Revenue</b>	<b>12.6</b>	<b>12.2</b>	<b>+ 3%</b>
<b>Operating profit</b>	<b>0.7</b>	<b>1.2</b>	<b>-43%</b>
<b>Net profit</b>	<b>0.5</b>	<b>1.1</b>	<b>-51%</b>

2019 data is consolidated and unaudited. 2018 H1 revenue included B2C business.

In the first half of 2019, Sidetrade generated revenue of €12.6m, which represents organic growth of 15% like for like. Let us recall that B2C services are no longer included in Sidetrade's revenue, as the phaseout of this business line was announced in late 2018.

### Net profit at €0.5m (- 51%)

The group's operating profit for the first half was €0.7m, a decline of 43% compared to the same period in FY 2018. It was severely impacted by the substantial investment undertaken regarding French and English sales resources (+€1.8m).

The operating profit included a €1.0m research tax credit (vs €0.8m in 2018 H1) as well as an activation of R&D costs to the amount of €0.15m (vs €0.1m in 2018 H1).

The net profit was €0.55m, a decrease of 51% including a one-off loss (- €0.1m) and an income tax expense (€0.01m).

### Solid financial health



The Sidetrade group is in solid financial health with a treasury of €5.7 million as at 30 June 2019, and virtually no debt (€0.4 million).

For the record, the group also holds 83,000 of its own shares at an estimated value of €5.5 million as at 30 June 2019.

### Next financial release

2019 Q3 results: 15 October 2019 (after-hours stock trading)

### Investor relations

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

Sidetrade (Euronext Growth: ALBFR.PA) accelerates growth by laying the cornerstones of the customer journey: acquisition, upsell/cross-sell, churn reduction, and payment. Integrated with your CRM and your ERP, Sidetrade's revolutionary AI system called Aimie reveals unseen factors that can generate leads, drive new sales opportunities, improve retention 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](https://twitter.com/Sidetrade).

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