

Oddo BHF initiates coverage of Sidetrade

An 'Outperform' rating and a EUR 188 target price*

Wednesday April 26, 2023 | Global AI-powered Order-to-Cash platform, Sidetrade, announced an agreement with the pan-European broker and investment bank Oddo BHF to strengthen its visibility on international stock markets.

Oddo BHF initiated coverage of Sidetrade with an 'Outperform' rating and a target price of EUR 188 based on 1/a qualitative positioning in a buoyant context for Order-to-Cash solutions, 2/its recognized Cloud/SaaS technology, 3/a solid business model, and 4/the means to meet its ambitions of joining the 'Centaur' club further out.

Oddo BHF's report, titled '**It always pays off in the end**', is available from Oddo BHF or on: <https://www.sidetrade.com/company/investors/>.

Matthias Desmarais, Head of Equities, Oddo BHF Corporates & Markets, commented: "*We are delighted to support Sidetrade in its stockmarket adventure. Its history resonates with the DNA of the ODDO BHF Group, and its positioning is perfectly in line with our strategic priorities.*"

Oddo BHF is present in the main financial markets, notably Paris, Frankfurt, Zurich, Geneva, Hong Kong and New York. With offices in more than ten countries throughout Europe, Asia and America, Oddo BHF provides Sidetrade with international coverage.

Oddo BHF will regularly issue research reports on Sidetrade in line with business developments for the company and will organize meetings with targeted investors.

Sidetrade is also followed by the Gilbert Dupont (Société Générale Group) broker, which initiated coverage of Sidetrade in July 2009, as well as by TP ICAP Midcap since October 2020.

* All reports on Sidetrade prepared by analysts represent the opinions of those analysts and not necessarily those of Sidetrade. The information in such reports does not constitute an offer to sell or subscribe or a solicitation of an offer to buy or subscribe to any security in France, Europe, the United States, or any other country.

Next financial announcement

First quarter 2023 revenue: May 10, 2023 (after market)

Investor & Media relations

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About Sidetrade (www.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) provides a SaaS platform dedicated to securing and accelerating cash flow. Sidetrade's next-generation AI, nicknamed Aimie, analyzes \$4.6 trillion worth of B2B payment transactions daily in the Sidetrade Cloud to predict customer payment behavior and the attrition risk of more than 21 million companies worldwide. Aimie recommends the best cash collection strategies, intelligently automates actions on the Order-to-Cash process, and dematerializes customer transactions to enhance productivity, performance and working capital management.

Sidetrade has a global reach, with 300 talented employees based in Paris, London, Birmingham, Dublin, Houston, and Calgary, serving global businesses in more than 85 countries. Amongst them: Tech Data, Expedia, Criteo, DXC, Veolia, Inmarsat, and Biffa.

Sidetrade is now a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business.

For further information, visit us at www.sidetrade.com and follow us on Twitter @Sidetrade.

In the event of any discrepancy between the French and English versions of this press release, only the French version is to be taken into account.