

Sidetrade partners with Latinafinance.net to expand its presence in South America

London – 21 September 2023 | [Sidetrade](#), the global leader in AI-powered Order-to-Cash solutions, today announces a new commercial partnership with corporate finance consulting firm, [Latinafinance.net](#). This collaboration will strengthen its presence in South America and support the growth of international and South American companies on the continent.

Sidetrade, a leader in Order-to-Cash applications, plays a crucial role for national and multinational companies in over 85 countries. To extend its influence in South America - a region experiencing rapid economic growth - the company has chosen to partner with Latinafinance.net, a consulting firm specializing in treasury, financing, risk management and financial transformation.

Latinafinance.net has been present on the South American continent since 2009. Headquartered in Uruguay, it covers Brazil, Mexico, Argentina, Chile, Peru and Uruguay. Thanks to the combined expertise of both organizations, local companies will benefit from advanced solutions to optimize their performance in the Order-to-Cash cycle, while multinationals will find two strategic partners capable of supporting them in their financial activities in South America and beyond.

Florent Michel, Managing Partner of Latinafinance.net, commented: *"In South America, there are some 900 companies with sales in excess of 500 million dollars, two-thirds of which are located in Brazil and Mexico. At the same time, European and American multinationals are centralizing their financial operations for the South American region through shared service centers in these countries and are often looking for global solutions to collaborate effectively with their headquarters. By working together with Sidetrade and Latinafinance.net, these companies will secure and accelerate their cash flow generation. This partnership will enable them to benefit from the combined expertise of the two companies to optimize their financial processes and strengthen their position in a booming South American market."*

In South America, the automation and digitization of financial processes have experienced very strong growth in recent years and have become a top priority for large enterprises. The region's cash culture is deeply rooted, driven by periods of high inflation rates and restricted access to bank financing and capital markets. Against this backdrop, companies need to ensure that they have sufficient, stable liquidity to meet their financial obligations and ensure sustained growth. As such, rigorous cash management is essential if they are to prosper in a rapidly changing economic environment.

Jean-Claude Charpenet, VP Sales Director Europe at Sidetrade, commented: *"Thanks to our support of major companies such as Saint Gobain, Geodis, Veolia, Air Liquide, Edenred, and Sodexo on the South American continent, we have in-depth knowledge of the regional context, as well as the business and technological needs specific to this geography. Companies in South America are prioritizing digital transformation, with initiatives focused on generating and securing cash flow."*

"Sidetrade's ongoing commitment to innovation and excellence in O2C solutions makes us extremely confident in our ability to succeed in this dynamic environment and create value. Indeed, our SaaS technology offers the flexibility and adaptability essential to meet the specific needs of every financial department, whether South American or international. The partnership with Latinafinance.net will enable us to fully seize the opportunities offered by this booming market."

Sidetrade and Latinafinance.net will initiate a progressive development strategy, first focusing on Brazil and Mexico, where the companies already have many customers, and whose presence of numerous shared service centers offers them considerable opportunities. In a second phase, they plan to extend their reach to Chile, Colombia, Uruguay and Peru.

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About Latinafinance.net (www.latinafinance.net)

Since 2009, Latinafinance.net has been providing consulting services in Treasury, Financing, Risk Management and Financial Transformation in Latin America, to individuals and companies. Latinafinance.net is based in Uruguay, with regional coverage including Brazil, Mexico, Argentina, Chile, Peru and Uruguay.

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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, Calgary and Tulsa, serving global businesses in more than 85 countries. Amongst them: Tech Data, KPMG, Nespresso, Hearst, Expedia, Criteo, Manpower, Securitas, Randstad, Engie, Veolia, Inmarsat, and Bidfood.

Sidetrade is 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](https://twitter.com/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.