

Sidertrade acquires C-Radar, start-up specialist in B2B Predictive Marketing

PARIS, France – 28 June 2017 – Sidertrade (Euronext Growth: ALBFR.PA), dedicated Artificial Intelligence customer engagement platform, announces the final acquisition of C-Radar, the specialist start-up in B2B Predictive Marketing.

The acquisition comes months in the wake of Sidertrade's acquisition of BrightTarget and Iko System, two specialist start-ups in Sales and Predictive Marketing. The move further strengthens Sidertrade's positioning within Artificial Intelligence for the customer life cycle through C-Radar's unique technology for identifying companies within an existing market. By exploiting algorithm-driven analysis of 23 million company data signals daily, C-Radar allows Marketing and Sales Departments to better understand their markets and identify relevant prospects.

Olivier Novasque, CEO of Sidertrade Group, states:

"We were impressed by the power and accuracy of the algorithms C-Radar has developed. The merging of C-Radar with Sidertrade Group is fully in line with our strategy to strengthen our offering within the field of Artificial Intelligence. The perfect synergy that C-Radar brings alongside our BrightTarget and Iko System solutions now means we can open up the use of Artificial Intelligence right across the entire customer relationship and position Sidertrade as a unique market player."

The application of Big Data and Data Science for Prospection

C-Radar launched in 2011 and is now one of the fastest growing technology companies in the EMEA region, having been recognized in the Technology Fast 500 EMEA 2016 industry ranking, a winner of the Global Innovation Competition in 2014 and 2015, and awarded the Data Innovation Award by the European Data Forum in Luxembourg. C-Radar is also an Inria partner on many research projects, among them the XData, data cross-referencing, and WebSmatch, data-matching, projects.

The innovative technologies it offers have already attracted more than 80 customer companies, including BNP Paribas, Allianz, BPIFrance, BPCE Group, French Bank La Banque Postale, SoLocal Group, French national railway company SNCF, and DHL. C-Radar's solutions allow:

- Analysis and automated segmentation of a customer data base using semantic criteria
- Identification of customer segments within emerging markets
- Identification and classification of priority leads by segmentation via similarity algorithms
- Targeting of leads, competitors, suppliers and partners through Data Science.

C-Radar's predictive algorithms and Machine Learning technology consolidate Open Data files (Companies House, Kruispuntbank van Ondernemingen, the Crossroads Bank for Enterprises, INPI, Insee, Infogreffe, the French Ministry of Research) with terabytes of data crawled over 15 million company websites in Europe and the USA to deliver a unique B2B database. Marketing and Sales Departments, empowered by more relevant leads, are able to enhance conversion rates and market understanding.

An even stronger presence within the field of Artificial Intelligence

C-Radar strengthens Sidertrade's platform to enable it to offer Sales and Marketing Departments a unique Sales Intelligence solution.

François Bancilhon, CEO of C-Radar, states:

"In today's increasingly changing and competitive commercial reality, understanding market segments is a major company challenge. C-Radar meets this need for companies by throwing new insights on the trends within their market segments and facilitating new customer acquisition. Our merger with Sidertrade will mean we can broaden this visibility and create the first player to open up the use of Artificial Intelligence across the entire customer relationship."

Next announcement

2017 First-Half Revenue: 20th July 2017 (after Stock Market close)



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

About Sidetrade (www.sidetrade.com)

Sidetrade (EURONEXT GROWTH: ALBFR.PA) is the most compelling A.I. Software Company shaping the future of Customer Engagement and empowering Marketing, Sales and Finance people to grow sales and accelerate cash.

Seamlessly integrated with existing CRM and ERP, Sidetrade leverages Artificial Intelligence to disclose untapped new business opportunities, increase upsell, reduce churn, predict customer payments and accelerate cash flow generation. Over 1,500 companies, of all sizes and sectors, in 80 countries, employ AI Sidetrade solutions for sustainable growth.

Sidetrade enables a new level of collaboration between Marketing, Sales, Finance, and Customer Service teams to accurately evaluate, predict and increase customer performance and secure competitive advantage.

With its Artificial Intelligence platform, Sidetrade use predictive data science to take the guesswork out of the customer relationship.

The advanced use of machine learning and human collaboration empowers businesses to proactively improve operational effectiveness of the end-to-end customer cycle via smart sales prospecting, streamlined cash collection and case management processes.

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