

Sidetrade named a winner of the 2018 Innovation Competition

PARIS, France – 18 July 2018 | Sidetrade (Euronext Growth: ALBFR.PA), artificial intelligence customer platform, is named as a winner of the Government of France's 2018 Innovation Competition.

The French Government has selected Sidetrade's EuroFirmo project for the first round of its national Innovation Competition. The two-year €2.8-million R&D project, overseen by the Office of the General Secretariat for Investment, is being co-financed by the Investing for the Future programme through French investment bank BpiFrance.

Nominated for the digital category, the EuroFirmo project will be carried out by a team of 14 R&D engineers and Data Scientists from Sidetrade Group. Its aim is the construction and maintenance of a new and up-to-date dataset on 26 million companies in the European Union. The goal is to make this detailed and in-depth company knowledge base accessible to both public authorities and private individuals.



François Bancelhon, VP Innovative Projects at Sidetrade group, declared:



This prestigious award recognizes the excellence and innovative acumen demonstrated by our R&D and Data Science teams. The EuroFirmo project aims to create a unique single authoritative dataset whose accuracy across 26 million EU companies will be derived via the dual technologies of Data Science and AI. >>

The BPIFrance teams selected 21 innovation projects for the digital category of this new Innovation Competition. These combined projects constitute strong growth potential for the French economy and a marked advance in digital technology development with strong market prospects. The Investing for the Future government programme is committed to the support of highly productive, innovative and risk-taking companies.

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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) provides Artificial Intelligence to empower Marketing, Sales and Finance teams to grow sales and accelerate cash on the customer journey.

Seamlessly integrated with CRM and ERP, Sidetrade leverages Artificial Intelligence to disclose untapped new business opportunities, increase upsell/cross-sell, 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 and secure competitive advantage.

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