


# Sidetrade to take part in European Large & Midcap event 2018

**PARIS, France – 24 September 2018** | Sidetrade (Euronext Growth: ALBFR.PA), the Artificial Intelligence customer journey platform, will be taking part in the 18th edition of the European Large and Midcap Event, 8 & 9 October 2018 at the Westin Paris Vendôme hotel.

Olivier Novasque, Founder and CEO of Sidetrade, had this to say about the announcement:

 *Artificial intelligence has taken the world by storm, shaking up the way we do business. It is rapidly becoming an essential tool for top-performers to keep their competitive edge. By 2030, the global AI market could be worth over €13,500 bn euros, according to PWC.*

*Sidetrade is gearing up to quickly take a considerable lead in their market, providing businesses with sophisticated AI to completely rethink customer relations.*

*Sidetrade takes a pragmatic approach to Artificial intelligence. Our mission is to make AI easily accessible to Marketing, Sales and Finance departments. In our vision, technology does not compete with the human mind; it provides us with new insights. In fact, the term 'augmented intelligence' would be more accurate than 'artificial intelligence'.*

*We look forward to sharing our AIM2020 strategic plan with investors aiming to invest in the field of Artificial intelligence."*

Over 150 listed European companies with caps up to €45 bn will be meeting with investors at the European Large & Midcap Event 2018. Olivier Novasque and Philippe Gangneux, respectively CEO and CFO of the Sidetrade group, will be presenting Sidetrade's outstanding growth (revenue +14%, and net profit +16%), as well as the group's latest success stories, especially our new AI Sales & Marketing solutions (+55%).



Artificial Intelligence is profoundly transforming business. Sidetrade is a groundbreaker in AI and one of the rare Euronext-quoted companies ready to invest in this new industrial revolution.

Beyond European Large & Midcap event 2018, visit us at [www.sidetrade.com](http://www.sidetrade.com) and don't hesitate to contact our Investor Relations team: [finance@sidetrade.com](mailto:finance@sidetrade.com).

## Next publication

Third Quarter Revenue for 2018: 18 October 2018 (after stock market close)

## Sidetrade Contact

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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](http://www.sidetrade.com))

Sidetrade (Euronext Growth: ALBFR.PA) provides Artificial Intelligence solutions 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 reveal 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 use Sidetrade AI solutions to gain a competitive advantage

For more information, visit [www.sidetrade.com](http://www.sidetrade.com) and follow us on Twitter @Sidetrade.