

2017 First Half-Year Revenue

Significant rise in Revenue over 6-month period: **+21%**

“We’ll soon democratize the use of AI [...]”

PARIS, France – 20 July 2017 – Sidetrade (Euronext Growth: ALBFR.PA), dedicated Artificial Intelligence customer engagement platform, announces its 2017 first half-year revenue.

Significant rise in Revenue over 6-month period: **+21%**

Revenue* (€M) Sidetrade Group	2017	2016	Change
Q1 Revenue	5.2	4.3	+21%
Q2 Revenue	5.6	4.7	+20%
H1 Revenue	10.8	8.9	+21%

*The 2017 data is consolidated and unaudited.

In line with the significant growth seen across recent quarters, Sidetrade Group has achieved a dynamic second quarter 2017, with an 8% sequential growth on first-quarter results.

Across the first six months of 2017, Sidetrade Group recorded consolidated revenue of €10.8m, a 21% increase on the same period in 2016. It represents the highest first half-year figures ever recorded by the Group and a record first-half turnover in excess of €10m.

The turnover period witnessed the addition of prestigious new accounts to the supplier and subscriber base, among them KPMG UK, STEF group-wide, House of HR (Germany, Belgium, France, the Netherlands, Poland, Portugal, Romania, Switzerland), GEFCO across 15 further countries, Cegos France, Akka Technologies, Moreton Smith (UK), Schratte Foods (US), Inchcape Plc, Geodis (Slovakia, Czech Republic), Deloitte Belgium and Selco Business Warehouse...

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In June 2017, Sidetrade Group announced the final acquisition of C-Radar, the French specialist start-up in B2B Predictive Marketing. 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 leads. The acquisition came a few months in the wake of Sidetrade’s acquisition of BrightTarget and Iko System, two specialist start-ups in Sales and Predictive Marketing, further strengthening Sidetrade’s positioning within Artificial Intelligence for the client-sales cycle.

Olivier Novasque, Founder and CEO of Sidetrade, states:

“This excellent first half-year revenue is the direct result of the impact of the investments we’ve made and is clear evidence of how well-placed is the Group’s strategic positioning within Artificial Intelligence. C-Radar is the third acquisition we’ve made in less than six months, giving us a strong technological head-start in our goal to position Sidetrade as a unique market player in the use of Artificial Intelligence dedicated to customer relationship. In the very near future, the best-performing companies will employ AI on a daily basis to boost sales and accelerate cash-flow generation. We’ll soon democratize the use of AI for all Marketing, Sales and Finance departments.”

The Board is confident of its ability to achieve further growth across 2017.

Next announcement

2017 Half-Year Revenue: 19th September 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.