

Sales up 14% in the First Half Year of 2018

Strong steady growth in the first half of the year: sales up 14%
 Sidetrade earns top marks: 5 new distinctions including Forbes Futur40 award

PARIS, France – 24 July 2018 | Sidetrade (Euronext Growth: ALBFR.PA), Artificial Intelligence customer journey platform, confirms steady growth in 2018, with H1 revenue up 14%.

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

“We are very pleased to have earned the following distinctions: Business Award France, Fast Growth Icons 2018, Digital Top 100 in France, Forbes Futur40 and the 2018 French Government Innovation Competition in the Digital category. These distinctions reward our bold groundbreaking work in the field of Artificial Intelligence. Sidetrade seized an exceptional growth opportunity for the years to come by making artificial intelligence accessible to businesses seeking a competitive edge. We would like to give credit for these awards to our customers and shareholders for their unflinching support during this fabulous adventure.”

▶ Strong steady revenue growth in H1 2018: 14%

Sidetrade Group (in million euro)	2018	2017	Variation
Q1 Revenue	5.9	5.2	+14%
Q2 Revenue	6.3	5.6	+13%
H1 Revenue	12.2	10.8	+14%

The 2018 data is consolidated and unaudited.

In the first half of 2018, the Sidetrade Group continued its double-digit growth-up 14% against the first half of 2017.

The Board of Directors is confident that Sidetrade will book double-digit growth across the board in 2018.

▶ Sidetrade earns 5 new awards including Forbes Futur40

In the second quarter of 2018, Sidetrade was the FinTech award winner at the French Business Awards, an event held by the French Chamber of Commerce & Industry in Amsterdam. We also made the Fast Growth Icons 2018 rankings as one of Europe's most dynamic businesses, and the Top 100 digital champions. Furthermore, Sidetrade is now a Forbes Futur40 company, an award for high-growth companies listed on the Paris stock exchange.

Jean Rognetta, Editor-in-chief of Forbes France, said:

“AI algorithms are profoundly changing the way companies do business and Sidetrade has shown true insights into this phenomenon. Sidetrade is one of the rare firms listed on Euronext Paris for those who want to bet on AI.”

On 13 July 2018, Sidetrade won the Digital award at the 2018 Innovation Competition for the EuroFirmo project. Under the auspices of the office of the French Prime Minister, representatives of BPIfrance (the French public

investment bank), selected 21 awardees with high potential for the French economy, with co-financing of R&D projects.



François Bancilhon, Director of innovative projects at Sidetrade:

 *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 single authoritative dataset, accurate across 26 million EU companies, delivered via the dual technologies of Data Science and AI."*

Next publication

2018 First Semester Results: 18 September 2018 (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) 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.

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

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