

2019 First Quarter Revenue

Accelerated growth: revenue up 14%, like for like
Sidetrade AI a big success in Europe and the U.S.

PARIS, France – 3 May 2019 | Sidetrade (Euronext Growth: ALBFR.PA), software editor of an Artificial Intelligence platform dedicated to the B2B customer lifecycle, announces accelerated growth, with 2019 Q1 revenue up 14%, like for like.

Accelerated growth: Revenue up 14%, like for like

| Sidetrade (million euros) | 2019 Q1 | 2018 Q1 | Variation |
|---|------------|------------|--------------|
| AI Sales & Marketing | 1.0 | 0.8 | + 24% |
| AI Financials | 5.0 | 4.5 | + 11% |
| AI Revenue like-for-like sales | 6.0 | 5.3 | + 14% |
| B2C Services | - | 0.6 | - |
| Revenue | 6.0 | 5.9 | + 2% |

2019 data is consolidated and unaudited.

In the first quarter of 2019, Sidetrade revenue reached €6M, amounting to organic growth of 14%, like for like against Q1 2018. Let us recall that B2C Services have been withdrawn from revenue figures. This non-core business has been phased out, as announced in late 2018

Accelerated growth (14% 2019 Q1 vs +11% for all of 2018) comes from an amazing 24% leap in AI Sales & Marketing, as well as a double-digit jump (11%) in AI Financials.

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The past months have seen fantastic commercial success in Europe and the U.S. This achievement shows Sidetrade's ability to attract new customers with an indisputable technological lead in Artificial Intelligence technology. Marketing, Sales and Finance teams are turning to AI as a strategic tool to enhance the effectiveness of their teams throughout the customer lifecycle.

Sidetrade has been working with a range of top-tier customers: BPCE, ENGIE Cofely, Colissimo, Euro Car Parts, Hearst Magazines, France Air, France Télévisions Publicité, GfK, Inchcape, Saint-Gobain ADFORS, and Solocal. Sidetrade's work with Sodexo (catering, facilities management, and other services) has been extended throughout Europe.



Next communications

After AGM: 20 June 2019, Sidetrade Headquarters (11:00 am – 12:30 am)
2019 S1 Revenue: 23 July 2019 (after stock market close)

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About Sidetrade (www.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) facilitates growth by laying the cornerstones of the customer journey: prospecting, development, loyalty and satisfaction. Integrated with your CRM and your ERP, Sidetrade's revolutionary AI system called Aimie reveals unseen factors that can generate leads, drive sales, improve cashflow and shorten payment time. Over 1,500 businesses in 80 countries use Sidetrade technology to give their Marketing, Sales and Finance teams a competitive edge.

For further information, visit us at www.sidetrade.com and follow us on Twitter [@Sidetrade](https://twitter.com/Sidetrade).

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