

TriFinance and AI firm Sidetrade collaborate to improve efficiency in the order-to-cash process

Amsterdam, Netherlands – 30 January 2020 | Sidetrade (Euronext Growth: ALBFR.PA), the Artificial Intelligence platform dedicated to accelerating company revenue and cashflow, and TriFinance Netherlands today announced that they are working together to help CFOs meet the challenge of Accounts Receivable management and cash flow generation.

Financial services consulting firm TriFinance Netherlands has signed a partnership with AI firm Sidetrade. This partnership, which brings together the expertise of TriFinance and Sidetrade's leading AI Aimie solution, will help companies in the Netherlands better manage the complex order-to-cash process and increasingly challenging customer payment behavior, enabling organisations to focus on productivity and customer satisfaction.

Leon Harinck, business unit financial management services leader at TriFinance Netherlands, said:

“While searching for the best credit management software, we identified Sidetrade as the market leader with Aimie, its AI, adjusting credit management workflows in real time depending on the of the size of the team, automating tasks and recommending the best action at the best time. There was also a great cultural fit with strong skill sets and resources, so the collaboration is very pleasant and dynamic.”

AI technology transforms businesses, with the rise of automation and predictive analytics on customer behavior. To successfully address the escalating sources of customer data and increasing IT system complexity, financial teams need to swiftly evolve their Accounts Receivable management and technologies.

Sunil Pandit, partner and alliance lead at Sidetrade, said:

“We are excited to be working with TriFinance Netherlands to offer to their customers ground-breaking credit management technology to make order-to-cash as seamless and effective as possible. The new partnership will enable Dutch companies to accelerate cashflow generation, and to achieve their overall business objectives by predicting customer payment behavior and increasing their productivity.”

Located across 6 offices in Europe, Sidetrade has 20 years' experience in the world of order-to-cash, and uses machine learning, natural language processing, automation, and an unrivalled data lake of 313 million B2B financial transactions worth 950 billion Euros, to deliver measurable results for its clients.

About Sidetrade (www.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) accelerates company revenue. Its Artificial Intelligence, Aimie, is able to recognize and anticipate customer behavior in order to recommend, in real time, the best strategies for sales and finance teams. Aimie reinforces three pillars of the customer journey: sales development, loyalty and collection speed. Sidetrade has a global reach, thanks to its 250 talented employees based in Paris, London, Birmingham, Dublin, Amsterdam and New York. Used in 80 countries, Sidetrade's technology enables more than 2,700 businesses of all sizes and from all sectors to be more competitive. For further information, visit us at www.sidetrade.com and follow us on Twitter @Sidetrade.

Investors relations

Christelle Dhrif ☎ 00 33 6 10 46 72 00 ✉ cdhrif@sidetrade.com

Media relations

Daniel Blackman ☎ 00 44 (0)7745 669 229 ✉ dblackman@sidetrade.com

About TriFinance (www.trifinance.nl/fms)

TriFinance is an international network organization specialized in finance consultancy, which puts the growth of people first. She employs more than 800 professionals - Me inc.® employees (me incorporated) - spread across the Netherlands, Belgium, Luxembourg and Germany. Thanks to this network, TriFinance can quickly establish new connections, share and offer knowledge. The company offers a unique combination of services, bundling Transition & Support, Pragmatic Advisory & Implementation and Recruitment & Selection into a high-quality and pragmatic portfolio of services. The network organization does not deliver thick reports but concrete and appropriate solutions. With this Do-How approach, TriFinance focuses primarily on large and medium-sized companies, both in industry and in the services sector. Banks, insurance companies and organizations from the (semi-) public and non-profit sector also belong to its customers. For further information, visit us at www.trifinance.nl/fms and follow us on LinkedIn @trifinance

Media relations Jesca Hermans ☎ 31 20 580 03 30 | 31 6 29 09 19 51 ✉ jesca.hermans@trifinance.nl

Leon Harinck | Business Unit Leader Financial Management Services TriFinance Nederland | 00 31 (0) 20 580 0330 | leon.harinck@trifinance.nl

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