

Axxion strengthens its investment in Sidetrade encouraged by the high demand for AI among businesses

PARIS, France – 16 June 2020 | Sidetrade (Euronext Growth: ALBFR.PA), the Artificial Intelligence platform, dedicated to accelerating company revenue and cashflow, announces that Axxion has increased their stake in the company to over 5%.

Axxion, acting on behalf of funds under its management, has announced that they have exceeded the 5% threshold of Sidetrade's capital, now holding 5.19% of the capital.

Axxion has been a Sidetrade shareholder since 2015, and is advised by HC Capital on some of its Sidetrade shareholder funds. Jeremie Couix, co-founder of HC Capital Advisors, had this to say:

"We are convinced that Sidetrade has a unique positioning. Its offers have a very short payback for its customers. In addition, Sidetrade has the highest recurrence rate of all software companies listed in France, and offers significant leverage on the forward margin. Olivier Novasque, its CEO, has a very ambitious project and we are perfectly aligned with the investments and growth strategy."

Sidetrade and their AI assistant Aimie accelerate revenue and cash flow generation across all business lines.



Olivier Novasque, Founder and CEO of Sidetrade, commented:

"I wish to thank Axxion and HC Capital for their trust. The Covid-19 crisis is accelerating SaaS investment and Artificial Intelligence to improve all business processes. The explosion of late payments is drawing the attention of CFOs to the use of the latest technologies to secure and accelerate cash flow generation. As a cloud and AI solutions pioneer, Sidetrade has a considerable lead in this area and is ideally positioned to create value in this new paradigm"



Next financial communications

AGM: 18 June 2020, Sidetrade headquarters (11:00-12:30, closed-door session)
2019 H1 Revenue: 21 July 2020 (after stock market closes)

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About Sidetrade (www.ww.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) accelerates company revenue and cashflow. 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, and Amsterdam. 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](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.