



AT INTERNET
Online Intelligence Solutions

Press Release - Bordeaux, March 25th, 2014

AT Internet's Digital Analytics solution attracts key accounts in emerging markets.

For more than 18 years AT Internet has epitomised one of the examples of French success in the digital sector. Over the last few months, the European digital analytics leader has taken another important step forward by winning significant market share on an international level, and doesn't plan on stopping there...

The latest results for AT Internet, a major player in the field of Digital Analytics and Online Intelligence since 1995, have confirmed the success of the company's international investment strategy with more than half of sales coming from outside France. Today the company has new ambitions with a substantial recruitment drive over the next few months.

Latest key facts and figures

2013 was decisive for the decision-making solution editor in terms of development in the emerging markets in Eastern Europe, South America and South-East Asia. Here is a review of the latest key information:

- The opening of **3 new offices in Brazil (Sao Paulo), Singapore and Russia (Moscow)**. This strategic presence has allowed the editor to set up and be present in local markets to guarantee its clients a high quality of service.
- **Signing of major contracts** in Russia. After signing the portal of the Russian giant Rambler, it was the turn of the RBC media group and one of the Russian leaders in video streaming, Ivi.ru, to sign with the French digital analytics solution. In Greece, AT Internet owns 100% of the market share in the "Online Publishing" sector after having won the ENED (Greece's online publishers association) tender. In France, AT Internet still holds ground by winning over new clients in the banking and insurance sector (Filhet Allard, B for Bank, Groupe SNI, Dematis, AMF, BPCE).

In total, the latest contracts signed by the French editor in emerging countries represents an overall additional volume of 10 billion "server calls" per month, 4 billion in South East Asia, 4 billion in Russia/Eastern Europe and almost 2 billion in South America.

- **New major partners** have considerably enhanced the analyses available in the AT Internet solution, in particular, in terms of testing (Optimizely), behavioural targeting (nugg.ad) and TV tracking (wywy).

Today AT Internet's goal is to strengthen its presence by increasing its local market share, and also by developing its teams both in France and abroad.

Recruitment and innovation on the horizon

AT Internet is now in a phase of intensive recruitment. The company is strengthening its technical teams with the recruitment of several development engineers on its Bordeaux site. The company is also creating several different consulting and sales positions worldwide, in Brazil and Singapore.

"With big data, we have a strong growth potential. This is why we are going to recruit 25 people between now and June 2014" explains Mathieu Llorens, AT Internet CEO.

As far as the product is concerned, the efforts made in R&D for several months now will bear fruit with the release of new dashboard tools in the spring. A new latest generation API will also add more strength and flexibility to the AT

Internet platform. Thanks to more intelligent information processing (consolidation, increase in volume, scalability and standardisation of formats) new uses for digital data can be considered and profit the entire company as a whole. Many arguments which should attract new accounts and consolidate the editor's growth.

About AT Internet

AT INTERNET – “AGILE BUSINESS DECISIONS“

AT Internet, a major player in the field of Web Analytics since 1995, helps companies drive their online performance and optimise their presence on all online marketing channels such as web and mobile sites, applications, e-CRM, social media etc. The company's Online Intelligence solutions provide reliable, valid, complete decision-making data. AT Internet has placed agility at the heart of its innovation process to provide its clients with an evolutionary and 100% modular solution that responds to the challenges faced by companies today. The strength of AT Internet's technology and the quality of its customer relations are recognized worldwide. AT Internet has more than 3,500 clients all over the world from all sectors. The company, which has more than 170 employees, is present in 32 different countries through its subsidiaries and partners.

Further information: www.atinternet.com

AT INTERNET PRESS CONTACT:

Fabienne Joffre - fabienne.joffre@atinternet.com - +33(0)1.56.54.14.30