



Press release

Louvain-La-Neuve, 18 June 2019

ACTITO acquires SmartFocus and confirms its position as European leader in the MarTech sector

ACTITO S.A., the European leader in marketing automation, announced today the acquisition of SmartFocus for an undisclosed amount. The acquisition strengthens the company's position in the MarTech sector ("Marketing Technology") and supports its ambitious growth plans in Europe.

SmartFocus is a SaaS ("Software as a Service") digital marketing platform created in 1999. The company is headquartered in London and operates worldwide with a strong presence in Europe and North America. The company serves many sectors including retail and e-commerce, media, automotive, transportation and leisure.

The acquisition of SmartFocus supports ACTITO's plans for geographic expansion and growth following the sale of its subsidiary MediQuality to the US company WebMD Health Corp.

"The acquisition of SmartFocus reinforces our position in the market as the European leader in the MarTech sector," said Benoît De Nayer, co-CEO and founder of ACTITO. *"Our goal is to offer marketers an alternative to US marketing cloud solutions by better adapting to the needs and constraints of European privacy regulations."*

Under the leadership of ACTITO, SmartFocus will continue to provide its clients with its Message Cloud solution, which will be progressively integrated into the ACTITO platform. Support and service to SmartFocus clients will continue to be provided by the teams currently in place.

Kenya Rose, co-CEO and founder of ACTITO, adds: *"We are delighted to combine the strengths of both companies to further refine our innovative offering tailored to the needs of marketers. This investment will enable us to remain at the forefront of technology thanks to the skills and expertise of both firms. We already feel an enthusiasm and a real synergy between the two teams"*.

About ACTITO:

ACTITO offers an agile SaaS Marketing Automation Platform that helps marketers manage their marketing databases and all their multichannel campaigns (email, text, push, call center, print, web, etc.). ACTITO unifies all customer data for a 360° vision to launch real-time, highly personalised and multichannel marketing.

ACTITO is a partner of choice for marketing departments and their agencies. Our teams complement existing skills both at the client and agency-side.

ACTITO clients use the platform to manage their marketing programs throughout the customer journey. This includes companies such as: Hyundai, ABB, Vtech, WWF, the Belgian and French Red Cross, etc.

For more information: <http://www.actito.com/en>

Contacts :

Vademecom	Actito
Vincent Morrens Head of Media Relations T: +32 (0) 2 269 50 21 M: +32 (0) 475 93 25 16 E: vm@vademecom.be	Véronique Buhler Marketing Manager T: +32 (0)10 45 85 14 E: veronique.buhler@actito.com www.actito.com