

VISIATIV LAUNCHES "VISIATIV INNOVATION PLATFORM" TO ACCELERATE THE DIGITAL, SOCIAL AND ENVIRONMENTAL TRANSFORMATION OF SMALL & MID-MARKET BUSINESSES

- Visiativ Innovation Platform enables SMBs to identify their key performance drivers, build a digital transformation roadmap, deploy solutions and share their know-how and experience with their peers
- Visiativ Agora is an open, modular, robust, scalable and secure cloud architecture that is fully integrated with enterprise information systems thanks to its open API design
- The new Visiativ brand strategy reinforces Visiativ's promise, identity and commitment to supporting tomorrow's companies in France and abroad in their innovations and new business models

Lyon, 23 March 2022 – 6:00 p.m. Visiativ, a digital transformation and innovation expert for small and medium-sized businesses, is listed on Euronext Growth in Paris (FR0004029478, ALVIV).

Visiativ, the specialist in digital transformation and innovation, has announced the launch of its new "Visiativ Innovation Platform". A true catalyst within its ecosystem, Visiativ is characterized by three key dimensions: consulting, solutions and communities.

The objective of the Visiativ Innovation Platform is to offer a continuum of local services to companies to accelerate their innovation, improve their competitive position and meet their commitments to sustainable development.

"Visiativ Innovation Platform", the manager's ally

Tomorrow's company will be a network: a platform company, linking employees, customers, products and partners. Designed for customers who are tired of siloed applications and are looking to improve their performance through digital transformation and innovation, this platform enables SMBs to:

- Initiate change through rapid, flexible, online and targeted diagnostics
- Gather knowledge about the company, identify its current stage of transformation, and get managers and employees on board for the next changes
- Identify performance improvement levers, build the right roadmap for the necessary transformations and deploy proven solutions
- Participate in communities of executives, experts and users

This platform also introduces new SaaS business applications:

- Visiativ Transformation Pilot: the dashboard that brings together in one place the non-financial data that executives and their change leaders need to make decisions and manage the transformation of their company
- Visiativ Customer Service, which renews the experience of distributor networks and their own customers by providing the right information at the right time via a portal
- Visiativ Quality Management, which secures the implementation of total digital quality with customers, partners, suppliers and employees in an efficient and traceable manner from start to finish
- Visiativ Employee Engagement, which provides employees with the tools and information they need to develop, connect to their ecosystem and be productive



Laurent Fiard, Chairman and CEO of Visiativ, said: *"Visiativ Innovation Platform brings together for the first time all of our expertise; consulting, solutions and deployment services, and communities under one roof to maximize the value of our digital transformation capabilities for our customers. Our Innovation Platform empowers our customers to take action quickly and easily to transform their business."*

Visiativ Agora, the new technology architecture, opens up the company for better performance

This new architecture is open, scalable, modular, secure, robust and connects to the customer's front and back office systems. It connects Visiativ's technical stack and core business solutions, from business processes to enterprise data, technical services, solutions and infrastructure. Visiativ Agora makes it easier for our customers to collaborate with their own customers and partner ecosystems, while at the same time simplifying their internal communication and maximizing the value of their enterprise data.

In this way, the company's data is activated to better serve the business.

"I very much appreciated Visiativ's ability to deliver their Visiativ Innovation Platform; appropriate advice but also the execution of the transformation project downstream" comments Benjamin BALATIN, Fermob's Director of Transformation. *"Visiativ has the unique skill of understanding and knowing how to talk to SMBs and their leaders. In addition to their consulting, their support enabled us to quickly deploy "ready-to-use" solutions."*

A new modern and simplified brand identity that reflects the value proposition

Visiativ unveils its promise: "Sharing is growing", which reflects the company's desire to unite and engage in order to be a partner for the long term. Through concrete values: co-development, trust, inventiveness, flexibility, Visiativ places people at the heart of its approach. The company has also taken the bold decision to group its solutions and services under a single Visiativ brand to make its offer more accessible and understandable.

Laurent Fiard added: *"For 35 years, our mission has been to support our customers in their digital transformation journey. Our new, more modern, vibrant and dynamic brand identity, as well as the simplification of our solution names, will help customers, employees, partners and investors better understand who we are."*

2

ABOUT VISIATIV

Visiativ's mission is to make digital transformation a performance lever for companies. We are doing it by co-building alongside our customers, over the long term. We call this our promise: "Sharing, is growing".

We support our customers by providing solutions and services to plan, implement, manage and monitor transformations with a unique and innovative approach through three pillars: Consult (consulting & support), Engage (solutions & deployment) and Connect (communities for exchange and sharing). With over 35 years of proven experience working with more than 21,000 Small & Mid-Market customers, Visiativ has achieved revenues of €214 million in 2021. Visiativ is present in 11 countries (Belgium, Brazil, Canada, France, Germany, Luxembourg, Morocco, the Netherlands, the United Kingdom, USA and Switzerland) and has more than 1,100 employees.

Visiativ (ISIN code FR0004029478, ALVIV) is listed on Euronext Growth in Paris. The share is eligible for PEA and PEA-PME.

For more information visit: www.visiativ.com

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