



Press Release
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Orange Digital Ventures is investing in FollowAnalytics, a leading Mobile Marketing Automation solutions provider

The start-up successfully raises 11 million dollars in Series B financing, reaching a total of 27 million dollars raised since its creation.

Orange Digital Ventures announces its participation in the financing of FollowAnalytics, recognized for its innovative next generation Mobile Marketing Automation solutions.

The French start-up, headquartered in San Francisco, today confirms an 11 million dollar-Series B financing round with Orange Digital Ventures alongside Aspect Ventures, Zetta Venture Partners, Sapphire Ventures, Cathay Innovation and La Maison.

Since its creation in 2013, FollowAnalytics has raised a total of 27 million dollars. The company's deep expertise in next-generation mobile marketing automation solutions offers its business customers' marketing teams the means to significantly increase engagement and retention rates for their mobile apps.

Pierre Louette, Deputy CEO of Orange and Chairman of Orange Digital Ventures, says: "This funding operation reinforces one of our major investment themes: the development of services that support "companies' digitalization". The solutions offered by FollowAnalytics are suitable for all companies seeking to transform themselves by "intelligent digitization" whatever their sector of activity. Beyond the development potential of FollowAnalytics, which will be reinforced by this financing round, Orange sees here the opportunity to continue to improve its customer relationship from mobile, the central proposal of the Essentiels2020 strategic plan. "

Yvan Delègue, Orange Applications Programme Director at the Technocentre, explains the choice of FollowAnalytics: "After assessing the best mobile analytics and mobile marketing solutions, we chose FollowAnalytics because its platform stands out from the competition with extremely relevant usage analysis and segmented push notification message features, in addition to meshing perfectly with our CRM tools. With this solution, we will be able to process the huge volumes of data produced by over 200 Orange applications, in full compliance with the GDPR (General Data Protection Regulation) regulations."

Samir Addamine, Founder and Chairman of FollowAnalytics, says: *"This new round of financing will help us consolidate our position as the leader in the mobile marketing sector by adding a new dimension to our mobile platform. Companies now want to make strategic use of their mobile platforms to help them create closer connections with the customers and prospects. FollowAnalytics gives them a precise, qualitative way to coordinate and confirm engagement."*

This new financing round will enable FollowAnalytics to finance the launch of a new product, slated for end 2017, and increase its activity, with the creation of twenty new jobs as top priority. FollowAnalytics also plans to expand geographically to the east coast of the US and Europe (UK, Spain, Italy and Belgium) simultaneously.

About Orange Digital Ventures

Orange Digital Ventures detects and supports early-stage start-ups. Endowed with a budget of 20 million euros for the first year, Orange Digital Ventures finances start-ups that are transforming the telecommunications and digital sectors with innovative solutions, disruptive technologies or through the invention of new business models in the form of minority shareholdings. Orange Digital Ventures supports start-ups focused on new connectivity services, corporate cloud and data services, payments and the internet of things. It supports start-ups worldwide.

www.digitalventures.orange.com

About Orange

Orange is one of the world's leading telecommunications operators with sales of 40,9 billion euros in 2016 and 152,000 employees worldwide at 30 September 2017, including 93,000 employees in France. Present in 29 countries, the Group has a total customer base of 269 million customers worldwide at 30 September 2017, including 208 million mobile customers and 19 million fixed broadband customers. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In March 2015, the Group presented its new strategic plan "Essentials2020" which places customer experience at the heart of its strategy with the aim of allowing them to benefit fully from the digital universe and the power of its new generation networks.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

For more information on the internet and on your mobile: www.orange.com, www.orange-business.com or to follow us on Twitter: [@orangegrouppr](https://twitter.com/orangegrouppr).

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About FollowAnalytics

FollowAnalytics, a start-up with French roots headquartered in Silicon Valley in San Francisco, is a leading provider of new generation Mobile Marketing Automation solutions. Its business mobile marketing platform helps marketing teams boost their mobile app engagement rates by creating personalised customer experiences. Known for its innovation, it is trusted by brands like TF1, Wells Fargo, KFC, Sanofi, Michelin, Cartier, Louis Vuitton, Allianz and BNP Paribas Cardif. The company has offices in New York, and Montreal, in addition to the Paris office which drives its innovation and development.

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