



RENAULT FRANCE CHOOSES WEBORAMA TO RAMP UP ITS DATA MANAGEMENT PLATFORM

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Weborama (FR0010337444 – ALWEB – PEA PME), a global leader for data science delivering scientific consumer insights, is announcing that it has been selected by Renault France as its partner for the deployment of its data management platform (DMP) approach for the French market.

Renault France, supported by the consulting firm fifty-five, has chosen Weborama to support its rollout of a data-driven CRM, PRM and media performance and intelligence system.

Capitalizing on Weborama Audience Manager's DMP technology and Weborama's data science expertise, this new system will enable Renault France to improve its consumer knowledge, build finer-grained segmentations, optimize its multichannel experience and maximize the return on its marketing spending.

With a highly technological, global and flexible DMP and an exhaustive scientific data approach, Weborama is supporting large numbers of innovative projects for leading businesses. Combined with a base of 180 million profiles in France, Weborama Audience Manager has established itself as a leading DMP on its market, with nearly 100 projects deployed in Europe.

"Renault France launched its data-driven strategy in 2015, in line with efforts to optimize its media purchases. After rolling out a media DMP with Weborama, and carrying out extensive work on our databases and our CRM program, we wanted to continue moving forward in order to have a 360 Data approach. This new phase will enable us to optimize our targeting and further strengthen the efficiency of our CRM and media investments. We chose to continue working with Weborama on account of Weborama Audience Manager's agility and the bespoke support provided by its team of experts", confirms Xavier Martinet, Renault's Marketing Director for France.

"We are delighted and proud that Renault France has chosen to confirm its confidence in us to deploy its new CRM and Media project. Weborama has a fine-grained, powerful approach to effectively support Renault France's marketing teams and achieve their new ambitions, continuing to raise the bar for data-driven customer knowledge. We have moved into a new age, driven by a scientific consumer approach, which has been a core feature within Weborama from the outset, further strengthening our ability to support innovative new projects and integrate this approach for leading French groups such as Renault", concludes Frederic Olivennes, CEO of Weborama France.

Weborama is a world leader for data science supporting businesses with their digital marketing transformation thanks to its range of tools and expertise delivering scientific consumer insights. In a globalized marketing world within which the relationship between brands and their audiences is increasingly

individualized, Weborama provides a custom proprietary data solution that is efficient, non-intrusive and competitive, on a global scale, for next-generation marketers.

Weborama's solutions include a number of proprietary technologies, particularly a data management platform (DMP), fed by one of the world's most advanced behavioral databases (BigSea: 1.3 billion anonymized profiles, 220 qualification criteria). Expanding strongly, this database benefits from exclusive Data Science capabilities combining Natural Language Processing and Machine Learning.

Listed on Euronext Growth™ in Paris, Weborama is developing its expertise in around 30 countries, supported by a team of 250 people. Weborama is an accredited research entity in France and a member of the Excellence Club of BPI France, which has awarded the Group its "Innovative Business" label. It is also eligible for SME share-based savings schemes (PEA-PME).

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