



## HOLOSFIND (ALHOL) ACQUIRES THE LEADER OF IBEACON SALES IN FRANCE, GROUPE NAIA

The **Holosfind Group** (Alhol) announces that it has acquired through its **Digital Social Retail** subsidiary for an undisclosed price, 100% of the **Naia Group**, leader of iBeacon sales in France, including the website [www.ibeaconstore.fr](http://www.ibeaconstore.fr).

This acquisition will enhance the added value of the Social Retail® solution against the competition by offering a more complete and innovative solution to our clients. It comes at a time when growth of the beacon market is exploding. It is estimated that 26 billion objects will be wireless connected by 2020 (source: Gartner and ARM).

**Naia Group** owns recognizable brands, with offers segmented by business or functional characteristics, for clients who want to increase traffic to their places of business and improve customer loyalty:

- Mizzybeacon.com: Events and trade exhibitions, restaurants and nightclubs, stores and specialty stores, general public
- IBeaconstore.fr, the widest range of beacons in Europe: long-term iBeacons, long range, waterproof, programmable.

Jérôme Poraux, founder of **Naia Group**, is joining **Holosfind** as Managing Director where he will be responsible, among others, for sales development of our integrated solution on the above verticals.

Social Retail's advanced solution reaches a retailer's customers at every point along their shopping journey: outside of the store (via beacon generated rich media messages to customer smart phones); inside the store (via brand consistent and well planned digital video and audio); at checkout (via beacon generated loyalty program invitations); and online (streamlining creation and posting for social media).

Social Retail® features a proprietary cloud-based, user-friendly interface that enables chain retailers to manage all of their stores from a single laptop. Further, its analytics tools track consumer data generated by the activities of the platform so the retailer can evaluate and optimize their campaigns.

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*"The synergy with the Holosfind-Digital Social Retail Group was obvious because its President has achieved the software vision I had started when we entered the world of iBeacon. Today, between our hardware supply, our software offering, our customer service and our dedicated development team, we have probably the most complete offer in Europe for iBeacon global solution, allowing us to tackle the most ambitious projects", says Jérôme Poraus, Founding President of the Naia Group.*

*"This acquisition enables the Group to perfectly control the entire value chain of our Social Retail® offers, and even now expand into other verticals in need of our technology and know-how. The knowledge and expertise of beacon sourcing led by Jérôme Poraus and his Group will enable Holosfind to be even more relevant and specific to its clients, and accelerate the penetration of its own software solution in this growth market", says Sylvain Bellaïche, Founder - CEO.*

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About HOLOSFIND - REFERENCEMENT.COM

The HOLOSFIND Group - REFERENCEMENT.COM founded in 1996 by Mr. Sylvain Bellaïche develops a unique offering in the market through its REFERENCEMENT.COM offering, and now its convergence platform SOCIAL RETAIL ®.

**REFERENCEMENT.COM** is a leading SEO and SEM field in the airline industry, including managing budgets for Air Caribbean.

**DIGITAL SOCIAL RETAIL**, the American division of the Group, provides an ecosystem that is revolutionizing the customer relationship for chain stores.

**GROUPE NAIA**, subsidiary of Digital Social Retail, is leader of iBeacon market in France with its brands [www.groupe-naia.fr](http://www.groupe-naia.fr), [www.ibeaconstore.com](http://www.ibeaconstore.com), [www.mizzybeacon.com](http://www.mizzybeacon.com)

Certified "Innovative Company" by OSEO innovation, HOLOSFIND is eligible for FCPI and PEA-PME investments in France. HOLOSFIND is listed on NYSE Alternext – Paris  
ISIN : FR0010446765 – ALHOL (Visa AMF : 08-090)

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