



Digital Social Retail based in New York (Group HOLOSFIND "ALHOL") announces the signature of an historic agreement.

Digital Social Retail (a division of Holosfind Group listed on Alternext: ALHOL) signed a sales contract and licensing partnership with a Mexican company to create the first proximity network in an urban center of Mexico, the city of Monterrey.

The Holosfind Group announces that it is the first European company to deploy a beacon installation in an urban environment, and the world's first outside the United States to disseminate information and proximity advertising by "ibeacon".

The contract includes an initial launch of more than 150 "NAIA Beacons" (proprietary brand of the group) that will be deployed in and around Monterrey, Mexico.

This launch is planned in the month of July. The new "**Social Retail Adserver**" and "**Social Retail CMS**" will be used as well.

The partnership provides that other cities could install similar networks in other densely populated urban centers in Mexico such as Mexico City, Guadalajara, etc ... The objective of this contract is to install thousands of beacons throughout the streets and public infrastructure in Mexico and Latin America.

The city of Monterrey is the shopping center of the north of the country and the basis for many multinationals. Its metropolitan area, which includes 11 other municipalities, has over 4.1 million inhabitants and covers 1.2% of the state's area. It is the third largest and most important city in Mexico, after Mexico City and Guadalajara, as well as the seventeenth largest in North America and the tenth in Latin America. Monterrey is the second richest city in Mexico and the sixty-third of the world, with a GDP of \$ 130 billion in 2012. Its per capita income is the highest in Mexico (source: Wikipedia).

The network of beacons-- "NAIA Beacons"-- will be installed inside billboards and displays around the city of Monterrey. Residents who have a compatible application on their mobile phone, and who "opted-in" will receive notifications pushed by "NAIA Beacons" when they pass close to one of the billboards, including in their moving vehicles.

They can then browse all kinds of local information, weather, traffic, videos, and receive coupons and marketing messages of advertisers.

The group plans to work with national and local communications and publishing groups to reach mobile users by offering a new experience of information and nearby shopping.

Through this contract Digital Social Retail will deploy all of its new products from its R & D program.

Its subsidiary NAIA Group will provide new generation "NAIA Beacons", with unequaled performance: Resistant to extreme weather conditions (heat, wind, sand ...) and able to reach mobile users up to 180 meters with significant flow rates, particularly with the new microprocessor located in the heart of the beacons that not only allows better management of the transmission, but also better use of energy.

The group will also market its new "**Social Retail Adserver**" to configure, program, disseminate and analyze its beacon data and campaigns for advertisers, and its new "**Social Retail CMS**" for the creation and management of graphics ads in a flexible and industrial manner.

The group will be able to test in real time and on a large scale its behavioral and geo-targeting analytical tools and its algorithms to bring a new experience to the gathering of information, consumption and shopping.

The contract amount was not disclosed, however, Holosfind indicates that it is based on a fixed fee and a significant variable component.

At a time when Facebook just launched its own beacon solution, the Holosfind group through this success demonstrates that its technology and strategic development conducted over several months bears fruit in a nascent market, and intends to be a leading player in this world of internet giants.

"This is a huge success for our group, my team, and an important step to demonstrate the enormous potential of our technology. The market potential is huge and the benefits generated for users can be limitless. Every day we discover new market opportunities. With our experience and success, we will offer our solutions to other cities in the world. To conquer a market, we must become a key player, we now have a reference contract, a team, financial resources and the strong know-how to achieve it," said Sylvain Bellaïche, Founder -. CEO.

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, www.ibeasonstore.com, 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)

**Sylvain
Bellaiche**

Founder,
CEO
+331 73 54
75 00

**Eric
Kimbembe**
CFO
+331 73 54 75
00