



**A connected Paris, a digitized Paris--A first in Europe.
Digital Social Retail, a subsidiary of Holosfind group (alhol)
Is a partner of "Ma Rue Connectée"**

From October 7 to December 31, 2015, the rue des Martyrs in Paris's 9th arrondissement will be fully equipped with the Social Retail® platform and its beacons. The group is a partner of the launch edition of [Ma Rue Connectee](#) ("My Connected Street")

This event, organized by the agency named Paris Beauté and its institutional partners such as the 9th Mayoral district and the Chamber of Commerce and Industry of Paris, was inaugurated by Mayor Delphine Bürkli on October 10, 2015.

Less than 12 months after the launch of its marketing solution, the group Digital Social Retail shows its expertise and technology in the French capital city with this European premiere.

There are many advantages for retailers but also for the Parisian public: Social Retail offers a unique experience to stroll in the streets of Paris while finding bargains, just by downloading the Social Retail® app from the Apple Store or Google Play.

This prestigious action is part of an eventful third quarter, with innovations and information that will show that this strategic mutation is a success.

"This is a first in Europe, digitally connecting one of the most beautiful cities in the world. This is the best city we could imagine to demonstrate the power of our platform. Stroll down the streets of Paris and our Social Retail app brings you offers from surrounding retailers. This is Social Retail®. We thank all our partners of the event and the Mayor of the 9th arrondissement for helping us show that we can achieve great things throughout the world."

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.

DIGITAL SOCIAL RETAIL, the American division of the Group, provides a "Physical Web" convergence platform that is revolutionizing the customer relationship to brands and retail outlets.

GROUPE NAIA, subsidiary of Digital Social Retail, is leader of iBeacon market in France with its brands www.groupe-naia.fr, www.ibeaconstore.fr, 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
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