



HOLOSFIND (ALHOL) BECOMES PARTNER WITH SAMSUNG EUROPE WITH ITS SOCIAL RETAIL® PLATFORM

The Holosfind (Alhol) Group announced that its Social Retail® platform is now integrated and compatible with the Samsung software solution "Samsung Smart Signage Platform" (SSSP) for the European market.

The Holosfind R & D team has successfully integrated video enabling features of the Social Retail® platform directly into the software of the Samsung platform, allowing Samsung Business in Europe to expand its offering to its customers to include the Social Retail® Platform. This allows Holosfind to enter the Samsung ecosystem, with all the competitive advantages, market and synergies that implies for the two companies.

This collaboration will enhance the value of the Samsung SSSP compete solution by offering an innovative solution to chain stores. In addition, it will allow Holosfind to benefit from the commercial power of Samsung Business Europe and its network. This is an important step for Holosfind to quickly enter the European market through a strategy based on the establishment of partnerships with industry leaders.

Social Retail® allows chain retailers to reach their customers at every point along their shopping journey via a single, streamlined and powerful interface, thereby eliminating the process limitations retailers currently face such as functional silos, incomplete or inefficient information flow, inconsistent messaging and brand identity.

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 platforms).

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.

"A few months after its launch, we are already seeing the first successes of Social Retail® through this partnership with the global industry leader. This partnership with Samsung Europe - and surely more to come - will allow Holosfind to accelerate the penetration of its own software solution in this promising market, where market share is up for grabs in the larger chain stores. This deserved alliance with Samsung Business reflects our advanced technology, at the forefront of the latest innovations", said Sylvain Bellaïche, Founder - CEO.

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

HOLOSFIND is listed on NYSE Alternext – Paris
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