



PRESS RELEASE

Accengage Raises \$3 Million in Funding to Strengthen Its Position as the European Leader in Mobile App Engagement Technologies and to Target International Markets

Accelerating Mobile Engagement, Worldwide

Paris, France – January 12, 2015 – Accengage, the European Leader in Mobile Engagement Technologies for Push Notifications, In-App Messages and Mobile Retargeting, is announcing today that it has raised \$3 million in funding from OTC Agregator and Mobile First Alliance.

The new funding will enable Accengage to grow staff, develop new product features, and upscale its infrastructure to keep pace with the tremendous growth it is experiencing in Europe. This funding will also contribute to pursuing Accengage's goal of becoming the International Leader in the Mobile App Engagement field.

"We've seen fantastic growth in Europe, especially in France, where 95% of smartphone owners have the Accengage Technology installed on their device" said Jérôme Stioui, CEO of Accengage. "Developed over of 36 months of R&D, Accengage now powers 130 million installed apps, sending a staggering 500 million push notifications monthly in over 70 countries!"

Accengage is bundled with the most advanced Mobile CRM features available on the market to date: the largest array of formats (push notifications, rich-push notifications, in-app messages, inbox), custom audience segmentation for sophisticated targeting, real-time Geotargeting, dynamic personalization, real-time automation, and interconnection to external CRM tools.

Available as a SaaS Mobile Marketing Technology, Accengage empowers app marketers to accelerate user engagement, reactivate inactive users, boost conversion, and set-up next generation multi-channel CRM scenarios by sending personalized, timely notifications.

"As the mobile market matures, we've seen app marketers shift away from solely concentrating on getting downloads to focusing more on actually improving the engagement, retention and conversion of acquired users" said Jérôme Stioui. Accengage helps marketers to meet these objectives by enabling them to create automated, targeted and personalized cross-channel relationships with their customers... in real time!

Over 300 Blue Chip clients are using Accengage to boost their daily app performance: Disney, Universal Music, Rocket Internet, Nestlé, Century 21, KLM, Rakuten, Europcar, Orange, Dafiti, vente-privee.com, Carrefour, Lazada, BNP Paribas, Zalora, Danone, BrandAlley, Hostelworld...

About Accengage

Founded by Jerome Stioui, Patrick Mareuil & Abdelaziz Meziani, recognized experts in Digital CRM, Accengage was recently incorporated under this name after the spin-off and consolidation of three Mobile Marketing Technologies including a Push Notification, Mobile Retargeting, and Mobile Tracking Solution. With 50 employees in Paris, London and Tokyo, the company has customers in over 70 countries.

To learn more about Accengage, please visit: www.accengage.com

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