



PlanetArt launches its FreePrints application in India

Paris, France - September 26, 2018. PlanetArt, a subsidiary of the Claranova group, has taken its first steps in Asia with the **launch of its FreePrints mobile application in India**. The Indian market offers strong growth potential, backed by a **booming economy** and a **population of over 1.3 billion**, one-quarter of whom are smartphone users (source: *emarketer*).

As it has in other countries, PlanetArt will roll-out its FreePrints offering by tailoring its business model to India and the Indian consumer, while preserving the keys to its success: ease of use and accessibility of the FreePrints application, enabling users to print photos straight from their smartphones and tablets.

After establishing an initial customer base, the company will promote its high added-value applications and products such as personalized objects or Photobooks.

In FY 2017/2018, Claranova's mobile division, PlanetArt confirmed its success, reporting annual revenue of €122 million, up + 37% (+ 47% at constant exchange rates).

This new geography brings the total number of countries where the FreePrints application is available to eight: the **United States, United Kingdom, France, Germany, Italy, Spain, Ireland and India**.

PlanetArt is pursuing its geographic expansion but also strengthening its range of high-margin products, including the launch in the United States, the United Kingdom and France of its **FreePrints Photo Tiles** application. This application allows iPhone and Android users to easily create repositionable wall art from their photos. This new application has enjoyed early success since its recent launch and is an ideal complement to photo prints and photo books.

Pierre Cesarini, CEO of the Claranova group, said: *"We're currently the leader in Mobile Printing solutions in the U.S. and European markets, thanks to our FreePrints offering, which, since its launch only four years ago, exceeded the €120 million annual revenue mark last fiscal year. After entering the Asian market, with the launch of FreePrints in India, we're now, automatically, the first truly global player in this market with a presence in Europe, the USA and Asia. It's a new market and we have much to discover and lots to learn, but we hope to ultimately enjoy the same success as on the other continents."*

Next Claranova group communication:

2017-2018 annual results: October 2, 2018 after stock market close

About Claranova:

A global Internet and mobile player, Claranova is one of the few French companies in this sector to post sales of over EUR 160 million, more than half of which is generated in the United States. Claranova focuses its strategy on three areas of business – digital printing through the Group's PlanetArt division, management of the Internet of Things (IoT) via the myDevices division and e-commerce through the Avanquest division:

- *PlanetArt: A world leader in mobile printing, specifically via the FreePrints offer – the cheapest and simplest way to print photos from a smartphone – FreePrints is already a must-have for several million customers, a figure that has grown every year since its launch;*
- *myDevices: A global platform for IoT (Internet of Things) management enabling major corporations from different business sectors to quickly develop and roll out IoT solutions for their customers;*
- *Avanquest: the Group's legacy activity covering the distribution of third-party software, a business that is shifting towards the monetization of Internet traffic.*

For more information on the Claranova group: www.claranova.com or www.twitter.com/claranova_group