



## PlanetArt strengthens its position in Europe Launch of the FreePrints applications in the Netherlands

**Paris, France – January 24, 2019.** The Claranova group continues to roll out its business activities with the launch of its FreePrints and FreePrints Photobooks applications in the Netherlands. PlanetArt is pursuing its deployment across Europe, where its solutions already enjoy considerable success in the UK, France, Germany, Italy, Spain and Ireland.

This new country will contribute to PlanetArt's business growth from this year. Revenue grew 45% in July to September 2018, exceeding €30 million. This capacity to grow over 30% in an ever-expanding operations scope demonstrates the relevance of its offering's positioning and the PlanetArt teams' ability to adapt their solutions to each country's specificities.

Furthermore, in India, where printing photos *via* your smartphone is a very novel concept, FreePrints has enjoyed a promising start with already more than 500,000 downloads since the end of September, with very measured marketing investments.

***Strengthened by these new locations and the successful launch of FreePrints Photo Tiles, Claranova confirms its growth momentum and anticipates further business growth in the first quarter of 2018/2019.***

### Next press release:

Publication of 2018/2019 Q1 revenue: February 6, 2019

### About Claranova:

*Claranova is a French technology group operating in three major business sectors: mobile services through its PlanetArt division, Internet of Things (IoT) through its myDevices division and monetizing Internet traffic through its Avanquest division. A truly global internet and mobile player, Claranova reported annual revenue in excess of €160 million, generated over 90% internationally. Its businesses are:*

- *PlanetArt: A world leader in mobile printing, specifically via its FreePrints and Photobook applications – the cheapest and simplest solutions in the world for printing photos and creating photo albums from a smartphone;*
- *myDevices: A global platform for IoT (Internet of Things) management, myDevices allows its partners to commercialize turnkey solutions ("IoT in a Box") to their customers. Ready-to-use solutions are available for roll-out in the medical, hotel, food and beverage, retail and education sectors thanks to these offerings;*
- *Avanquest: A specialist in monetizing Internet traffic through cross-cutting solutions, Avanquest boosts its customer impact through cross-selling offerings that maximize Internet traffic while ensuring the most efficient monetization possible.*

For more information on the Claranova group: [www.claranova.com](http://www.claranova.com) or on [www.twitter.com/claranova\\_group](https://twitter.com/claranova_group)