



Launch of FreePrints in Belgium 10th country offering PlanetArt apps

Paris, France – February 27, 2019. Claranova group's PlanetArt business unit today further expanded its European footprint with the Belgian launch of its FreePrints and FreePrints Photobooks apps for iOS and Android. PlanetArt's mobile technologies are now available in ten countries worldwide, with a presence in the United States, India, the United Kingdom, Ireland, France, Germany, Italy, Spain, the Netherlands and now Belgium.

After the United States, Europe is currently PlanetArt's most important region. In line with its strategy, PlanetArt continues to successfully strengthen its targeted global network, reporting FY 2018/2019 first-half revenue of nearly €100 million, up 41% over the same period last year (+39% at constant exchange rates). This steady growth confirms the considerable potential of the FreePrints solutions and their universal appeal around the world. Belgium is PlanetArt's third country launch in less than six months, after India and the Netherlands. Going forward, the Group will continue to expand into new countries. These launches are achieved largely with the current structure and do not therefore generate considerable additional costs. The result is the development of an increasingly expanding customer base with the potential for incremental growth.

"Many developers have the ability to simply flip a switch to effectively turn their apps on in new territories," stated PlanetArt Chief Executive Officer Roger Bloxberg. "That is not the case with our FreePrints apps. Our mobile solutions require an intimate knowledge of each local market's customer needs and supply chain and careful product planning to engineer a business that can be successful with scale. After careful consideration, we view Belgium as another ideal geography to add to the FreePrints ecosystem, and we are excited about its potential."

Since its launch, the FreePrints apps have already been a resounding success in Belgium. FreePrints is already ranked among the top 10 photo apps on iOS and Android. These results predict an excellent future for FreePrints apps in Belgium.

Building on this new location, PlanetArt consolidates its position as the world leader in mobile printing. It is the only player present on three continents.

Next Claranova Group event

2018-2019 Half-year results: March 27, 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 first half year a revenue of €140 million, generated over 90% internationally. Its businesses are:

- *PlanetArt: A world leader in mobile printing, specifically via its FreePrints and FreePrints Photobooks 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 or www.twitter.com/claranova_group