



PRESS RELEASE

## Publishing pushes ahead to cross the 200 Applications mark in Moovapps Store!

- Launch of on-demand configurator apps with Moovapps Factory
- Exclusive negotiations for acquiring the Audros Technology publisher to accelerate the development and integration of new applications interfaced with ERP solutions
- Majority share acquired in the Linksoft start-up company and integration of ten additional Human Resources applications

Lyon, Wednesday, April 11, 2018 – 6:00 pm. Visiativ Group, a publisher and integrator of innovative software platforms, is listed on Euronext Growth (ISIN code: FR0004029478 – ticker: ALVIV).

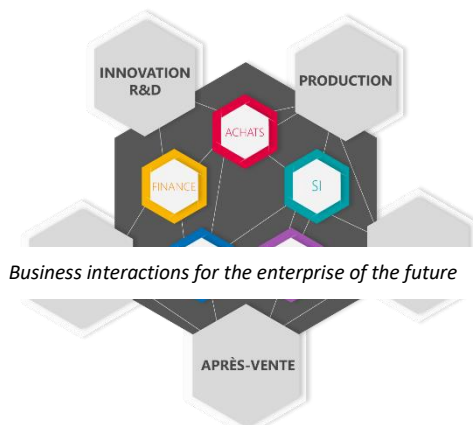
Visiativ aims to offer over 200 applications in its Moovapps applications catalog by 2020 to address the new business-related challenges of the enterprise of the future. To do this, the Group has announced the launch of Moovapps Factory, a collaborative platform for ideation and app design meant to speed up the digital transformation and innovation of companies. Moovapps Factory is a genuine digital factory that accelerates the development of business applications on demand by relying on a community of expanding Moovapps developers (over 100 partners came together for the launch).

To step up the development of this new design platform, Visiativ also announced that it has signed a letter of intent for the acquisition of an 80% stake in Audros Technology, an editor of technical data management solutions. Audros developed connectors that provide access to the majority of ERP and technical data tools by means of external applications which may come from the Moovapps Factory.

Lastly, Visiativ has enhanced its offer in the area of Human Resources by becoming the majority shareholder in Linksoft, a software making start-up company.

### With Moovapps Factory, we can build the business applications of the future together!

Moovapps Factory was created as a digital factory to accelerate the digital transformation and innovation of Visiativ's customers. It is a new generation platform covering the phases of ideation through to the production of business applications.



*“The Factory was born out of the need expressed by our customers to accelerate the development of their business applications, to adapt a business application to their sectoral or functional specificities, or just to share their ideas with the Moovapps expert community”,* said the Chairman and CEO of Visiativ, Laurent Fiard.

Working within its world of ideation and business solutions design, Moovapps Factory is a collaborative platform that creates apps on demand. It enables customers to quickly acquire business applications adapted to their use and to benefit from the Moovapps community dynamic so that they can become fully involved in the roadmap of their applications.



Through Moovapps Factory, Visiativ is closing the gap between business and technology. It also provides customers with their own R&D capabilities to help them build applications for their high-speed digital transformation process.

**Audros Technology: a solution that facilitates the deployment of new applications and the integration of five innovative quality and supply chain apps.**

Along with the launch of Moovapps Factory, Visiativ announced that it has signed a letter of intent to acquire an 80% stake in Audros Technology, a pure-player editor of technical data applications.

Audros Technology developed a solution for linking technical data with ERP data, notably with the promising developments in Sage X3. This technology can be directly integrated with the Moovapps Factory's app creation process. Moreover, it guarantees an optimal integration of business apps within customers' ERP tools.

According to Audros Technology's founder, Kamal Cheballah, *"Our technology will be a real generator of applications, within Moovapps, around technical data. Also, we will be able to enhance the Moovapps Store with our five applications already available in MES, Manufacturing Execution Systems"*.

Audros Technology is based in Lyon, France, and has 25 employees. The company has a portfolio of over 200 small-, medium- and intermediate-sized customers representing approximately 15,000 users.

In its last financial year (2017), Audros Technology's revenues amounted to around €3 million, 15% of which were foreign revenues, with a good level of profitability for the Publishing business.

**Majority share acquired in the Linksoft start-up company and deployment of 10 new management and Human Resources apps**

Visiativ also announced its acquisition of a 55% majority interest in Linksoft, a company that verticalises Moovapps products, particularly in Human Resources and quality management as well as safety at work. Founded in 2014 and supported by Visiativ, a minority shareholder at the time, Linksoft offers its customers a comprehensive solution to control and manage prevention processes using a complete solution, integrated into HR tools (HRIS, payroll, etc.).

Linksoft enhanced the Moovapps Store by deploying about a dozen applications in its domain of expertise. These new, high-value apps include human capital management, risk management and skills management, which are all key factors in any successful transformation.

According to Laurent Fiard, *"The creation of the Moovapps Factory as well as these strategic alliances enable us to quickly enhance the Moovapps application catalog (Moovapps Store) with a suite of apps designed for the various business areas of the enterprises of the future. Over 60 applications are now available in our Moovapps Store"*.

**For further information:** [www.moovappsfactory.com](http://www.moovappsfactory.com)

**Next publication:** Visiativ's first-quarter 2018 revenues will be published on April 26, 2018, at the end of the Euronext Paris trading day.



#### **ABOUT VISIATIV**

Integrator of innovative software solutions, Visiativ steps up the digital transformation of companies via its collaborative and social business platform. Working with mid-caps since its foundation in 1987, the Visiativ Group posted 2017 revenues of €124m and boasts a diverse portfolio of over 15,000 customers. Covering every economic sector in France and with operations in Switzerland and Morocco, Visiativ has nearly 830 employees. The Visiativ share (ISIN code FR0004029478, ALVIV) is listed on Euronext Growth Paris. The share is eligible for the PEA and PEA-PME personal equity plans and FCPI/FIP investments funds, thanks to its status as an “innovative business” recognised by Bpifrance.

**For further information, visit [www.visiativ.com](http://www.visiativ.com)**

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