

## Press Release

Paris, Thursday 21st June 2018  
8:30 CEST

### **Artefact announces 4 major contracts Fisher-Price, Alliance Carton Nature, Total Spring, Groupe SEB**

#### **New rewards that confirm Data and Creativity know-how**

**Artefact (FR0000079683 – ALATF – eligible for French SME equity savings plan “PEA-PME”) announces several major commercial successes since the beginning of the year as well as new national and international awards.**

#### **Won competitions and new customers**

After a competition organized by VT Scan, Fisher-Price (Mattel group) entrusts its integrated communication to the agency: redefinition of the brand strategy, creation and activation. Artefact will create, produce and orchestrate all campaigns for France, to implement its "precision marketing" approach.

Another competition organized by VT Scan won by Artefact: Alliance Carton Nature. The agency is preparing a communication operation for the start of the 2018 school year, the aim of which is to (once again) raise public awareness of the environmental virtues of cardboard packaging.

Artefact has also been collaborating since March with Total Spring, which has entrusted it with its digital communication strategy, implemented since May through the creation of numerous digital contents (social, display, video).

Finally, since spring 2018, Artefact has been working on Groupe SEB's worldwide activation strategy, in collaboration with Publicis, in line with ICP's philosophy.

#### **Orizon for Greenpeace France: First consecration**

This international campaign, hailed by the media, received five prizes at the Club des Directeurs Artistiques this year as well as its first international prizes at the One Show: a "Gold" prize in the "Innovation in Public Relations" category and a "Bronze" prize in the "Website" category. Orizon also appears on the list of winners of the last Grand Prix Stratégies de la Publicité with a "Gold" in the "Grandes Causes" category.

The success of Monoprix and Google Home's "Smart shopping list" application, which won gold at the Grand Prix Stratégies du Digital, among other awards, should also be remembered.

**Financial calendar (after market):**

24 July 2018

Q2 2018 Gross margin

23 October 2018

H1 2018 Results and Q3 2018 Gross margin

END

**About Artefact | [artefact.com](http://artefact.com)**

Artefact embodies the perfect combination of marketing and engineering experts. Nominated innovative agency of the year in 2017, the agency works with some of the biggest advertising brands to invent the future of customer experience through new technologies. The agency has almost 1,000 employees across 17 countries worldwide, delivering three complementary solutions: Data Consulting, Digital Marketing Expertise and Technology Deployment (Big Data and Artificial Intelligence). Its 600 active clients include more than 100 blue-chip accounts such as Orange, Carrefour, Emirates, Deutsche Telekom and Monoprix, all of which are attracted by the agency's cutting-edge expertise. Artefact was founded by three alumni of the prestigious Ecole Polytechnique engineering school in Paris: Vincent Luciani, Philippe Rolet and Guillaume de Roquemaurel. It has been enjoying extremely robust growth since it was founded in 2015 and succeeded in tripling its sales in 2016. In September 2017, the agency merged with French listed company NetBooster, an international network of digital agencies run by data and media experts.

Artefact was awarded the Grand Prix d'Honneur at this year's Data Festival and obtained FrenchTech's official diploma for "hyper-growth" French companies awarded by the French Secretary of State for Digital Affairs, Mounir Mahjoubi.

**For more information:**

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