



PRESS RELEASE

The Lafayette Plug and Play innovation platform accelerates its development for its fourth start-ups programme

- The new programme begins for a period of three months, welcoming for the first time in a French accelerator a company having already raised over 100 million euros among its 16 startups
- Lafayette Plug and Play strengthens its ecosystem with four new corporate partners: Mediaperformances, Lagardère Travel Retail, Kiabi and Camaïeu

Paris, March 6th, 2018

The Lafayette Plug and Play innovation platform - an accelerator dedicated to retail and fashion created in partnership between the Galeries Lafayette Group and Silicon Valley Plug and Play Tech Center - has reached a new milestone in its development with the arrival of 16 new start-ups that will take part in its fourth programme, four new corporate partnerships and an extremely positive report of the 2017 last batches, confirming the relevance of its model in France and internationally.

A fourth international promotion raising new issues for the sector

Over 200 new projects were submitted in response to the call for applications, with an increasing number of international start-ups, leading to the selection of 16 companies for this new promotion. 50% of them are French and 50% are international, from Belgium, Germany, Israel, Italy, Sweden, Turkey, the United Kingdom and the United States. Among them, Bliipar - a British company that aims to develop its French market - is already identified as a very high potential start-up with: by welcoming it in its programme, Lafayette Plug and Play becomes the first French accelerator to support a start-up which has raised over 100 million euros since its creation seven years ago.

The companies have been carefully selected by Lafayette Plug and Play and its corporate partners to meet their own challenges, with a renewed ambition: to support the development of these start-ups that disrupt retail and fashion and create an open-innovation ecosystem. For this session, companies focus on clearly identified retail themes - customer experience and personalization, especially through artificial intelligence, cyber-security, data analysis and logistics - and are interested in emerging issues, such as vocal commerce and augmented reality.

Based in the Parisian accelerator's premises, start-ups will benefit from exclusive support including: weekly meetings with major companies and investors to help them grow their customer portfolios and fundraising; as well as mentoring sessions with industry experts and corporate partners to enhance their



offer and enlarge their network in France and abroad. A Demo Day will close the program on May 23rd in the presence of European investors and executives from large companies.

An open-innovation ecosystem strengthened by the arrival of new corporate partnerships

In the continuity of the corporate partnerships already established with the Swiss group Maus Frères (Lacoste, Gant, Aigle, Manor...), C&A, Carrefour, Moët-Hennessy and Up Group, Lafayette Plug and Play announces the signature of four new major partnerships with Mediaperformances, Lagardère Travel Retail, Kiabi and Camaïeu. These partnerships consolidate the Lafayette Plug and Play virtuous model based on open-innovation with the aim of supporting both the development of accelerated start-ups and the digital transformation of corporate partners by connecting them with the best start-ups in their sectors.

A very positive 2017 for the 29 accelerated start-ups

This fourth promotion comes after the two programmes organized in 2017 that have accelerated 29 start-ups, which were extremely beneficial to the companies that took part in it:

- 10 pilots have been initiated with the Galeries Lafayette Group's brands, two of which will be deployed soon:
 - o **Scalia** is a "self-learning" platform that will enable Galeries Lafayette to process its suppliers' data in order to standardize them according to its own databases
 - o **Kairos** is a solution that will help Galeries Lafayette measure the impact of its media campaigns on physical traffic through the data analysis of in-store clients and visitors
- Overall, more than 55 other collaborations have been set up between these start-ups and the Lafayette Plug and Play corporate partners
- Eight start-ups raised 10.4 million euros
- Eight start-ups were identified and rewarded by major companies, particularly during Viva Tech 2017 (Heuritech, MishiPay, Angus.ai and Clustaar), the ANDAM Award 2017 and CES 2018 (Euveka), the "Night of Connected Commerce" event (Kairos Fire), the ECR Award (Ownest), or the Google Premier Partner selection (Dream Agility)

Commenting on this announcement, Matthieu Caloni, Director of Strategy and Transformation of the Galeries Lafayette group, declared: *"The success of the accelerated start-ups in 2017, the quality of the applications selected for this fourth promotion and the arrival of new leading corporate partners confirm the relevance of the Lafayette Plug and Play model. Created two years ago as an entrepreneurial, agile and innovative structure within our Group, Lafayette Plug and Play is now accelerating its own growth, gaining visibility overseas and attracting both high-potential start-ups and major corporate partners, to contribute together to reinvent the retail and fashion industry of tomorrow."*

The selected applicants of this fourth promotion include:

Allo Media (<https://www.allo-media.fr/>) - FRANCE

Allo Media develops a "Vocal Cookie" system, a plug-and-play proprietary technology which transforms all phone discussions into customers structured data.



Blippar (<https://web.blippar.com/>) - UNITED-KINGDOM

Blippar specialises in augmented reality, computer vision and artificial intelligence.

Buy Buddy (<http://buybuddy.co/>) - TURKEY

Buy Buddy is the “Hitag” maker, the smart apparel shopping tag and the connected analytics platform, that help retailers manage their inventories, customer behaviors and employee efficiencies.

Capsule 3D (<https://capsule3d.com/>) - FRANCE

Capsule 3D replaces time-consuming shooting with a virtual 3D digital image generation collaborative platform, to feed the e-commerce & social media juggernaut.

Cerebel (<https://www.cerebel.io>) - GERMANY

Cerebel's conversational search platform for fashion brands and retailers makes it easy to create engaging voice experiences for every distribution channel.

Madumbo (<https://www.madumbo.com/>) - FRANCE

Madumbo is a A.I.-powered SaaS solution to save up to 80% of QA and testing time.

Metigate (<http://www.metigate.com/>) - FRANCE

Metigate transforms weather into business opportunities.

Place2Swap (<https://www.place2swap.fr/>) - FRANCE

Place2swap enables retailers to create a new source of revenues by integrating second-hand market into their business model.

Returnado (<https://www.returnado.com/>) - SWEDEN

Returnado offers online merchants the world's best returns process through its unique technology and process.

ShowSourcing (<https://www.showsourcing.com/>) - BELGIUM

ShowSourcing is a SaaS Enabled Marketplace in the product sourcing industry, helping buyers in the first steps of the supply chain process taking notes digitally on fairs and optimising their decision processes.

Stockly (<https://www.sneakerguy.com/>) - FRANCE

Stockly (ex Sneakerguy) is a service that allows any e-commerce website to automatically switch to "marketplace mode" on stock-outs.



Splitit (<https://www.splitit.com/>) - ISRAEL

Splitit enables both ecommerce and brick & mortar merchants to offer interest-free monthly installment payments to their customers at checkout.

Tap Buy (<https://www.tapbuy.io/>) - FRANCE

Tapbuy is a "Mobile Checkout as a Service" platform.

Tekyn (<https://tekyn.com/>) - FRANCE

Tekyn is a digital factory providing an on-demand fashion manufacturing service to the brands.

Tooso (<https://www.tooso.ai/>) - ITALY & UNITED-STATES

Tooso transforms every ecommerce search engine into an AI shopping assistant that adapts in real time to the needs and the preferences of the shoppers.

UnMade (<https://www.unmade.com/>) - UNITED-KINGDOM

UnMade is a complete digital solution that enables the world's most innovative brands to create unique customization experiences at an industrial scale.

More information on www.lafayetteplugandplay.com

Press Contacts

Alexandra van Weddingen

Corporate Communications VP - Galeries Lafayette group

avanweddingen@gallerieslafayette.com

+33 1 45 96 68 44

Dounia Agharbi

Operations, Marketing and Communications Manager - Lafayette Plug and Play

dounia@lafayetteplugandplay.com

Allison Romero

Public Relations & Video Marketing Manager - Plug and Play Tech Center

allison@plugandplaytechcenter.com

About Lafayette Plug and Play

As the first innovative platform fully dedicated to retail and fashion industries, Lafayette Plug and Play is a start-ups accelerator created by the Galeries Lafayette group in partnership with Plug and Play Tech Center. Located at the heart of Paris, Lafayette Plug and Play aims to support the development of French and international start-ups disrupting retail and fashion, by creating an innovative ecosystem around these industries. As part of its two annual classes, Lafayette Plug and Play offers entrepreneurs a tailored and supervised three-month programme. More information on lafayetteplugandplay.com