



## SIDE TRADE selected as SME Accelerator pioneer

Sidetrade confirms induction to the first cohort of the SME Accelerator programme. Championed by Emmanuel Macron, the French Minister of Economy, Industry and Digital Affairs, this initiative partners with SME business leaders, to grow their companies into intermediate-sized enterprises\*. Up to 61% of funding will be provided by the state delivered through Bpifrance.

Oliver Novasque, CEO and Chairman of Sidetrade Group explains:

*"We are proud to be among the sixty eight selected intermediate-sized enterprises which play a fundamental role in the economic performance of the country. SME Accelerator dovetails perfectly with our Target25 development strategy".*

*From the start of 2013, Sidetrade has pursued a strategic growth offensive with a three to five year horizon. This ambitious plan, called "Target25", aims to improve the financial performance of businesses – from French regional companies to international groups – through innovative financial customer relationship management (CRM) solutions.*

*The core strategies of Target25 are:*

- Develop from SaaS to "Big Data" or how to unlock business intelligence for companies through the daily management of financial processes.
- Global delivery of services while acting locally.
- Develop a presence in high growth geographies.

\*This category of business is defined by implementation decree No. 2008-1354 of Article 51 of the law on modernisation of the economy.

### ENQUIRIES

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*In case of discrepancy between the French and English versions of this press release, only the French version should be deemed valid.*

### ABOUT SIDE TRADE ([www.sidetrade.co.uk](http://www.sidetrade.co.uk))

Software provider listed (NYSE Euronext, FR0010202606, ALBFR.PA), Sidetrade offers companies the opportunity to digitise the management of their financial relationships with customers. Sidetrade's market-leading solutions, complementary to ERPs, meet the challenges of securing what is often a company's largest asset, its accounts receivable, by reducing late payments and controlling customer risk. With sales in 65 countries, the Group enables 81,000 users from companies of all sizes and all sectors to collaborate via its Cloud solution and accelerate cash-flow generation.