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## **HIGHCO STRENGTHENS ITS DIGITAL BUSINESSES WITH THE ACQUISITION OF USERADGENTS, A MOBILE-FIRST AGENCY**

**These days, brands and retailers are aware of the need to adopt a strong mobile strategy, interconnect all channels to provide a smooth user experience, and interface with one another using targeting and personalisation solutions.**

**That is why HighCo has decided to strengthen its offer with the mobile-first agency Useradgents.**

HighCo has strengthened its digital offering with the acquisition of Useradgents, a mobile strategy consulting agency, now holding 100% of its share capital. Founded in 2008 by Renaud Ménéral, Vincent Pillet and Loïc Paillet with the support of HighCo, which until now held a 49% stake in the joint venture, today Useradgents employs nearly 50 people. In 2017, the company generated revenue of €7.1 million, for gross profit of €5.6 million, and expects double-digit growth in 2018.

Since its inception, this digital native agency has skilfully developed its offering to anticipate the needs of its clients in three complementary service lines:

- Consulting, by designing digital and mobile strategies;
- A user-centric approach, by integrating UX into the concept and design of all proposals;
- IT & Data, by developing mobile applications and managing data.

Useradgents has developed advanced expertise to support its clients across all industries, especially food and specialised retail. The agency has received several awards in recent years, and is a leader in its field. Renaud Ménéral has chaired the Mobile Marketing Association France since 2013.

Cécile Collina-Hue, Chairman of HighCo's Management Board, stated: *"This strategic acquisition in mobile marketing is in line with HighCo's digital deployment, by significantly expanding the Group's unique offering on the market. This mutual reinforcement will create a number of business and technological synergies, as HighCo can now incorporate mobile strategy consulting and UX expertise into its range of services. The solutions offered by Useradgents will use AI to integrate HighCo's targeting and personalisation algorithms."*

Renaud Ménéral, Chairman of Useradgents: *"We're pleased to join the HighCo Group, which has trusted us from the beginning of the Useradgents adventure 10 years ago. It's a natural union, teaming up in a step towards building smart omni-channel commerce of tomorrow. Useradgents now has the capability to bring its clients marketing solutions focused on mobile, of course, but also on data and social segments."*



#### **About HighCo**

*Since its creation, HighCo has placed innovation at the heart of its values, offering its clients – brands and retailers – Intelligent Marketing Solutions to influence shopper behaviour with the right deal, in the right place, at the right time and on the right channel.*

*Listed in compartment C of Euronext Paris, and eligible for the “long only” DSS, HighCo has more than 700 employees and since 2010 has been included in the Gaia Index, a selection of 70 responsible Small and Mid Caps.*

#### **About Useradgents**

*Since 2008, Useradgents has specialised in mobile marketing and innovation consulting. Useradgents supports its clients in designing and developing customised digital interfaces.*

#### **Your contacts**

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