



PRESS RELEASE

Paris, March 4th, 2019

Frank Lombos joins Oxatis as International Sales Director to sharply accelerate the European development

Oxatis (ALOX - FR0013328184), a major e-commerce player in Europe, has strengthened its teams with the arrival of its new International Sales Director, Frank Lombos, an e-commerce and SaaS solutions expert with more than 20 years' experience in these fields. From his base in London, he will be responsible for all of Oxatis's sales and marketing activities outside France.

"For more than 20 years, I have dedicated myself to developing e-commerce sales, both in the United States and in Europe," said Frank Lombos. "In 2016, I led the European expansion of Curalate, a leading US company in adaptive e-commerce and behavioural targeting; I opened its offices in the United Kingdom, France and the Nordics, and hired and managed the sales and marketing teams in these countries, where Curalate saw exponential growth", he added.

In three years, well-known brands such as Occitane, Club Med, L'Oréal, TUI, Inditex and QVC chose the Curalate solution and the company's revenues grew at an average annual rate of more than 50%.

"We are pleased to welcome Frank to our teams. He is a talented manager known for his experience and effectiveness", noted Marc Schillaci, Chairman and Co-Founder of Oxatis, highlighting that "his varied career, knowledge of the European market, strategic vision and marketing effectiveness, combined with his ability to recruit and motivate the sales teams, will enable us to sharply accelerate Oxatis's European development".

"Oxatis will benefit from the tidal wave of SaaS, which is rapidly replacing the competing Open Source solutions and models throughout Europe (United Kingdom, France, Germany, etc.). I expect rapid growth in Oxatis's e-commerce solution thanks to its feature-rich functionality, continuous development and the very significant financial benefits that it provides. I will implement a powerful sales and marketing strategy at European level to better promote the unique advantages of the Oxatis solution and assist companies with their migration", stated Frank Lombos.

Frank Lombos, a known specialist in business development and digital marketing

Before joining Curalate, Frank Lombos spent 14 years as Vice President Sales for the EMEA region at several e-commerce performance marketing companies, including Episerver Peerius (e-commerce targeting and personalisation software), Bazaarvoice (consumer reviews and ratings network), Fredhopper (e-commerce personalised search and behavioural targeting), IBM Coremetrics (predictive analysis and behavioural targeting) and Axcela (electronic marketing software incubator).

He was previously Director of Business Development at Conversant, a personalised marketing specialist, where his accomplishments included developing its European activity. In six years he built a team of 25 employees and developed a premium client base, consisting of brands such as Barnes and Noble, Bertelsmann, 3M, Bank Paribas, British Airways, Lastminute.com, QXL, Sainsbury's, Tesco, etc.



Guidance reiterated

Oxatis takes this opportunity to reiterate its guidance for 2020: doubling the company's size and generating more than €20m in revenue. Its profitability targets have also been confirmed, with the aim of achieving positive EBITDA from 2020 and a double-digit operating margin by 2023.

Oxatis is forging ahead with its roadmap, with the aim of establishing itself as a European leader in e-commerce SaaS, drawing on a business model combining technological advances, new client business and an offensive acquisition strategy.

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ABOUT OXATIS

Oxatis is the leading e-commerce SaaS solution in Europe with more than 10,000 SME clients. Very complete and constantly evolving, it is perfectly able to meet the needs of companies earning €100k to €30m in online revenue. Oxatis is a certified Google Premier Partner, recommended by Sage, and the solution is distributed exclusively by such well-known banks as Crédit Agricole, Crédit du Nord Group, Crédit Mutuel - CIC Group and Caisse d'Épargne Provence Alpes Corse.

Oxatis continued its external growth strategy in 2018: in July 2018, acquisition of Powerboutique, one of the major e-commerce players with more than 1,500 e-commerce clients, and in November 2018, acquisition of Channel Pilot Solutions, a German company specialising in SaaS solutions designed to process and optimise e-commerce data feeds which supplies more than 430 customers in Europe among the top e-commerce sites (Decathlon, La Redoute, Sarenza, Lindt, etc.). Oxatis operates in five European countries (France, Germany, Spain, Italy, United Kingdom).

Oxatis has been listed on Euronext Growth since April 2018 – ALOXA.

For more information, go to www.oxatis.com

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