

Press Release

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KEYRUS
insight into value

The Keyrus Innovation Factory accelerator propels the Vicomi start-up and its sentiment prediction Big Data platform



Vicomi, a start-up in the media sector, has been able to take advantage of the Keyrus Group accelerator's program to finalize the development of its platform and deploy it more quickly at international level.

Levallois-Perret, 20 September 2016 – **Keyrus Innovation Factory (KIF)**, the **Keyrus Group's** accelerator of start-ups, announces that it has successfully assisted **Vicomi** with its international expansion. The Israeli start-up has been able to benefit from the **KIF** program, which aims in particular to connect start-ups showing strong potential with major European enterprises looking for innovative technologies.

As soon as it was founded in 2013, **Vicomi** began to work on an emotional Big Data solution to offer media companies and their advertisers better insight into their visitors through the analysis of their sentiments. Using behavioral analysis algorithms, predictive functions, and deep learning techniques, **Vicomi** succeeded in creating the first sentiment prediction platform capable of predicting whether you are going to like an article and click on the links associated with it.

In 2015, The Israeli start-up took a major turn by joining the **Keyrus Innovation Factory** program. Very quickly, it took advantage of the expertise of the **Keyrus Group's** accelerator in the areas of Data Discovery, Data Mining, and Big Data to finalize its platform's Big Data infrastructure and package its offering.

In concrete terms, by inviting web users to choose clickable smileys or write comments, this solution allows them to express their emotions (interested, joyful, appalled, indifferent...) faced with an article or a video. Depending on their input, the media companies are then able to propose content recommendations to them and thus an enhanced user experience. A supplemental analytical module also allows them to obtain additional information on the behavior of their visitors. The start-up thus enables the media companies to boost traffic and engagement on their sites.

Vicomi was also able to take advantage of the **Keyrus Group's** international network by taking part in a tailor-made roadshow across Europe. The start-up was thus able to land contracts with several large-scale media companies including the **M6 Group** to integrate its solution into the Clubic information site. Today, **Vicomi** is present on more than 16000 editorial sites and the prospects for its technological and commercial development are very promising.

*"Vicomi is the perfect example of what we want to, and can, accomplish with the **Keyrus Innovation Factory** program"* declares **Cyril Cohen-Solal, Director of Keyrus Innovation Factory**. *"We enabled **Vicomi** to take*

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its product forward and enter new markets quickly. Data-driven predictive modelling and the optimization of recommendation engines today represent a strategic, economic, and technological challenge for any enterprise with an activity linked to digital. "

"Joining the **Keyrus Innovation Factory** program has been a tremendous opportunity for **Vicomi's** expansion" declares **Eli Ken-Dror, President, CEO and co-Founder of Vicomi**. "We found in **Keyrus** a valuable partner who brought to us its technological expertise and incredible network of European enterprises. Our solution will carry on developing technologically so as to go even further into emotions, which will enable us to reach into new markets, like the United States. "

ABOUT KEYRUS INNOVATION FACTORY

Present in France and Israel, **Keyrus Innovation Factory (KIF)** is the start-up accelerator of the **Keyrus Group**, an international company specialized in expertise in Data and Digital.

KIF assists:

- > Major enterprises in their search for innovative technologies and implementation of new solutions.
- > Start-ups, through a 6-month program of coaching and networking during which they have the opportunity to propose their offerings to major groups.

KIF also has a seed fund available to it for making highly selective investments in start-ups that will enrich the **Keyrus Group's** portfolio of innovative solutions.

Further information at: keyrusinnovationfactory.com

ABOUT KEYRUS

Keyrus, creator of value in the era of Data and Digital

An international player in consulting and technologies and a specialist in Data and Digital, **Keyrus** is dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitate and accelerate their transformation, and generate new drivers of growth, competitiveness, and sustainability.

Placing innovation at the heart of its strategy, **Keyrus** is developing a value proposition that is unique in the market and centred around an innovative offering founded upon a combination of three major and convergent areas of expertise:

- **Data Intelligence**

Data Science - Big Data Analytics – Business Intelligence – EIM – CPM/EPM

- **Digital Experience**

Innovation & Digital Strategy – Digital Marketing & CRM – Digital Commerce – Digital Performance – User Experience

- **Management & Transformation Consulting**

Strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in 15 countries on 4 continents, the **Keyrus** Group has 2,500 employees.

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