



BRENNUS
ANALYTICS

Press release

Brennus Analytics raises €500K in funding to finance growth

Paris, 27 October, 2017 - Brennus Analytics, a start-up that specializes in Artificial Intelligence-based price optimization for industrial manufacturers and B2B distributors completed a €500,000 funding round this summer. The ZTP investment fund and several private French investors have now acquired a stake in the start-up.

Founded in 2015, the start-up has developed Brennus™, a SaaS solution powered by leading-edge artificial intelligence technology. The solution evaluates or predicts customer behavior based on data analysis, and recommends optimal sales prices while taking into account each company's specific strategic objectives and commercial constraints. The solution uses lifelong learning to deliver real-time, highly dynamic pricing with total transparency.

This funding round will enable the start-up to grow commercially.

"We are delighted to welcome ZTP and our new private investors. This funding strengthens the tremendous commitment of the Brennus Analytics team. With the support of our new investors, we have the opportunity to continue our work on R&D while remaining continuously engaged with our market", said Grégoire Saint-Guily, Brennus Analytics CEO.

Primarily self-financed by its founders since its inception, Brennus Analytics has also received an interest-free loan and a grant from the BPI, the French public investment bank, and is co-financed by an industrial manufacturing company through a commercial partnership.



ZTP, "Ze 12th Player" in reference to soccer, is a private investment fund of the Mulliez family that supports companies, and which is active in several areas:

- International development through a market intelligence office in San Francisco and a presence in Shanghai.
- Accelerating innovative start-ups by supporting them and connecting them with a network of companies with capital
- A start-up studio designed to develop cross-sectoral projects around data, customer experience, and employee experience.

About Brennus Analytics:

Founded in 2015 by several artificial intelligence researchers, the start-up Brennus Analytics allows companies in industrial manufacturing and B2B distribution to increase profits while optimizing sales prices. Its Brennus™ SaaS solution is based on leading-edge artificial intelligence technology. The solution evaluates or predicts customer behaviour based on the analysis of data, and recommends optimal sales prices while taking into account each company's specific strategic objectives and commercial constraints. The solution uses lifelong learning to deliver real-time, highly-dynamic pricing with total transparency. Brennus Analytics was incubated by Telecom Paris Tech from 2016, and then joined the accelerator programs BPI The Hub and BNP Paribas's WAI Boost in September 2017. It was been supported by Wilco (previously Scientipôle) and the BPI since it was founded, as well as by several private investors. The company is also part of Microsoft's BizSpark+ program. www.brennus-analytics.com

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