

PRESS RELEASE

SQUID SOLUTIONS RAISES 3 MILLION EUROS AND STRENGTHENS THEIR POSITION ON THE CUSTOMER INTELLIGENCE MARKET¹

PARIS, FEBRUARY 3RD 2009 - Squid Solutions, the Customer Intelligence software company that introduced a radically new process to create customer insight from large datawarehouses, announced the closing of a Series-A round of 3 million euros. This round was funded by Neptune Technologies and Banque de Vizille along with a pool of private investors. In today's economic climate, this success confirms the choice of a service-oriented business model on a growing market. Investors also acknowledged the unique performance of Squid Solutions' Nautilus™ technology that transforms raw data into new customer information in record time. This new financing will be used to:

- Recruit new talents
- Position the company on larger projects and on new markets
- Consolidate the technological lead

Squid Solutions, a privately held company formed in 2004, operates a proprietary software technology to short cut the incumbent data access and preparation processes. Squid Solutions' offering, consisting in ad hoc or recurring Customer Intelligence projects sold to business managers, best fits business users in Marketing, Sales and Finance, who constantly need to adapt and respond to ever-changing markets. Squid Solutions is the first decisional software company to sell on-demand projects, with no license fees and no IT footprint. Squid Solutions' team operates the proprietary Nautilus™ technology, which requires no IT integration and no user training.

The Nautilus™ software, developed by Squid Solutions, is used to create new indicators for reporting and datamining in a quick, flexible and secured way, whatever the size of the client's datawarehouse. With Nautilus™, Squid Solutions answers to needs for new customer insight, expressed in the business users' own business terms, with a turnaround time that seemed impossible until now. By streamlining the processes to identify and respond to new market conditions, Squid Solutions helps their clients stay aligned with their customers.

Squid Solutions' target markets are currently in telecom, e-commerce, finance and retail. Squid Solutions has large corporate clients such as SFR (France's #2 mobile operator and part of Vodafone Group) and eBay in the US, Germany and France, who have trusted Squid Solutions with recurring business and acknowledge the quality of their solution.

"In order to pilot our MVNO activity, we needed Key Performance Indicators about our customers, that were missing in our system. Following our standard procedures, they would have taken 8 months to create. Squid offered their alternative Customer Intelligence methodology and delivered their first results in 3 weeks," explains Thierry Dagron, Marketing Manager of SFR's MVNO business unit. Mr Dagron subsequently ordered monthly extensions and updates for over a year.

"When the economy is low and buyers are more demanding, companies who focus on maximizing the value they bring to their customers distance themselves from those who don't. In this context, we meet a strong demand from major brands for which Customer Intelligence is key to optimizing profits. The flexibility and availability of our technology provide them unique advantages," says Adrien Schmidt, co-founder and CEO of Squid Solutions. "This fund raising will help us reinforce our team and better serve our own clients with a more efficient technology."

"Squid Solutions convinced us by their clear business model and the expertise of the management team, who was able to gain the trust of very demanding major brands in France and abroad. Their proprietary, nonintrusive technology transforms CRM practices by delivering, in very short cycles, the complex customer data analyses that were simply too lengthy before," explains Gilles Vicard, Chairman and CEO of Neptune Technologies. "Squid Solutions is beginning a new phase of their development, and we are happy to contribute to their success."

(1) Customer Intelligence relates to processes and technologies used to transform existing enterprise data into actionable knowledge about customers.



Nautilus™: Performance, Simplicity and ROI

The proprietary Nautilus™ technology turns Squid Solutions' project team into super-users of their client's datawarehouse. Through a simple JDBC connection, without any software integration, Nautilus™ captures the relations inside the physical data and automates the complex joins between criteria of different dimensions. Squid Solutions' project team inputs the specific business concepts into the Nautilus™ Dictionary and links them to the physical data. Then, all sorts of combinations are possible to iteratively create, side-by-side with the client's business users, the exact indicators that respond to the business needs. Nautilus™ generates optimized SQL code to execute all computations within the database system, without resorting to extractions of raw data. This way, the security of confidential data is guaranteed while dramatically reducing computing time. Thanks to these features with proven results on huge databases, Nautilus™ is a true enabler of Customer Intelligence as a service, with a 3-week turnaround time, providing business users with the benefits of tailor-made, on-demand results without license fees nor training costs.

About Squid Solutions

Squid Solutions, the Customer Intelligence software company that introduced a radically new process to create customer insight from large datawarehouses, was founded in 2004. Their solution, based on the proprietary Nautilus™ technology, helps client business unit managers generate new or additional revenue through better customer insight. Squid Solutions' innovative business model relies on self-operating the technology without selling licenses or training new users. Squid Solutions is the only solution provider to deliver new indicators within 3 weeks whatever the size of the client datawarehouse, where incumbent processes take months. The speed and flexibility of Squid Solutions' technology provide a decisive competitive advantage to corporations, by optimizing the time-to-market of new revenue-generating initiatives. Squid Solutions' clients are major companies like SFR (France's #2 mobile operator, part of Vodafone Group), eBay in the US, Germany and France, and a large French bank. Squid Solutions' headquarters are located in Paris, France. For more information, please visit www.squidsolutions.com

About Neptune Technologies

Neptune Technologies (NT) is an industrial investor based in Paris, France. NT has a strong experience in the creation and the acquisition of innovative technology companies, and the long-term growth of their activity on a worldwide scale. NT is a family owned holding that invests in companies positioned on niche international markets, with strong brands or technological differentiators, high-growth potential, and a 4 to 80 million-euro valuation. NT invests the capital generated by earlier successes. www.neptune-technologies.com

About Banque de Vizille

Based in Lyon, France, CIC Banque de Vizille is a subsidiary of the CM-CIC Group and one of the rare French investment banks to offer a complete range of equity financing services. Their approach is to meet the specific needs of each of their clients, covering investment, financial engineering and consulting. Venture capital investments are conducted with their own equity funds exclusively, via their subsidiary CIC Vizille Capital Innovation. www.banquedevizille.fr

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