



Press release

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Safelogy appoints Advisory Board to accelerate its strategic deployment

SAFELOGY, a startup specialized in cash management, announces the establishment of an Advisory Board whose mission is to provide governance and guidance to grow the company in France and globally, with an emphasis on technological, business organic growth and funding strategies.

**Two founders, 3,000 connected smart-safes in 5 countries in 24 months.
Growth target in 2017: + 50%**

Founded in Marseille in 2015, SAFELOGY is a start-up aiming to provide retailers with the easiest and most secure way to manage cash receivables.

Smart safes alone do not fully address the complexity of cash management and processing operations due to heterogeneous equipment fleets, Emmanuel Gaucher and Cyril Portalez, founders of SAFELOGY, built the first vendor agnostic automation platform for multiple and integrated cash solutions, allowing retailers to optimize their cash-flow and reduce processing costs by up to 50%.

During the first year in business, 3,000 Smart safes in 5 countries (France, Greece, the Netherlands, Belgium, and Luxembourg) were connected to the SAFELOGY cloud platform. SAFELOGY's objective 3 years out: multiply the number of connected safes by 10, especially in EMEA and the Americas to become the leader on these markets.

An experienced team dedicated to growth and innovation

To accelerate its strategic deployment, SAFELOGY is guided by a board of entrepreneurs experienced in cash management and new technologies, which will help develop strategy, brand awareness, solutions offering optimization and the implementation of strategic partnership programs:

- **Dominique Buinier, Senior Partner, OCTO Technology**
A graduate of the ENSTA ParisTech, Dominique worked 10 years at IBM as Solution Architect and joined OCTO Technology in 1999 when the company had only 15 employees. Through various management positions she has become a recognized player in technology consulting with over 430 employees.

- **Olivier Tilloy, Deputy Managing Director, S-Money**
A graduate of ESTP Paris and a holder of a master in Marketing strategy & research from IEP Paris, Olivier worked at BPCE (Groupe Banque Populaire) to create innovative services before creating S-Money, the startup specializing in mobile payment, which now has 3 subsidiaries.
- **James Trocmé, Principal & Executive Business Consultant, EDIC Consulting**
A graduate of the American University of Paris, Drew University (NJ, USA) and Northwestern University (Evanston/Chicago, USA), James held various management positions at Diebold (now Diebold-Nixdorf) in Europe and the US, before joining Citibank as SVP, Global ATMs and creating his own consulting company based in Cleveland, Ohio.

The initial tasks of the Advisory Board will be to focus on a first round of ongoing funding, specifying technological roadmaps, and deployment of an international market expansion strategy.

"At SAFELOGY, we like to share ideas and challenges to find the best solutions together. So, it is only natural that we decided to create an Advisory Board made up of entrepreneurs and recognized professionals. We are very proud to see the enthusiasm with which each who has agreed to join us in this adventure. Their vast experience, entrepreneurial vision and remarkable career in the world of cash management and new technologies are a real asset to us with regards to our ambitious growth targets. I sincerely thank them for their faith in us", says **Emmanuel Gaucher, co-founder and president of SAFELOGY.**

"The SAFELOGY platform and business model provides users and managers with cash management optimization solutions that are modern, innovative and user-friendly. This is why I am pleased to contribute my know-how to this ambitious team, in the field of self-service banking and cash handling automation as well as international and U.S. experience to enable them accomplish their goals", says **James Trocmé, Principal & Executive Business Consultant, EDIC Consulting.**

About SAFELOGY

SAFELOGY is an independent software publisher specialized in cash flow management between merchants within their operating ecosystem (banks, CIT, facilities management companies, etc.). SAFELOGY developed the first universal cash automation platform allowing merchants to reduce cash processing costs by up to 50% and optimize cash management through a flexible multi-vendor, customizable and integrated solution. SAFELOGY, headquartered in Marseille (France), is present in the EMEA market and caters to the US market through its subsidiary SAFELOGY CORP based in New York (USA). For more information, please visit: www.safelogy.com



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