

Artefact Acquires Explore AI to Accelerate its Momentum in Germany and the DACH Region.

Paris, France, and Berlin, Germany – October 7th, 2025 – Artefact, a global provider of data and artificial intelligence (AI) consulting services and trainings to large enterprises, today announced it has reached an agreement to acquire Explore AI, a Germany-based specialist in AI training, consulting, and implementation services. This strategic acquisition reinforces Artefact's current footprint and leadership in a key European market and its mission to empower organizations across industries with AI adoption.

Explore AI brings over six years of expertise delivering tailored AI training programs, AI literacy, and consulting and implementation services to Germany's largest companies, especially in the manufacturing sector, such as Enercon and Schaeffler. Founded in Berlin in 2019 and led by Stephan Matzka, Professor at HTW Berlin and former Audi, Felix Wendler, former consultant at EY and aioneers, and Dennis Bogen, former EY-Parthenon and Porsche, Explore AI trains over 5,000 professionals annually across its client base. The company also partners with leading academies in the DACH region, such as Haufe Akademie, a brand of the Haufe Group.

This acquisition brings further momentum to Artefact's growth in Germany following the recent onboarding of Niels Thomsen as Partner of Artefact Germany and the opening of a new office in Munich. With offices now in Munich, Hamburg, Berlin, and Essen, Artefact is present across the four cardinal points of Germany, strategically positioned to support clients throughout the country. Partnering with Explore AI will further fuel and accelerate Artefact's 2030 strategy of becoming the leading provider of data and AI consulting services to German corporations.

Prof. Dr. Stephan Matzka, Managing Director of Explore AI, said: *"Joining forces with Artefact marks an exciting chapter for Explore AI. Artefact's global reach and end-to-end data and AI consulting offering will allow us to expand our mission of accelerating responsible AI adoption through education, adoption, and transformation. We are now better positioned to serve our German clients across their entire international footprint and operations."*

Explore AI has developed and implemented tailored AI and data upskilling programs for more than 50 customers and supported organizations through dozens of other consulting projects. Artefact's global presence and resources will allow the Company to continue to successfully deliver numerous real-world AI use cases and roll out its training programs at scale and internationally.



Vincent Luciani, Co-founder and Executive Chairman of Artefact, concluded: *"AI innovation continues to grow at an unprecedented pace, but many organizations need support to effectively scale AI technologies across their operations. Explore AI's excellence in AI upskilling, training and change management will enhance Artefact's ability to equip customers not only with advanced AI solutions, but also with the skills and governance frameworks needed to industrialize them safely and sustainably. We plan to expand rapidly in Germany in the next 5 years, and this partnership reflects our commitment to accelerating our development in the DACH region and Europe."*

ABOUT EXPLORATE AI

Explore AI is a Germany-based provider of AI training, consulting, and implementation services. Their customized programs, from fundamentals to management-level upskilling, enable organizations to embed AI responsibly and meet legal requirements such as the EU AI Act. Founded on cutting-edge research and teaching excellence, they serve a diverse portfolio of enterprise clients.

ABOUT ARTEFACT

Artefact is a leading global consulting firm dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data & AI transformation and AI/data-driven marketing to drive tangible business results across the entire enterprise value chain – with a focus on top and bottom line business value. Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to design to implementation, we offer an end-to-end approach and solutions: data & AI strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI. Our 1,700+ employees operate in 27 countries (Americas, Europe, Asia, Middle East, India, Africa) and we partner with 1,000+ clients.

For more information, please visit: [Artefact](#) and [Explore AI](#).

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