

Warmest greetings 2023 from Artefact!

First of all, I'd like to wish a joyful, healthy and prosperous New Year to all of you. I want to warmly thank every one of our clients and partners who trust Artefact to accelerate their data & digital transformation with many **successes**.

To name but a few, Artefact is serving **ORANGE** with an AI solution based on visual recognition used by their 10,000 technicians in the field; **HEINEKEN** Brazil using our Data Factory methodology as a Revenue Generation Center, or **RECKITT** optimizing their media spend and sales with the Artefact Audience Engine. In 2022, we were delighted to welcome 100+ new customers and look forward to continuing this journey together in 2023.

As a data consulting pure player, Artefact has always enjoyed remarkable success since its foundation eight years ago. In 2022, we have again recorded solid organic growth of 40% with our 1100 employees across 16 countries in Europe, Asia, the Americas and the Middle East. Our team of Partners and Directors around the world has grown to 100+ people and we are now organized into nine global business units (CPG, Luxury, Retail, Tourism & Transportation, Telcos, Healthcare, Finance, Utilities, Public sector). A special welcome to our 11 new senior partners, **Alex**, **Alexis**, **Elina**, **Florent**, **Ghita**, **Joffrey**, **Kenn**, **Marco**, **Omar**, **Rafael** and **Wayne** who recently joined or were promoted.

Artefact's strong international position has been consolidated by two company acquisitions and three market openings, paving the way for our ambition to advance from being a European leader to a global player in data consulting services by 2025.

We acquired **Arca Blanca**, one of the UK's leading data consulting firms, to double our footprint in the **United Kingdom** and develop business for our clients in new industries, particularly the Healthcare, Finance and Technology sectors.

We purchased **Startup Inside** to deliver **AI hackathons** and data democratization through **large international conferences** (AI for Finance, AI for Industry, AI for Health, AI for the Planet,

and new ones to come in New York and Dubaï in 2023).

We've continued to expand to new territories with the launch of **Artefact Africa** in Morocco and with the opening in the MENA region of two new offices in **Saudi Arabia** and **Lebanon**, all serving as talent hubs for international AI projects.

Artefact School of Data

Data is about people.

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