

## Press Release

Paris, Thursday 13th September 2018  
08:30 CEST

### Artefact wins entire TUI France digital media account

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**Artefact (FR0000079683 – ALATF – eligible for French SME equity savings plan “PEA-PME”) today announced the signature of a digital media contract with TUI France. Following the acquisition of Transat by world n°1 tourism company, TUI Group, the latter launched a call for tender for a single ad agency to manage its entire digital media buying account in France (SEA, Programmatic Advertising, social networks).**

Under the contract, Artefact will be responsible for TUI Group’s entire digital advertising strategy and ad spending for its brands in France i.e. Club Marmara, Club Lookéa, TUI Hotels and Clubs, Nouvelles Frontières Tour Operators, TUI Tour Operators, Passion des îles stays and tailormade travels. The first ad campaigns are due to launch in October 2018.

Artefact won the call for tenders and stood out for its extensive know-how, combining Consulting, Media Activation and Data expertise to optimise the performance of online reservations generated by digital ad campaigns.

One of the big advantages of Artefact’s solutions is their proven ability to implement automated systems to ensure digital campaigns are fully optimised, both in terms of time and return on investment.

Artefact has put together an integrated Data, Technology, Consulting and Media team to serve this strategic account, involving at least 20 staff.

#### **Ricardo Catalano, Artefact’s Managing Director France comments:**

“This contract provides a fresh illustration of the central positioning built up by Artefact in a mutating advertising market. It embodies our unique mix of expertise, extending beyond the simple media activation sector. Artefact now stands for an unrivalled strategic approach based on Data processing and Artificial Intelligence as decisive levers for enhancing performance. This unique expertise, combined with our consulting DNA, lends us considerable potential for growth, as illustrated in recent months by the contracts signed with over 25 new clients across all business sectors.”

**Loïc Davrinche, TUI's Digital Director France comments:**

“Through this competition TUI France, leader on the travel market, wants to simplify its campaign management processes and increase its productivity thanks to an automation offer and in order to improve the customer experience. We have very business, concrete KPIs that Artefact has been able to commit to thanks to its data expertise.”

**Financial calendar (after market):**

23 October 2018

H1 2018 Results and Q3 2018 Gross margin

END

**About Artefact | [artefact.com](http://artefact.com)**

Artefact embodies the perfect combination of marketing and engineering experts. Nominated innovative agency of the year in 2017, the agency works with some of the biggest advertising brands to invent the future of customer experience through new technologies. The agency has almost 1,000 employees across 17 countries worldwide, delivering three complementary solutions: Data Consulting, Digital Marketing Expertise and Technology Deployment (Big Data and Artificial Intelligence). Its 600 active clients include more than 100 blue-chip accounts such as Orange, Carrefour, Emirates, Deutsche Telekom and Monoprix, all of which are attracted by the agency's cutting-edge expertise. Artefact was founded by three alumni of the prestigious Ecole Polytechnique engineering school in Paris: Vincent Luciani, Philippe Rolet and Guillaume de Roquemaurel. It has been enjoying extremely robust growth since it was founded in 2015 and succeeded in tripling its sales in 2016. In September 2017, the agency merged with French listed company NetBooster, an international network of digital agencies run by data and media experts.

Artefact was awarded the Grand Prix d'Honneur at this year's Data Festival and obtained FrenchTech's official diploma for "hyper-growth" French companies awarded by the French Secretary of State for Digital Affairs, Mounir Mahjoubi.

**About TUI France | [www.tui.fr](http://www.tui.fr)**

TUI France is a 100% subsidiary of the TUI group. Leader on the French tourism market, it includes the Club Marmara, Clubs Lookéa, Hotels and Clubs TUI, Circuits Nouvelles Frontières, Circuits TUI (formerly Vacances Transat), Passion des îles stays and tailor-made trips. TUI offers an unprecedented choice of travel options for unique, accessible and personalized customer experiences, available in 5000 travel agencies, in its TUI Stores network, and on its TUI.fr website. In March 2018, TUI France was elected No. 1 in Customer Relationship Management in the tourism sector at the 14th edition of the 2018® Customer Relationship Podium, organized

by Kantar TNS and BearingPoint. This prize rewards the quality of the relationships established over the years between TUI France and its customers.

**For more information:**

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