

## **ARGUS DATA INSIGHTS Holding AG acquires Augure Corporate France S.A.S., adding PR- and communication workflow software to its media monitoring and analysis offering**

Zurich, Switzerland & Paris, France, July 21, 2020– ARGUS DATA INSIGHTS Holding AG today announced that it has acquired Augure Corporate France S.A.S. of Paris from LaunchMetrix. Augure is a French and Spanish leader in software as a service (SaaS) and tools for public relations and communication workflow. Augure's software and data insights help more than 500 customers in public relations, communication and public affairs to manage their reputation. ARGUS DATA INSIGHTS expands into two new geographic markets and strengthens its software business with new offerings for its broad customer base in the DACH region.

The ARGUS DATA INSIGHTS group is taking a further step in expansion. It has acquired the French company Augure Corporate S.A.S (Augure) based in Paris including its Spanish subsidiary in Madrid. ARGUS acquires the company through its Zurich based subsidiary Nomor Riedless Beteiligungen AG. Founded in 2002, Augure is the French and Spanish market leader in software-as-a-service (SaaS) for public relations and communication workflow. Around 500 customers, consisting of PR agencies, the public sector as well as communication and public affairs departments in the areas of automotive & mobility, banking & insurance, pharmaceuticals, food & beverages, energy, telecommunications and NGOs, use the Augure software. Customers include AbbVie, Château de Versailles, Disney, Nestlé, Nissan, Renault, Volvo, Warner Bros. Entertainment Video, but also public administrations.

The seller of Augure is the Paris based LaunchMetrics SA, which in future will focus on worldwide campaign management in the fashion and luxury industry. Augure will continue to operate as an independent ARGUS group company under the management of the former managing director Laurence Backe. The market launch of Augure for Germany and Switzerland is being prepared and planned for early 2021. ARGUS DATA INSIGHTS has over 600 PR agencies as customers in Germany alone. It is expected that the Augure acquisition has a meaningful impact on ARGUS DATA INSIGHTS' fiscal year 2020 annual revenue and operating profitability.

Dr. Bernd Pfister, Chairman of ARGUS DATA INSIGHTS Holding AG comments: "We've been fans of Augure and their software since we started to work with them over one year ago. Their industry-leading software as a service solution is complementary to our existing monitoring and analysis portfolio, and we believe we can do even greater things together. Today for example more than 50% of the French PR agencies rely on Augure's SaaS solution including ten out of the top ten PR companies. We are pleased to welcome Laurence and her team to the ARGUS DATA INSIGHTS family! The acquisition of Augure not only offers us the opportunity to expand into two new markets and thus further strengthen the ARGUS DATA INSIGHTS group, but Augure's SaaS platform is also an ideal addition to our existing services to our broad customer base in Switzerland and Germany."

Laurence Backe, Managing Director of Augure says: "ARGUS DATA INSIGHTS and Augure both share a strong passion for media monitoring, PR and media data analysis and a dedication to serving the PR and communication community. We are very happy about the new momentum that Augure is getting. Thanks to the support of ARGUS DATA INSIGHTS, we will be able to intensify our presence in France and Spain, continuing to offer the technological solutions that have made us successful, but even more evolved and enriched! Joining with ARGUS DATA INSIGHTS allows us to keep doing what we love and be bolder than ever on a much bigger stage including the German, Swiss and Austrian markets."

### **About Augure Corporate S.A.S.**

Augure employs 30 specialists in France and Spain, primarily in the areas of software development, sales and customer success management. More than 500 corporate clients use Augure's software platform with workflow management and data insights tools in the areas of PR, communication and public affairs. One of the strengths of Augure's SaaS platform is the full compliance with the General Data Protection Regulation of the European Union. The core functions of Augure's platform are importing, centralizing and managing media contacts; distribution and management of media releases; organization and tracking of events with

media and key opinion leaders; management of vehicle fleets for media test drives; integration of media clippings and online content from various providers and analysis of the impact of media campaigns. Augure looks back on almost two decades of experience in the market and has since constantly invested in software development and building a strong market presence.

For more information, visit [www.augure.com/](http://www.augure.com/).

**About ARGUS DATA INSIGHTS Holding AG**

ARGUS DATA INSIGHTS Holding AG is the leader in media monitoring and analysis services in the DACH region. It employs more than 500 employees in Switzerland and Germany.

For more information, visit [www.argusdatainsights.com](http://www.argusdatainsights.com)

**Media Contact**

Peter Letter, +41 79 413 95 47; [peter.letter@paprico.ch](mailto:peter.letter@paprico.ch)