



PRESS RELEASE

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La Poste creates a leading player in AI consulting for corporates with the acquisition of Openvalue, a consulting firm specialising in big data and AI

- **With the acquisition of the big data and AI consulting firm Openvalue, La Poste becomes one of the main players in France in artificial intelligence consulting for large companies.**
- **The merger of Openvalue and Probayes, a subsidiary of La Poste specialising in AI, brings together more than 150 experts in big data and AI. This new division offers a comprehensive range of support for AI projects based on a digital sovereign and ethical approach.**
- **This operation is part of the "La Poste 2030, committed for you" strategic plan, which includes digital technology as a priority and strategic development area.**

By joining forces with Openvalue and its subsidiary Probayes*, La Poste is creating a French data and AI specialist to serve large companies and their AI projects. This new centre brings together the skills of more than 150 data and AI experts and their experience in complex, multi-sector projects involving machine learning, deep learning, natural language recognition and computer vision.

Supporting the growth of AI in companies

With the complementary expertise of Openvalue and Probayes, La Poste has a comprehensive offer for the entire value chain of AI projects: design and architecture of the global solution, data transformation to adapt them to AI algorithms and creation of user interfaces.

The merger of Openvalue and Probayes within La Poste, a solid, long-term digital trusted company, strengthens their ability to meet the needs and expectations of large companies.

A digital sovereign and ethical approach shared by all parties

The merger of Openvalue and La Poste also signifies an alliance of values. Both companies share a digital sovereign and ethical approach to artificial intelligence. To support this approach, La Poste will soon publish its ethical IA charter, which will complement its data charter launched in 2016.

By joining La Poste, Openvalue benefits from the power of a group while capitalising on the agility of its business model. To boost its growth, it will be able to rely on a dynamic innovation ecosystem and its ability to generate synergies between its entities.

Following the partnership signed last March with Inria to step up innovation in digital trusted solutions, the acquisition of Openvalue is in line with the ambition of the "La Poste

2030, committed for you" strategic plan to make digital technology one of its growth drivers.

"By combining the complementary expertise of Openvalue and Probayes, La Poste becomes a future leader in artificial intelligence consulting for large companies. With the skills of 150 AI experts, this centre of expertise will offer its customers a comprehensive range of services based on the ethical use of AI and La Poste's values as a trusted third party," says **Pierre-Etienne Bardin**, Chief Data Officer of Le Groupe La Poste and Chairman of the new data/IA centre.

"We are very pleased with this merger with La Poste, which will give Openvalue the means to step up its development and to grow our expertise thanks to the power of a large group with which we share the same digital sovereign and ethical approach to serve our customers," says **Guillaume Leboucher**, founder and CEO of Openvalue.

** As a subsidiary of La Poste since 2016, **Probayes** is a specialist in customised artificial intelligence solutions applied to business processes. For instance, Probayes has developed solutions that improve the detection of credit card fraud and the optimisation of logistic flows. Created in 2003 by a team of researchers from Inria and CNRS, Probayes boasts nearly 60 experts in artificial intelligence and data science.*

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