



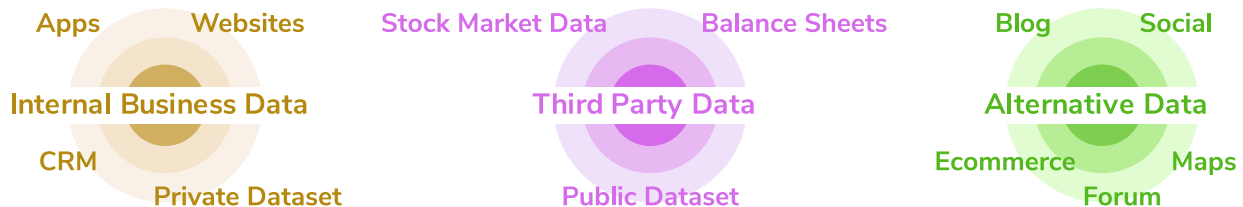
Artificial & Alternative Intelligence Applications

WHERE WE COME FROM: a mix of Google, Finance, Analytics, Horizon 2020 projects. We combine as a result the longstanding experience of 3rdPLACE with large companies and the fintech innovation represented by FinScience.

WHAT WE DO: software and service solutions based on Artificial Intelligence (AI) proprietary technologies for:

- acquisition of new online and offline customers and retention of the existing ones,
- market analysis targeting the launch of new products and/or the opening of new markets,
- optimisation of marketing costs,
- improvement of scoring systems,
- creation of alternative investment models for Asset Management and Wealth Management,
- monitoring and reporting critical issues and opportunities for Investor Relations.

WHAT DATA WE USE: our unique value proposition comes from the structuring in our data lake and from the activation through proprietary machine learning algorithms of the following



OUR TARGET CLIENTS: large and medium sizes enterprises with a positive attitude towards digital innovation.