

Paris, May 4th, 2021

Arianee & Emakina team up to address luxury brands' necessity to reimagine customer experience

- From May 4th, 2021, EMAKINA, leading independent European digital agency, becomes an integrator of the Arianee SaaS platform and becomes a partner member of the Arianee consortium.
- Arianee's technology is transforming the relationships between luxury & fashion brands and their customers with Digital Passports (NFTs)
- Emakina will provide its digital business expertise, tools and support to deploy the Arianee platform at a large scale.

Two top players in their market, Arianee, global specialist in the digital certification of valuables and Emakina, leading independent European digital agency, have announced their partnership today, Emakina will now propose the Arianee solution to all its clients & partner brands. In other words, through this partnership, brands will now have the opportunity to integrate the Arianee solution within their e-commerce & digital ecosystem and thus to keep elevating and digitizing the experience they offer to their clients.

This enhances the joint ambition of Arianee & Emakina to offer their clients the most efficient solutions to adapt today's challenges such as user experience & digital transformation while growing their business.

Manuel Diaz, CEO Emakina says: "*Experience is at the heart of luxury & fashion brands. To create desire, they need to invite customers to a unique & immersive journey. This is why we are delighted to announce that we are joining the Arianee consortium to help creative brands to truly reimagine customer experience in the digital age.*"

Pierre Nicolas Hurstel, co-founder & CEO of Arianee, adds : "We are delighted to welcome Emakina, which offers innovative and complete solutions truly rethinking customer relationships for brands, within the Arianee Consortium. The way they are successfully driving digital business innovation for companies will benefit luxury brands we already work with."

More info on <http://arianee.en.emakina.fr/>



About Emakina

Emakina is a leading independent European digital agency with global reach. Its technology and marketing experts in 12 countries work in concert with their clients to grow their business and brand value. Together, they gain the necessary user insights to develop highly effective strategies and creations. These include cutting-edge applications, websites, e-commerce projects, impactful content and campaigns. Emakina designs and executes wonderful, useful, effective, original and memorable user experiences. As the ambassadors for users, the agency places their expectations and requirements at the heart of any digital experience. This user-centric approach guides the design and production of any digital experience worthy of that name. It offers Emakina's customers and their brands a privileged relationship with their new leaders: the consumers of the digital age. Emakina is part of Emakina Group, an organisation uniting more than 900 talents.

<https://www.emakina.com/fr-fr>

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About Arianee

Founded in 2017, Arianee is an independent, nonprofit consortium whose mission is to implement a global standard for the digital certification of luxury goods. The Arianee protocol makes it possible to associate each luxury product with its own unique, unforgeable digital identity. This digital "identity card" opens up a secure, permanent, and anonymous communication channel between brands, products, and AQ owners. Powered by blockchain technology, this solution is open-source and decentralized. <https://www.arianee.org> Arianee proposes the first SaaS platform, backed by the first mobile solutions which allow brands a comprehensive use of Arianee's protocol. On March 11th, 2021, Arianee announced funding of €8 million to further develop our technology and meet the growing demand from fashion & luxury brands.

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