



## LEXISTEMS Announces Setting Up First Commercial Operation in the North America Region

September 03, 2019 -- 08:00 AM Central European Time

FOR IMMEDIATE RELEASE

**LAVAL, France -- LEXISTEMS, a leader in searching, connecting and processing data by meaning, today announced the signature of a step deal with Sagesse France and Sagesse AI Inc., a French and Canadian distributor of AI products and solutions, in order to progressively take control of both companies and start selling its Sensible line of solutions in North America. The incorporation of an additional US company is also projected within a 12-month period.**

Setting up shop in North America is at the same time a dream for all non-American entrepreneurs, a growth milestone for European startups and no easy task. In order to start conducting business in the region and extend the reach of its innovative SensibleTV and SensibleData solutions, LEXISTEMS moved to acquire a stake in the capital of Sagesse France, which holds 50% of Sagesse AI Inc., a Montreal-based company specialized in distributing Artificial Intelligence-based products and solutions.

The acquisition was structured in such a way that LEXISTEMS SAS now holds 16% of Sagesse France, while LEXISTEMS CEO Marie Granier and LEXISTEMS CTO Frédéric Milliot hold an additional 12% of Sagesse France each. In effect, the total of Sagesse France's equity controlled jointly by LEXISTEMS, its CEO and its CTO amounts to 40%. Which corresponds to an effective 20% stake in Sagesse AI Inc.'s equity.

(.../...)



The terms of the agreement also provide for a short-term extension of LEXISTEMS' equity stake in Sagesse France. LEXISTEMS has committed to acquire a further 30% of Sagesse France within a period of 9 to 12 months starting today, thereby extending to 46% its equity stake in the company, and to 23% its equity stake in Sagesse AI Inc. Combined to CEO Granier and CTO Milliot joined personal stakes, the deal's extension, once realized, will have LEXISTEMS and its executives control 70% of Sagesse France and 35% of Sagesse AI Inc.

The extension to the current agreement also provides for LEXISTEMS to become CEO of Sagesse France and CEO of Sagesse AI Inc., which in effect will give LEXISTEMS' CEO Marie Granier control of both entities shortly after the present agreement extension is formalized and officialized.

A second extension of the present agreement provides that, within 12 months starting today, a US-based company will be founded by LEXISTEMS and other stakeholders in Sagesse France and Sagesse AI Inc., in order to facilitate US-based business with US-based companies on sensitive data projects. It is provisioned that LEXISTEMS will start acquiring a 30% stake in this future US company and become its CEO.

For now, the partners among LEXISTEMS, Sagesse France and Sagesse AI Inc. have decided to adopt a discovery approach to the targeted markets, with the immediate recruitment of three technological evangelists and business developers, to be followed by three senior sales representatives within 12 months.

*"This is both a major and a prudent step forward for us" commented Marie Granier, LEXISTEMS' CEO, after the agreement was signed and sealed. "This step deal and progressive approach phase perfectly with our growth roadmap. Having local high-level people in Montreal will allow us to introduce to North American companies the concepts -- and many benefits -- of processing data of any kind by meaning. The fact that Montreal is a gateway between French- and English-speaking business cultures on the continent is a real plus for LEXISTEMS, as our technologies are natively multilingual (as meaning actually is). And the fact that Montreal is becoming a reputed East coast hub in advanced Artificial Intelligence, both fundamental and applied, is an important additional advantage."*

Tags: LEXISTEMS, Sagesse AI, Artificial Intelligence (AI), Natural Language Processing (NLP), Meaning-based data processing, Data science.

Tweet this: @LEXISTEMS sets up shop in Norther America via Sagesse AI Inc. <https://lexistems.com>



**About LEXISTEMS**

LEXISTEMS delivers solutions for intelligent interactions between man, machines and data.

These solutions are based on MEANING, through voice or text. They enable everyone to search, connect and analyze information, or to pilot systems, with much more power and precision than with plain keywords.

To that end, LEXISTEMS' solutions integrate easily into existing applications – Internet/Intranet, mobile or embedded – and devices: TV / set-top boxes, automotive, connected speakers, industrial robots...

By combining state-of-the-art Artificial Intelligence, Natural Language Processing and digital security, they bring LEXISTEMS' customers and their users immediately measurable benefits in terms of ease of use, empowerment and performance.

Learn more at <https://lexistems.com>.

**LEXISTEMS Media Contact:**

Elsa Mayer

+33 (0) 608 029 688

[elsa.mayer@lexistems.com](mailto:elsa.mayer@lexistems.com)