



With the acquisition of Brazil-based Trusted Company, Verified Reviews, the French leader in customer-review gathering becomes the top player in the South American market

Founded in April 2012 by Olivier Mouillet, Laurent Abisset and Tom Brami, Verified Reviews is the solution developed by Net Reviews to guarantee that customer reviews are genuine. Fake reviews published on websites are now a thing of the past. Verified Reviews guarantees trustworthiness. How? By collecting feedback from customers who have actually had an experience with a particular store, by enabling a dialog between company and customer during the moderation phase, and by displaying genuine customer reviews as a result of this process. In a few short years, Verified Reviews has established itself as the leader in customer reviews in France. With an international team of 60, Verified Reviews boasts a 5,000-strong client base including many major French players such as oui.sncf, SFR, Bricorama, and But. Between 2014 and 2017, the company's revenue increased fivefold.

Already present in some twenty countries, Verified Reviews today announces the acquisition, for several million Brazilian reais, of Trusted Company Brazil, a company with over 1000 customers, specialized in collecting and managing customer reviews. With this acquisition, Verified Reviews is pursuing its external growth strategy and positioning itself as the leader in the South American market.

"This acquisition marks the opening of our 3rd office on the American continent and enables us to take the lead in South America. It is an important step in Verified Reviews' development. We are delighted to be integrating Trusted Company Brazil's employees into our teams and to be able to benefit from their technological expertise to perform well in the Brazilian market."

Olivier Mouillet, CEO of Verified Reviews

Verified Reviews: from Marseille-based startup to French leader of customer-review gathering

Who has never looked up reviews by other web users before buying a product online? 85% of web users read customer reviews before making a purchase online and 91% of those who read reviews consider them to be the number 1 factor influencing their decision to buy. Customer testimonials play a key role in the act of purchasing and have a big impact on the e-reputation of brands. And yet, according to an investigation conducted by France's General Directorate for Competition Policy, Consumer Affairs and Fraud Control (DGCCRF) in 2016, 35% of reviews published online are fake. To put it plainly, one out of three times someone will have left a comment about a restaurant they have never been to or rated a product they have never bought. That's where Verified Reviews steps in.

Verified Reviews is certified as compliant with the French national standard for service (NF Service). It offers a solution to gather website reviews (online shopping experience), product reviews, but also store reviews (experience in brick-and-mortar stores). The solution centers on 3 complementary services:

- 1 Review gathering:** Verified Reviews sends a personalized email to all customers – with no pre-selection – to request a review submission. The reviews are gathered from customers who have been authenticated via a proof of purchase.
- 2 Moderation:** It offers web merchants the possibility of responding to and dealing with a customer's issue before their review is published.
- 3 Review display:** All reviews are published, whether they are positive or negative. Web merchants cannot modify or delete comments. By default, reviews are displayed from most recent to oldest.

A solution that is spreading across Europe and the American markets

6 years after its creation in 2012, Verified Reviews now boasts a team of 60 employees. In Europe, the Marseille-based head office is backed up by the Madrid and Berlin offices. In the United States, the development of the North and South American markets is managed from a subsidiary opened in Miami and an office in Boston. This development will now gather speed with the acquisition of Trusted Company in Brazil which positions Verified Reviews as **the market leader in South America**.

The solution is also deployed in Italy, Portugal, the United Kingdom and the Netherlands. In each country its name is translated into the local language (Avis Vérifiés, Opiniones Verificadas...).

The country operates in this way **in more than 20 countries, providing services to 5,000 clients** including Fnac, Lacoste, Swatch, Oui.sncf, But and Carglass.

Exceptional growth recognized by different awards and rankings

Net Reviews, which publishes the Verified Reviews solution, is ranked 38th by Deloitte in its national Technology Fast 50 ranking (France) and is in the 170th place in the FAST 500 EMEA (Europe, Middle East, Africa), which recognizes the top 500 companies with the highest growth rate in this region.

Net Reviews also came 40th out of 500 in the *Les Champions de la Croissance* 2018 ranking organized by French daily newspaper *Les Echos*.

Since 2016, Verified Reviews is also an award-winner in Pass French Tech, a national program to support the nuggets of the French Tech industry, i.e. companies achieving hypergrowth.

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