

[Press Release – October, 29th 2015]

Hakisa is heading to CES 2016 Vegas with the French IoT program

During the CES Unveiled Paris event, [La Poste](#), France's mail service provider, announces **Hakisa as one of the 15 award winning startups of the "French IoT" program**. This program is intended to support the growth of selected startups by fast-accelerating their international development.

Hakisa is pleased to join La Poste Group, 4 industrial partners and 14 innovative start-ups at CES Las Vegas – the world's largest consumer electronics and consumer technology trade show – in January 2016. For this occasion, Hakisa integrates its innovative **social hub** that humanizes the internet of things with La Poste's **digital hub** that provides interoperability of connected devices through standard interfacing.

Eric Gehl, co-founder and CEO of Hakisa, sees this event as a huge opportunity: *"We are proud to be part of this French IoT team and to present the integration of our social hub with La Poste's digital hub to professionals from across the world. Since its foundation, Hakisa was designed for the global market and already offers its solutions in several languages. Encouraged by our European achievements, we hope that our participation in the French IoT program, including our presence at the CES, will enhance our global market reach and allow us to forge new partnerships."*

About Hakisa

At Hakisa, we believe that **humans need to be at the center of any technological solution** and that we need to focus on usage. Therefore, Hakisa develops an innovative **social hub** technology that makes the everyday life easy and secure.

The social hub is a secured digital space that bridges people, services and technology.

Hakisa offers two business solutions that allow businesses to become part of their customers' everyday life:

- the White Label to create a social hub,
- the Sponsored Club to join the Hakisa social hub and its partner solutions

Hakisa validates and continuously improves its technology by integrating the feedback of the 21 000 already registered users of its own social hub: www.hakisa.com.

Hakisa SAS is a simplified joint-stock company registered under French law with a capital of 280,000 Euros. The company was founded in Strasbourg in 2011 by Eric Gehl and Olivier Audouze. Thanks to its innovative solutions, Hakisa has already established an important partner ecosystem in Europe and is looking at extending technological as well as commercial alliances at a worldwide level.

About La Poste Group

La Poste is a limited company in 100 percent public ownership since 1 March 2010 with a unique corporate model structured around five business units: Mail-Parcels-Services, La Banque Postale, The Network La Poste, GeoPost and Digital Services. The Group operates out of 40 countries on 4 continents. La Poste's 17,000 retail outlets make it France's leading local distribution network, each day serving 1.7 million customers. Every year, La Poste delivers 23.5 billion items worldwide (letters, printed ad media and parcels), 6 days a week. In 2013, Le Groupe La Poste generated €22.2 billion in revenues (17.9% outside France) and had a headcount of over 260,000.

Le Groupe La Poste's strategic plan, "La Poste 2020: Conquering the Future" outlines its ambitious objective of speeding up development in its five business units and expanding into new territories. La Poste puts human considerations and trust at the centre of customer relations. Greater synergies between its networks, accessible to everyone, everywhere, every day, are helping to make life easier for La Poste's customers. The La Poste digital branch was established in April 2014 and brings together all of the group's digital activities under one roof. It comprises the digital division of La Poste and three BtoB subsidiaries: Docapost (a specialist in the digital transformation of companies), Mediapost Communication (digital media management and data processing) and Start'inPost (an industrial startup accelerator). It employs more than 5,500 people.

Contacts

Hakisa:

<https://www.hakisa.com>

contact@hakisa.com

Tel. : +33 3 88 24 55 14

La Poste Group:

service.presse@laposte.fr

Tel : +33 1 55 44 22 37