



RIAKTR is an innovative big data startup. As one of the fastest growing European startups, the company has more than doubled in revenue and team size (now 120+) every year on average since its inception in 2009. The Belgian startup is now focusing on the telco sector and is already collaborating with top ten global telecom operators.

## When ambition meets ambition

RIAKTR processes masses telecom data to help companies build better campaigns, better reach consumers and to offer personalized product combinations. These disruptive big data applications provide efficient marketing tools. Combined with high growth ambitions, this investment fits perfectly with our Connected Consumer strategy.

### Together, we build a leading company

The funds will enable RIAKTR to continue its expansion and provide the resources to further challenge giants like SAS and IBM. The company changed the traditional big data approach by delivering simple and easy-to-use applications for telecom employees. In this context, the funds will support the continued development of the startup's applications catalog and to develop the functionalities of the existing applications.

The headquarters of RIAKTR is based in Brussels, but there are also regional offices in Brazil, Malaysia and South Africa. The funds will also be used for further geographical expansion, especially in Asia.

In the medium term RIAKTR will selectively expand its activities to other industries, primarily FMCG.

### Summary

|                 |  |
|-----------------|--|
| <b>Activity</b> | Telecom big-data applications                      |
| <b>Location</b> | Belgium  |
| <b>Entry</b>    | 2016   |
| <b>Platform</b> | Connected Consumer                                 |
| <b>Staff</b>    | 60   |
| <b>Website</b>  | <a href="http://www.riaktr.com">www.riaktr.com</a> |