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Agillic kicks off 2020 by welcoming its first US client, EveryIncome

The realisation of marketing software company Agillic's internationalisation strategy is picking up speed, and the investment in building a strong ecosystem of strategic partnerships continues to yield results. EveryIncome, a startup offering financial guidance, becomes Agillic's first American client. Recently, Agillic was able to announce its first Australian client, Fernwood Fitness.

EveryIncome offers personalised guidance to the everyday consumer on how to become financially independent and robust, going beyond living from paycheck to paycheck and avoiding unforeseen events and expenses that will lead to a financial crisis.

Personalisation across channels, as enabled by the Agillic Customer Marketing Platform, is a vital part of EveryIncome's marketing strategy to attract, grow and retain customers. And with ambitions to expand into Europe and Africa, Agillic's capabilities to personalise and automate communication at scale is a perfect match.

Strategic partnerships are an entry mechanism to gain access to, especially overseas, markets. It accelerates Agillic's internationalisation pace and enables the company to capitalise on the economic potential in the increasing market demand for marketing automation and personalisation software. Already, this is happening out of Agillic's sales offices in London, Stockholm and Zurich as well as through partners in the Netherlands, the Baltics and the USA, such as Sage Marketing who is a partner in the EveryIncome win.

The combined competencies of Agillic and its partners produce a strong market offering and the value achieved through the strategic partnerships is reciprocal. Having Agillic as part of their martech portfolio, the partners are gaining substantial business opportunities. It is a means to attract new customers as well as to develop the business potential of their existing customers.

With a successful entry in the US market, Agillic and Sage Marketing will continue to mutually cultivate opportunities in the US market within the retail, finance, travel & hospitality and NGO sectors as well as businesses dedicated to subscription as a business model.

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About Agillic A/S

Agillic is a Nordic software company enabling marketers to maximise the use of data and translate it into relevant and personalised communication establishing strong relations between people and brands. Our customer marketing platform uses AI to enhance the business value of customer communication. By combining data-driven customer insights with the ability to execute personalised communication, we provide our clients with a head start in the battle of winning markets and customers.

Besides the company headquarter in Copenhagen, Agillic has sales offices in London (UK), Stockholm (Sweden), and Zurich (CH), as well as a development unit in Kiev (Ukraine). For further information, please visit www.agillic.com

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