



fifty-five opens new office in Geneva, Switzerland

Paris, November 6th, 2018: After Paris, London, Hong Kong, Shanghai and New York, the data company continues to boost its European expansion and announces the opening of a new office in Switzerland. Founded in 2010, fifty-five has always aimed for an international outreach, constantly staking for global companies. Among them, some of fifty-five's historical clients in the food or luxury industries are traditionally Swiss. This is the case of Nestlé — it is asking for a more local presence that would allow them to better develop their digital skills and capabilities.

“Beyond immediate opportunities with existing clients, Switzerland has a great potential for developing digital strategies on a wide array of industries. The digital economy is speeding up and needs the skills and resources of experts to support its transformation” explains Mats Carduner, CEO and co-founder of fifty-five.

The office will be strategically located in Geneva, both on the Geneva-Zurich axis, which includes more than 70 global companies, and close to Northern Italy, which is home ground to many luxury brands.

About fifty-five

fifty-five, the data company

As a part of You & Mr Jones, the world's first brandtech group, fifty-five is a data company that helps brands collect, analyze and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Hong Kong, New York, Shanghai and Shenzhen, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, owing to its unique approach that blends consulting, operational and technology expertise.

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