ARTEFACT



FEBRUARY 2026



“Enabling Europe to regain its place in global competition is our priority. For us, AI is no longer a technological challenge, but an adoption challenge for our organizations. It has now become a race in which early adopters will benefit from greater long-term growth, resilience, and innovation.”

—

Vincent Luciani

Co-founder and Executive Chairman of Artefact

Artefact is a leading global consulting firm dedicated to accelerating the adoption of data and AI to positively impact people and organizations.

Artefact specializes in data and AI transformation and AI/data-driven marketing to drive tangible business results across the entire enterprise value chain.

With the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, Artefact delivers AI projects at scale across all industry sectors.

From strategy to operations, Artefact offers an end-to-end approach and solutions: data and AI strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience, and marketing ROI.

- Artefact was **founded in 2014** by Guillaume de Roquemaurel, Philippe Rolet, and Vincent Luciani, who studied together at France's Ecole Polytechnique, one of the world's most prestigious scientific and engineering schools.
- Data-driven, customer-centric, business-oriented, and unique, Artefact changed the rules by **breaking down siloed work habits** and creating **multidisciplinary teams** and the unique **AI factory methodology**. Artefact quickly became one of the few companies to successfully bridge the gap between technology and business.
- Growth was **rapid and exponential**: from its start-up beginnings a decade ago, Artefact has since expanded internationally, rocketing from a handful of employees in 2014 to 300 in 2017 to its current **2,000** at the end of 2025.

Today, Artefact is recognized as one of the world's leading data and AI consulting partners. It is the #1 firm in artificial intelligence and data in France and Europe, and #10 in the world.

- **2,000** employees, **36** offices, and a presence in **27** countries (Europe, Asia, North & South America, the Middle East, and Africa).
- Over **1,000** clients, including more than **300** major international brands, such as L'Oréal, Orange, Sanofi and Unilever.

Artefact experiences double-digit revenue growth every year, reaching over 16% in 2025:

- In July 2025, the group entered exclusive negotiations with Cinven, an international private equity firm, for the sale of a majority stake, valuing the business at over **€1 billion**.
- The group's revenue grew from €70.3 million in 2020 to **€175,9 million in 2025**.
- In France, revenue grew from €34.6 million in 2020 to **€83,5 million in 2025**.
- The company is one of the largest recruiters in data and AI, having hired **500+ people in 2025**, and aims to reach 3,000 employees by the end of 2026.

Data as a creator of economic, societal, and environmental value: The pioneering vision of Vincent Luciani, Co-founder and Executive Chairman of the Artefact Group.

Vincent Luciani was born in 1985 in Paris. After his studies at École Polytechnique and HEC, he worked as a project manager at McKinsey & Company, primarily in the Aerospace and Industrial sectors. Recognizing the potential of data to optimize digital marketing performance, he founded the digital marketing agency Augusta before creating Artefact in 2014. He has held the role of Chairman and CEO of the Artefact Group since January 2018. In 2025, he was named Executive Chairman of Artefact.



In 2025, Vincent Luciani was **ranked 11th by the Choiseul Institute** in its prestigious list of the 200 under-40 influential leaders and key decision-makers who are shaping the economy of today and tomorrow.

"Democratizing data and AI and making them accessible to all is key to accelerating business and creating value."
Vincent Luciani, Co-Founder and Executive Chairman of Artefact

Our reinforced governance affirms Artefact's 2030 **ambition.**

The investment by the Cinven funds will provide strategic advantages, including accelerated expansion through ambitious acquisitions and recruitment plans (ambition to triple its size by 2030 with 100 new senior partners and 20 bolt-on acquisitions), as well as investments to accelerate internal assets and technologies.

"*We are delighted to welcome Cinven as our strategic partner. Cinven's investment reinforces our commitment to driving technological transformation and delivering tangible results for our clients. Cinven's long history of experience, international networks, and deep resources will be instrumental in supporting us to scale our operations globally and continue our trajectory of rapid growth and investing in innovation*," says Vincent Luciani.

With a target turnover of **€600 million by 2030** and by combining geographical expansion, sector diversification, and technological advancement, Artefact is pursuing its mission: to shape the AI market sustainably, with a responsible, ethical, and impact-oriented approach.

To achieve these goals, Artefact has reinforced its organization. Under the leadership of Co-founder Vincent Luciani, who will continue steering the company as Executive Chairman, and Guillaume de Roquemaurel, Co-Founder and M&A Lead, Artefact will now be structured around an executive team co-led by Group CEO Édouard de Mézerac, Fabrice Henry, Group COO, and Justine Nerce, CEO France.



Edouard de Mézerac,
Group CEO



Fabrice Henry,
Group COO



Justine Nerce,
CEO France

We are also proud to announce the members of our renewed Global Leadership Team, by sector:

- **Luxury and Retail**: Edouard de Mézerac (Global Industry Lead)
- **Healthcare**: Justine de Nerce
- **Finance**: Joffrey Martinez
- **Brands**: Florian Thiébaut and Arvan Modarressi
- **Utilities & Industry**: Alexandre Thion de la Chaume
- **Public Sector**: Omar Hallak
- **Real Estate**: Christelle Salamé
- **Travel & Tourism**: Oussama Ahmad and Florent Bernard
- **Telco**: Médéric Chomel
- **Private Equity**: Elina Ashkinazi
- **Small & Medium Enterprises**: Julien Ho-Tong
- **Retail (France)**: Vincent Blaclard



Our five shared values: Artefact stands at the intersection of innovation (Art) and AI and data science (Fact).

Our multidisciplinary teams of experts combine data and AI consulting, generative AI, the latest agentic technologies, machine learning, data science, and data and digital marketing into one comprehensive package.

This model breaks silos, supports innovation, and produces stronger results. Underpinning our skills are our core values. We believe in driving **innovation**, **action,** and **collaboration** in everything we do.

United and strengthened by our hybrid expertise, we believe:

1. **There is always a way**. We're from the breed of doers, of diggers, of makers. Because ideas are valuable only if executed.
2. **Client trust is won on the field**. Addressing client needs flows better with hands-on support.
3. **If not used, it is useless**. Our love for technology translates into a steep desire for adoption, true brilliance is about impact.
4. **If not shared, our work is not done**. Sharing knowledge is the best way to button up a mission, benefiting clients and colleagues.
5. **We learn every day.** Tech is a land where everything moves at the speed of light. You better be ready to challenge yourself.

Artefact helps businesses unlock the full potential of AI and data with tailor-made solutions.

For over a decade, Artefact has accompanied its clients across various industries. Initially focused on data-driven digital marketing, the company has built a strong reputation in sectors such as retail, FMCG, luxury, industry, finance, and healthcare. It provides expertise on a wide range of topics, including operational efficiency, customer relations, supply chain management, R&D, and predictive maintenance.

Artefact's end-to-end model encompasses technical capabilities ranging from **data platforms** and **generative AI** to **AI agent deployment**, as well as **human-centric** aspects such as **change management** and **training** via its dedicated school.

Beyond consulting, Artefact is deeply committed to **making AI ethical and accessible**. The firm launched the **Artefact School of Data** to facilitate career transitions into tech roles and established **AI Research Centers** in Paris and Shanghai, creating a **complete ecosystem** that bridges the gap between fundamental research and tangible industrial applications.

Artefact offers a vast range of end-to-end data and AI services

Artefact provides the industry's widest range of data-driven and AI solutions, from transformative strategies to field operations, to meet specific client business needs and ensure rapid and reliable deployments from POC to product industrialization.

Our comprehensive portfolio of AI, data, and digital services is organized into **five core areas of expertise**, specialized **by business sector**. Working in multidisciplinary teams, our experts break down the silos between business and technology departments, creating efficiencies through complementary skills.



Strategy & Transformation

We accompany companies from strategy to operations and adoption. We leverage all types of data across organizations to accelerate their transformation and create value. Our hackathons, GenAI Academy, and School of Data help companies educate and train their teams.



AI acceleration

Based on solid data foundations, we develop AI solutions designed for specific industry sectors and tailored to particular departments (e.g., Sales & Marketing, Customer Support, Supply Chain, Manufacturing, Finance, HR). Our dedicated teams have extensive expertise and collaborate across borders.



Data Foundations & BI

We create a foundation for effective data governance and management through a framework that drives value and compliance. Our data analytics and BI tools help enterprises work smarter and drive better results. We also combine data and environmental transformations for greater impact.



IT & Data Platforms

Data-centric IT focuses on leveraging data as a strategic asset, while cloud services provide scalable, secure infrastructure. Together, they enable smarter decision-making, agility, and optimized IT operations. Artefact is tech-agnostic, and we team up with the industry's biggest cloud providers.



Data & Digital Marketing

Working together with marketing specialists, data scientists, and data analysts, we manage campaigns and marketing objectives using advanced cross-channel mechanisms. Through customer data platforms, we empower marketing organizations and increase their marketing ROI.

Our credo: AI is about people.

Artefact's leadership in AI and data is built on five key pillars:

- **A multidisciplinary team approach:** As graduates from top universities, business schools, and engineering schools, our team members have complementary profiles. **Together, they develop AI solutions to create business value**. Their exchange of skills fosters greater efficiency and creativity. They benefit from advanced, continuous learning within their community, ensuring they remain at the forefront of a constantly evolving world.
- **The Artefact School of Data:** Founded to create a **talent pool to meet the critical, ongoing shortage of data scientists**, the school offers technical, practical, and open training sessions to all motivated candidates who wish to accelerate their careers. The school provides training to individuals through **bootcamps** and to enterprise employees through dedicated sessions and customized, constantly evolving **eLearning platforms**.
- **The Artefact Research Center**: The Center creates strategic bridges between universities and companies to **shape and democratize ethical AI** by fostering collaboration between leading researchers and international corporate partners. The knowledge generated is **not owned by Artefact, but shared** through scientific publications, international conferences, and open-source code. To address the sovereignty challenges identified by Bpifrance, Artefact has formed a consortium in partnership with Mistral AI.
- **Artefact AI Summits**: Widely-attended expert conferences, keynotes, and masterclasses led by industry experts inspire and drive meaningful change.
- **The Bridge by Artefact**: A multimedia platform offering videos, podcasts, and articles helps make AI and data knowledge accessible to all.

Adopt AI Summits: Uniting CEOs and AI leaders from around the globe to explore the transformative power of AI

Artefact's **Adopt AI Summit**, held on November 25 and 26, 2025 at the Grand Palais in Paris, was a true **"Davos of AI."** Over **600 international speakers** and **250 exhibitors, including Fortune 500 companies such as NVIDIA, Mistral AI, Google, AWS, Dell, Lenovo, TII, Pfizer,** convened to explore the transformative power of artificial intelligence across multiple sectors. The impressive lineup of speakers included more than 350 conferences.

The event drew **20,000 attendees** to seven ecosystem stages: **AI for Health, AI for Finance, AI for Industry, AI for Retail, AI for Travel, AI for the Planet, AI for Society, and AI for Sport**.



Beyond the numbers, what sets Adopt AI apart is the **caliber of its participants**. Heads of state, ministers, Fortune 500 executives, startup founders, and global thought leaders gather under one roof, resulting in a rare opportunity to **showcase national AI leadership and engage those shaping the global agenda**.

Set in the iconic Grand Palais, the event is designed not just as a large-scale gathering but as a **catalyst for partnerships and action**, aligning governments, corporations, and institutions to **advance trustworthy, human-centric AI**.

Be sure not to miss this year's event!



Save the date: Adopt AI 2026 International Summit: 3rd -4th December at Grand Palais

As in 2025, this landmark event will again be held under the **High Patronage of Emmanuel Macron, President of the French Republic**. ***"We want to clearly accelerate AI adoption, and this summit is already contributing to that effort,"*** he stated at the opening of AdoptAI 2025.

Our mission: Accelerate data and AI adoption to positively impact people and organizations.

Artefact is a global services company that sits at the intersection of consulting, AI, data technologies, and marketing. Our 2000 people break business and tech silos and transform organizations into consumer-centric leaders using AI, data, and digital.

Artefact's mission is to **make data and artificial intelligence a central resource in the strategy and performance of clients**, in order to best meet the needs of business transformation and related applications. With its multidisciplinary methodology, Artefact offers a premium approach to its clients, thanks to experienced data & AI experts, and has positioned itself to excel in target sectors such as Retail, Luxury, Healthcare, Industry, and Finance.

Artefact's experts are convinced that **data and artificial intelligence are everybody's business**, and that the profound transformation of society (economic, social, and environmental) will only come about if this culture is widely available and accessible.

Active in all areas of society, Artefact develops solutions to **optimize and rationalize client resources**, helping them to meet complex environmental challenges (e.g., combating food waste, preserving energy resources, etc.), by **combining the potential of data with AI**.

Artefact promotes ethical, transparent, and responsible artificial intelligence through knowledge sharing and open source code, which it makes available to its clients to maximize their appropriation.

Tech partnerships and certifications.

Technology-agnostic, Artefact is a certified partner with all major cloud and tech providers and is a **Global Google Alliance Partner** in Google AI, marketing & data services.

Our engineers build tech-agnostic solutions, combining custom code with open source and proprietary software, backed by strong partnerships with leading Cloud providers, to create exactly what you need for your data transformation.

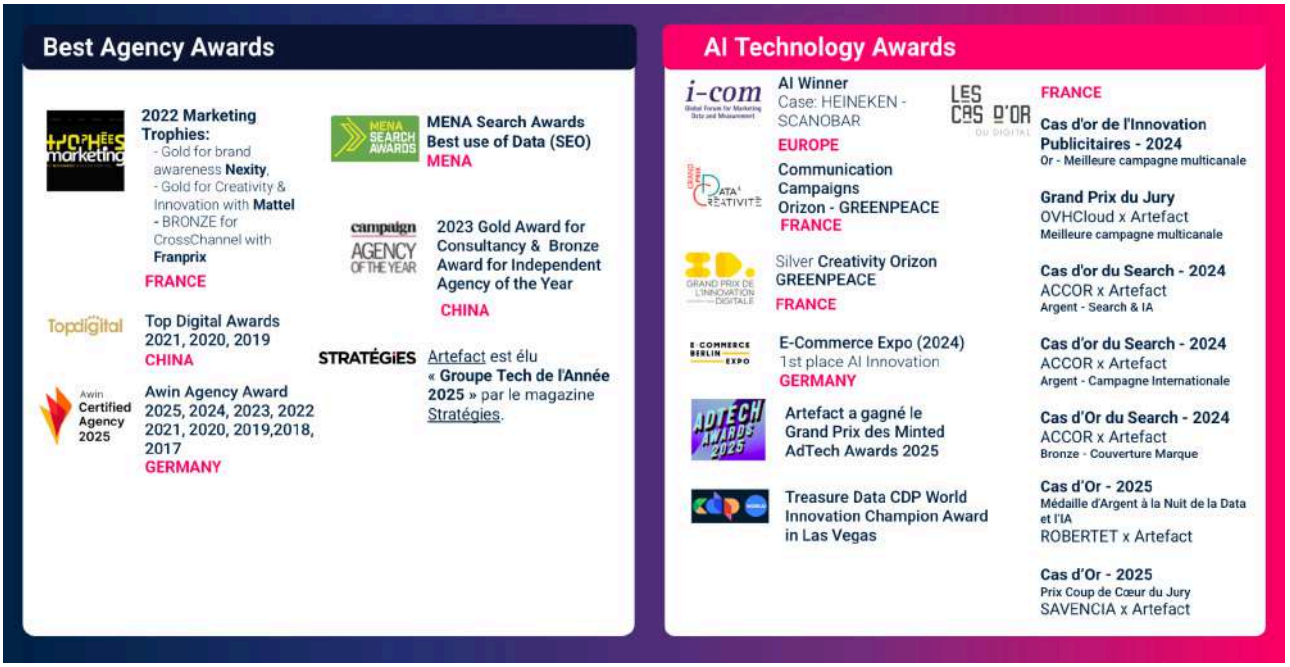
We are a Certified Partner for both Google Platforms, which is a major benefit for clients.

Google Cloud Premier Partner

Google Marketing Platform Certified



Awards and recognitions.



Client use cases and Artefact's bespoke AI solutions.

Artefact supports over **1,000 clients worldwide**, including **300 major international brands** across all sectors: Automotive, CPG, Electronics, Entertainment, Finance, Health & Pharmaceuticals, Industrial - Energy - Utilities, Luxury, Marketplaces, Public Sector & Non Profit, Real Estate, Retail, Services, Telecommunications, and Tourism - Travel - Transportation.

CAC 40 companies like L'Oréal, Orange, Sanofi, BNP Paribas, and Bouygues, as well as major accounts like Samsung, Heineken, and Unilever, entrust their AI projects to us.

Accor: Optimizing marketing investments with MMM

- Challenge: Refine Accor's budget allocation model to consider incrementality and saturation.
- Solution: Empower media & acquisition teams to optimize investment and increase bookings on ALL.com.
- Results: Optimized media mix and decision-making through internal MMM, driving ROI and enhancing collaboration.

Adeo: Improving product referencing speed and quality with AI

- Challenge: End time-consuming and error-prone manual product information processes.
- Solution: Enable automatic product classification with AI via an algorithm that extracts key product attributes such as color, material, and dimensions based on raw supplier data, guided by classification.
- Results: Product precision greater than 96% with a 35% reduction in errors. Processing is streamlined; enriched and reliable product sheets improve online conversion rates.

Ardian: AI use cases to drive business value and efficiency

- Challenge: Identify the most relevant AI use cases for Ardian's portfolio companies.
- Solution: Build and implement a concrete framework that separates trends from hype.
- Conclusion: Build the right solutions to maximize usage and adoption.

GROUPE BARRIÈRE: Generative agents to kick off Group roadmap

- Challenge: Establish an AI roadmap based on three objectives.
- Solution: Develop and supervise three pilot AI agents for different business needs.
- Results: Using LLM as a judge, AI agent quality is guaranteed.

BNP Paribas: AI efficiency program

- Challenge: Meet the objectives of the BNP Paribas' AI acceleration program.
- Solution: Mobilize the skills to build an AI Factory and industrialize viable GenAI use cases.
- Results: Deployment of first GenAI use cases with significant advances in fraud detection and improved customer experience.

BURGER KING: Respond faster, decide better with AI

- Challenge: Build a reliable data foundation and boost analysis tool performance.
- Solution: Creation of REBEKA, a chatbot that makes data speak.
- Results: Enhanced data granularity, new data cross-referencing capabilities, and instant status report delivery.

Bouygues Telecom: Launch of an Agentic AI Sales Assistant

- Challenge: Enhance online sales journeys by creating an "always on" AI agent offering 24/7 assistance to prospects and customers.
- Solution: A chatbot that acts like a real salesperson, supporting users through every step: identifying needs and criteria, recommending phones within budget, selecting technical options, choosing a plan and financing, and finally guiding them to the cart, just like in-store assistance.
- Results: This innovation in user experience is reflected in the real-time synchronization between chat and web navigation, complemented by a unified, user-focused interface for both desktop and mobile.

Carrefour: Demand forecasting to reduce waste

- Challenge: How to reduce food scrappage in the Bakery-Pastry department?
- Solution: Predicting demand through AI enables food waste reduction by minimizing stockouts in the bakery section.
- Results: The implementation of demand forecasting tool helped prevent the waste of 5 million pastries.

Carrefour Group: Achieving carbon neutrality

- Challenge: Help Carrefour achieve carbon neutrality for its e-commerce activity
- Solution: Define a reliable, actionable, transparent carbon measure for Carrefour and its customers.
- Conclusion: By analyzing its carbon footprint and implementing this first measure, Carrefour now has a way to pilot its e-commerce carbon emissions reduction strategy.

DOLCE&GABBANA: Capturing emerging beauty trends via data & AI

- Challenge: Leverage AI to anticipate and capture beauty trends and appeal to younger generations.
- Solution: Build and implement a concrete framework that separates trends from hype.
- Conclusion: Beauty enhanced by the power of AI to help inform future trend decisions.

FDJ United: Scaling a data product operating model

- Challenge: Reorganize a decentralized data system to improve team alignment.
- Solution: Make data a Group-level priority and support change management.
- Conclusion: A product mindset is now embedded in the DNA of the data organization, bringing greater agility, efficiency, and innovation.

Heineken: A Data Factory as a revenue generation center

- Challenge: Add business value using data and advanced analytics.
- Solution: Implementation of a Data Factory to create a machine learning model that makes adjustments to the production process, ensuring quality metrics.
- Results: The Data Factory model is now one of the main decision-making tools for Heineken Brazil.

Lagardère Travel Retail: Deployment of GenAI tool Lumina

- Challenge: Develop a GenAI solution to accelerate landlord requests analysis, reduce tender book creation time, and enhance response quality.
- Solution: Lumina, a generative AI-powered tool, co-designed with Artefact and based on Lagardère Travel Retail's Microsoft Azure architecture.
- Results: Industrialization, a global rollout, and an ambitious AI roadmap.

Legrand: GenAI to enhance workforce and performance

- Challenge: Leverage GenAI technologies and deliver products at scale to enhance workforce and performance at Legrand.
- Solution: Deployment of Gaia and Elia, two new GenAI products that optimize product information for employees and customers.
- Results: Elia provides enhanced product information to customer support and product managers; Gaia enables data managers to enrich product information.

L'Oréal: Creation of an AI-based trend prediction tool

- Challenge: Predicting new trends before the competition.
- Solution: Development of a proprietary AI-based tool to detect and predict emerging trends, guiding decision-making in product development.
- Results: On average, 2/3 of trends were detected 9 months earlier than Google; 75% of trends were identified 6 months in advance.

Nexans	**Nexans: A global 2028 data & AI strategy roadmap withDatabricks** ∧ Challenge: Structure data and AI to support business transformation at scale. ∧ Solution: A state-of-the-art Databricks platform with AI and generative AI capabilities. ∧ Conclusion: An industrial AI strategy aligned with long-term business performance.

orange™	**Orange: Maximizing the potential of automation and AI** ∧ Challenge: Deployment of a solution to optimize fiber network technician interventions. ∧ Solution: A technology that leverages visual recognition to assist operators in improving the quality of their installations and repairs. ∧ Results: This tablet-based application is used by more than 10,000 Orange technicians across the country.

RIYADH AIR طيران الرياض	**Riyadh Air: Embedding AI, data, and trust from day one** ∧ Challenge: Reimagining travel as a fully connected, guest-centric experience through a business model that spans aviation, retail, hospitality, and destination services. ∧ Solution: Building on a blueprint of agentic AI with a centralized AI orchestrator. ∧ Results: Setting a new global standard for a digitally native guest-centric carrier.

Robertet: Enriching creativity with artificial intelligence

- Connect and enhance more than 65,000 formulas, thousands of natural ingredients, and a precious collective memory with the right tools.
- Solution: NaturIA: A personal assistant for creative artisans based on supervised AI and designed to support perfumers in their exploration, inspiration, and formulation phases.
- Conclusion: Adoption by creative teams was immediate: 40 designers are actively using it, with more than 3,300 formula inputs recorded.

Sanofi: The impact of AI Agents on commercial success

- Challenge: Rethink customer-centered CRM and put AI at the heart of everything to create the best possible user experience.
- Solution: Go “All in on AI” with the Digital Accelerator, a strategic approach that evolves traditional AI toward agentic AI.
- Conclusion: Sanofi aims to scale adoption and reinforce data-driven decisions company-wide

Savencia Gourmet: Data governance as an AI accelerator

- Challenge: Lay the foundations to meet ambitious data roadmap goals.
- Solution: Prioritize value-driven use cases to rapidly demonstrate tangible results.
- Conclusion: A work in progress with business-wide acceleration at its heart.

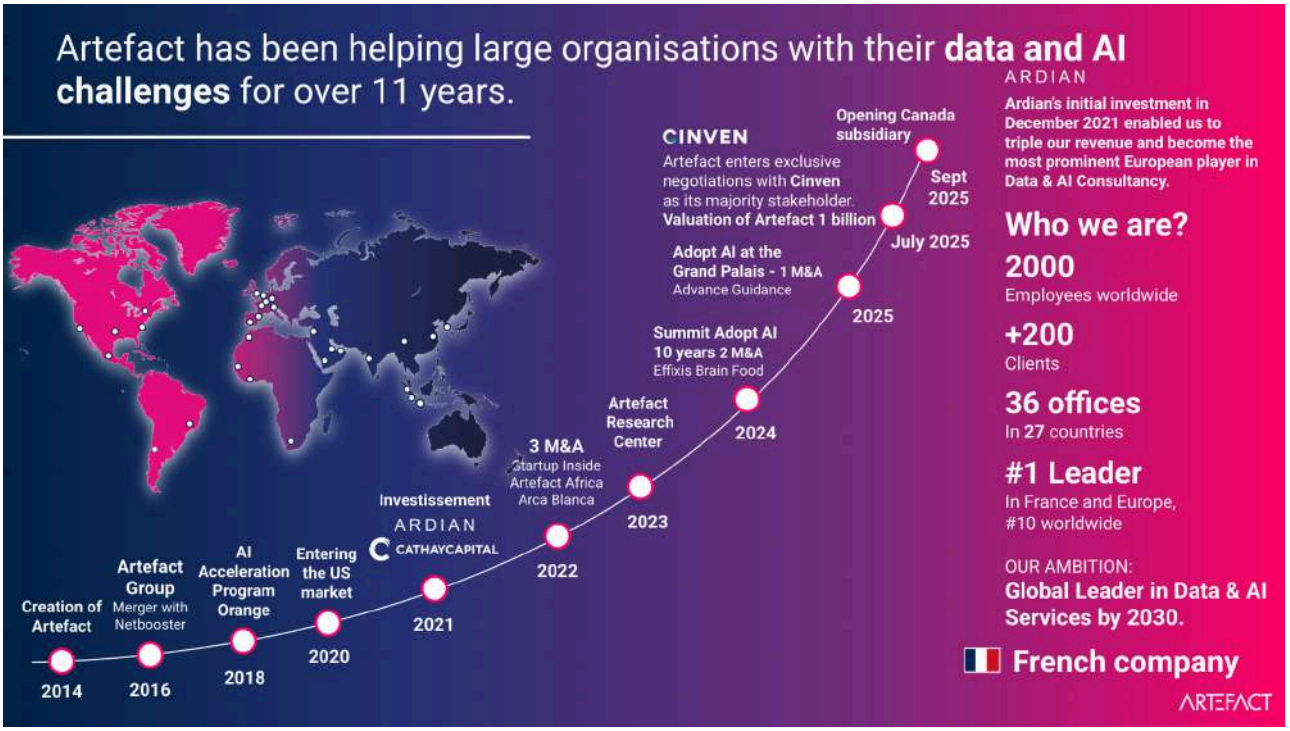
Unilever: Retail Media use cases to increase sales

- Challenge: Identify new growth opportunities and increase sales of Unilever’s priority product categories.
- Solution: Develop trade marketing to carry out actions in partnership with mass retailers to better meet consumers’ expectations.Results:
- Conclusion: Retail Media enriches Unilever’s media, promotional, and supply chain strategy.

Valeo	**Valeo: A hackathon to spark new GenAI use cases** Λ Challenge: Generate potentially viable new automotive applications for Valeo, capitalize on team innovation, and create a “One Valeo” spirit. Λ Solution: A three-day collaborative hackathon to develop, prototype and select viable, deployable projects for the automotive industry leader. Λ Results: 600 ideas generated, with four winning data & AI projects to be deployed by Artefact and implemented by Valeo.

About Artefact.

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Artefact in key dates.

2014: Creation of Artefact
2016: Artefact Group founded following merger with Netbooster
2020: Entry into **US market**
2021: Delisting from stock exchange. Investment funds **Ardian and Cathay Capital** take equity stakes. Company **valued at €335 million**
2022: M&A: Startup Inside, Artefact Africa, Arca Blanca
2023: Artefact Research Center founded
2024: M&A: Effixis, Brain Food
2024: Ten year anniversary celebrated with **1st Annual AI Film Festival**
2025: Acquisition of AdvanceGuidance in South Africa
2025: Artefact in **exclusive negotiations for majority sale to Cinven for €1 billion**
2025: Middle East presence strengthened with a new office **in Doha, Qatar**
2025: International **Adopt AI Summit** held at the Grand Palais in Paris

Artefact 2025 key figures.

€180,4M
revenue in 2024, including **€83,5 million in France**

2,000
employees in total, including **800** data consultants, **800** data scientists and engineers, and **400** data & digital marketing experts

36
offices

27
countries

4000
graduates per year from the **Artefact School of Data**