



DEEPKI ANNOUNCES THE APPOINTMENT OF CAROLINE TAILLEFERD AS CHIEF MARKETING OFFICER

Paris, October 13th, 2021

Founded in 2014, Deepki is an emerging technology company that uses data intelligence to support real estate players in their transition to zero carbon. By leveraging customer data, Deepki's SaaS solution enables clients to improve their assets' ESG (Environmental, Social and Governance) performance and drastically reduce their environmental footprint.

Through its combination of technology and expertise, Deepki opens the door for effective strategies across all ESG areas: energy, water and waste consumption, social impact, as well as governance best practices for accelerating positive impact.

To support Deepki's sustained growth and structure the company's international ambitions, Deepki is announcing the arrival of Caroline Tailleferd as Chief Marketing Officer. As a member of the Executive Committee, Caroline's mission will be to establish Deepki as a global leader for ESG in real estate and to accelerate the company's growth in France and worldwide. She will also oversee brand positioning and communication.

Vincent Bryant, co-founder and CEO of Deepki, comments:

"We are very happy to welcome Caroline to Deepki. Her professional experience in both big corporations and startups, especially with B2B and SaaS platform players, makes her the ideal person to have on board for these next phases of our international development."

Caroline Tailleferd, Chief Marketing Officer, adds:

"I'm really pleased to be joining the Deepki team as Chief Marketing Officer. This is a unique opportunity to combine my expertise in data and SaaS with my personal values and commitment to environmental transition. I'm delighted to be entrusted with a role in this great adventure, contributing to Deepki's growth and to the fight against global warming."

About Caroline Tailleferd



Caroline Tailleferd (43) spent 9 years as the EMEA Marketing and Communications Director at KXEN, a predictive analytics software company acquired by SAP. She joined SAP in 2013 as Marketing Head of Analytics, Big Data and Internet of Things for Europe, the Middle East and Africa. In 2015, she became VP Marketing Communications at Tinyclues, a predictive marketing startup that uses AI to help brands identify potential customers. Caroline holds a master's degree in marketing from ESSEC Business School.



About Deepki

Founded in 2014, Deepki has developed a SaaS solution that uses data intelligence to guide real estate players in their net-zero transition. The solution leverages customer data to improve assets' ESG (Environmental, Social and Governance) performance and maximize asset value. Deepki operates in 38 countries, with 150 team members across offices in Paris, London, Berlin, Milan and Madrid. The company serves clients including Generali Real Estate, Allianz Real Estate, SwissLife Asset Managers and the French government, helping to make their real estate assets more sustainable at scale.