FRANCE
US
BELGIUM

1 M € founds raising
CONSUMERS’ PARADOX

**Intrusion feeling**

78%* of French people don’t feel comfortable with the fact brands collect and share their personal information

**Customer Experience**

But almost 80%* are ready to share if they benefit from personalised services, promotion or gift

**Solution**

Give to consumers the control over their own personal data! 80%* are already ready to control and share their personal data with brands

* [Le Baromètre de l’intrusion 2016](Le%20Barom%C3%A8tre%20de%20l%27intrusion%202016). Publicis
STANDS FOR A WORLD BETTER CONNECTED...
TODAY

Social Graph

Searches

Professional

Banking

MatchUpBox™
smart technologies for personal data
<table>
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<tr>
<th>Social graph</th>
<th>Searches</th>
<th>Professional</th>
<th>Banking</th>
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<td><img src="google-chrome.png" alt="Google Chrome" /></td>
<td><img src="linkedin.png" alt="LinkedIn" /></td>
<td><img src="bnp-paribas.png" alt="BNP Paribas" /></td>
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Blockchain-based PIMS solution
PERSONAL DATA HUB

Retrieve
Gather
Control
Share
Data is at the core of knowledge

Pikcio AI never stops learning

Becomes a personal assistant which avoid repeating information again and again..

Partners digitalize their offers, administrate by chatbot Pikcio
NO TRACKING SEARCHES
ENCRYPTED CHAT

Private direct messages
Or registered
(Blockchain)
A strong technological base
Server or Cloud

The main target for cyber attacks
Expensive
Big data issues

P2P Network (distributed)

User centric
Cheap
Consume data as you go
PERMISSION BASED: Define which nodes are consensus and ledgers
WHY PEER2PEER & BLOCKCHAIN

Full control and ownership over personal data

Privacy-by-Design

Certification of personal data authenticity/integrity

Secure storage and sharing data, files or chat

GDPR compliant

Trust

Transparency

Security