



PRESS RELEASE  
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**PROBAYES JOINS LE GROUPE LA POSTE:  
LA POSTE STEPS UP ITS DIGITAL ACTIVITY WITH ARTIFICIAL INTELLIGENCE**

**La Poste has today announced the acquisition of the Grenoble-based company ProbaYes. Founded in 2003 by academics in Robotics and Artificial Intelligence, the company's team of Data Scientists develop predictive and optimisation solutions using data analysis.**

**The acquisition is an opportunity for Le Groupe La Poste to expand and include an Artificial Intelligence research centre to meet the needs created by internal transformation and optimisation but also the needs to personalise and develop new services for customers.**

**Le Groupe La Poste envisages growing ProbaYes' activities both in research and with its own customers. ProbaYes will become a wholly-owned subsidiary of MediaPost Holding.**

**A strategic acquisition for La Poste's development**

The soar in Big Data, predictive methods and learning from past data is fast revolutionising behaviours and services. At the turn of the twenty-first century, the use of probabilistic techniques to solve problems was more or less limited to the fields of physics and astrophysics.

ProbaYes was born out of the idea that companies needed the most innovative data analysis technology (Bayesian network, Artificial Neural Networks (ANNs), ensemble methods, etc.) The company progressively adapted such technologies to its customers according to their requirements without focusing on a particular industry or sector. This has led to a unique company with a general expertise, in a field dominated by specialists focused on resolving a single problem.

In order to ensure that customers can access the latest scientific developments, ProbaYes, which includes PhD holders and engineers from the best universities and laboratories amongst its 35 employees, constantly works in close partnership with research and innovation ecosystems.

By investing in research teams from the Grenoble-based Inovalée research hub, Le Groupe La Poste has acquired a leading French company whose differentiator revolves around knowing how to bridge the gap between research and industrial applications. This acquisition thus provides the Group with a genuine artificial intelligence research centre



which will help it properly manage its internal algorithms in order to support its development.

La Poste is continuing to ramp up its transformation through a range of digital services centered around its role as a universal operator for exchanges and notably in the field of the Internet of Things, and aims to use its trusted position to bring people together and make daily life simpler for individuals, professionals and businesses.

It thus wishes to be able to bring together the power of ever more intelligent industrial processes with large-scale customization (sending parcels from letter boxes, real-time geolocation, postal carriers connected through their smartphones, etc.). Smart objects will be increasingly used in tomorrow's exchanges and the company's services must be part of this new reality.

That is why La Poste is part of this movement and is supporting it with its digital hub, its local services and strong ethical commitments regarding data as set out in its [data charter](#).

The acquisition of ProbaYes will allow La Poste to add artificial intelligence to the development and design of its new digital services thus giving it the means to meet the data needs of all its customers and business units.

#### [About Le Groupe La Poste](#)

A wholly state-owned public limited company, Le Groupe La Poste is structured around five core branches: Services-Mail-Parcels, La Banque Postale, Network La Poste, GeoPost, and Digital Services. The Group operates out of 40 countries in 4 continents. La Poste's 17,000 postal retail outlets make it France's leading local business network, serving 1.6 million customers every day. Every year, La Poste delivers 22.9 million items worldwide (letters, printed advertising media and parcels), 6 days a week. In 2015, the Group generated €23.045 billion in revenues (20.8% from outside France) and had a headcount of almost 260,000. Closer and more connected, La Poste is stepping up its digital transformation by offering a range of services hinging on its role as universal operator for exchanges. In its strategic plan "La Poste 2020: taking on the future", Le Groupe La Poste has set itself the ambitious objective of speeding up development in its five core businesses and expanding into new regions. Accessible to everyone, everywhere, every day, La Poste puts human considerations and trust at the centre of customer relations to become the leading company for services on a human scale...

#### [About Le Groupe La Poste's Digital Branch](#)

Under its strategic plan "La Poste 2020: conquering the future", launched in early 2014, Le Groupe La Poste is restructuring around 5 business units with a new separate and unique business unit for digital services. In April 2014, the Digital division was created by combining the Group's digital activities. It includes the digital division of La Poste and three BtoB subsidiaries: Docapost (corporate digital transformation specialist), Mediapost Communication (digital media management and data processing) and Start'inPost (industrial startup accelerator). It brings together more than 5,500 employees.