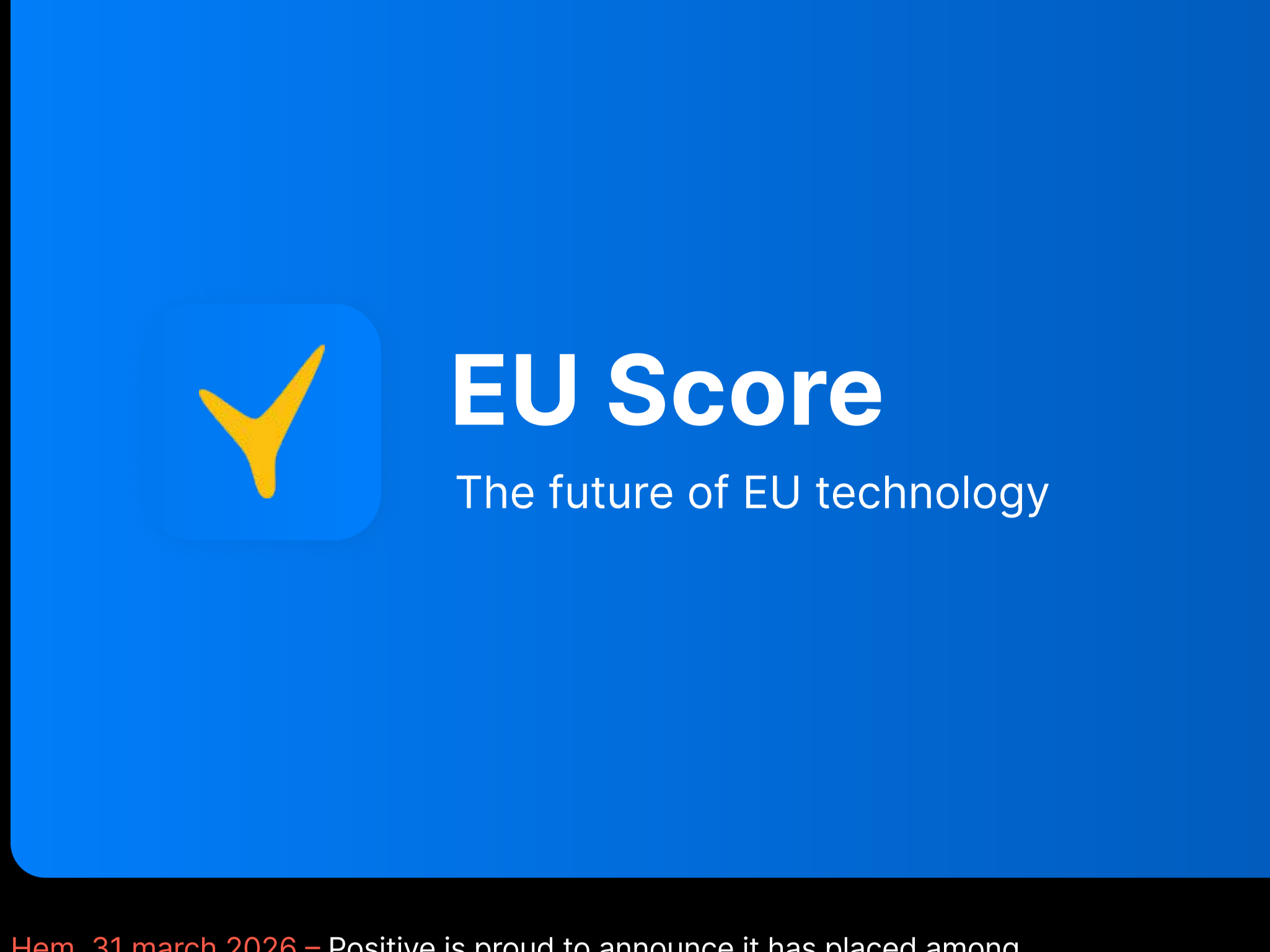


Sovereignty washing: Positive tops the EU Score rankings and welcomes a game-changing initiative for European tech

- > **EU Score is the first European framework** to certify the real economic impact of a tech solution on the European Union
- > **~80% of critical European data hosted under the US Cloud Act:** sovereignty washing is hiding in plain sight
- > **Positive ranks among the top 3 companies in the overall EU-Score rankings**, and 1st in Email Marketing & Marketing Automation



Hem, 31 march 2026 – Positive is proud to announce it has placed among the top 3 companies in the overall EU Score rankings, and ranked 1st in the Email Marketing & Marketing Automation category. This result validates the efforts Positive has made in support of European digital sovereignty. Positive also welcomes the initiative launched by Olivier Rohou, which fills a genuine market gap: the need for an objective, unbiased measure at a time when sovereignty washing is widespread.

EU Score: the initiative that brings objectivity to a market clouded by sovereignty washing

EU Score evaluates each tech solution against public, measurable criteria and assigns it a rating from AAA to C. Independent and non-profit, the framework operates on a contributory model verified by artificial intelligence, ensuring the reliability and transparency of its data. 96% of European digital startups and scale-ups are now listed in the registry. For decision-makers and investors alike, digital sovereignty stops being a belief and becomes a data point.

"EU Score was born out of urgency: Europe must stop being a passive recipient and start making active choices. Not through boycott, not through resignation, but through a strategy of gradual, measurable transition. Our ambition? For every tech purchasing decision to become a sovereign act. Positive embodies exactly that spirit, and we are proud to count them among our earliest supporters."

Olivier Rohou, Founder of EU Score

Sovereignty washing: ensuring digital sovereignty doesn't become just a marketing slogan



Digital sovereignty has become a strategic priority for Europe. Yet between collective awareness and market reality, a growing number of companies are claiming sovereign status while quietly bypassing the most demanding criteria required to earn it.

The Signal example is telling: presented as a sovereign alternative to WhatsApp, the application is in fact an American foundation hosting its data on AWS servers. This is far from an isolated case — only 31.9% of the subcontractors used by European tech startups are based within the EU.



In this context, the solution is not a boycott, but the need for an objective measurement tool. EU Score is designed to provide that tool.

Positive delivers: from conviction to concrete proof

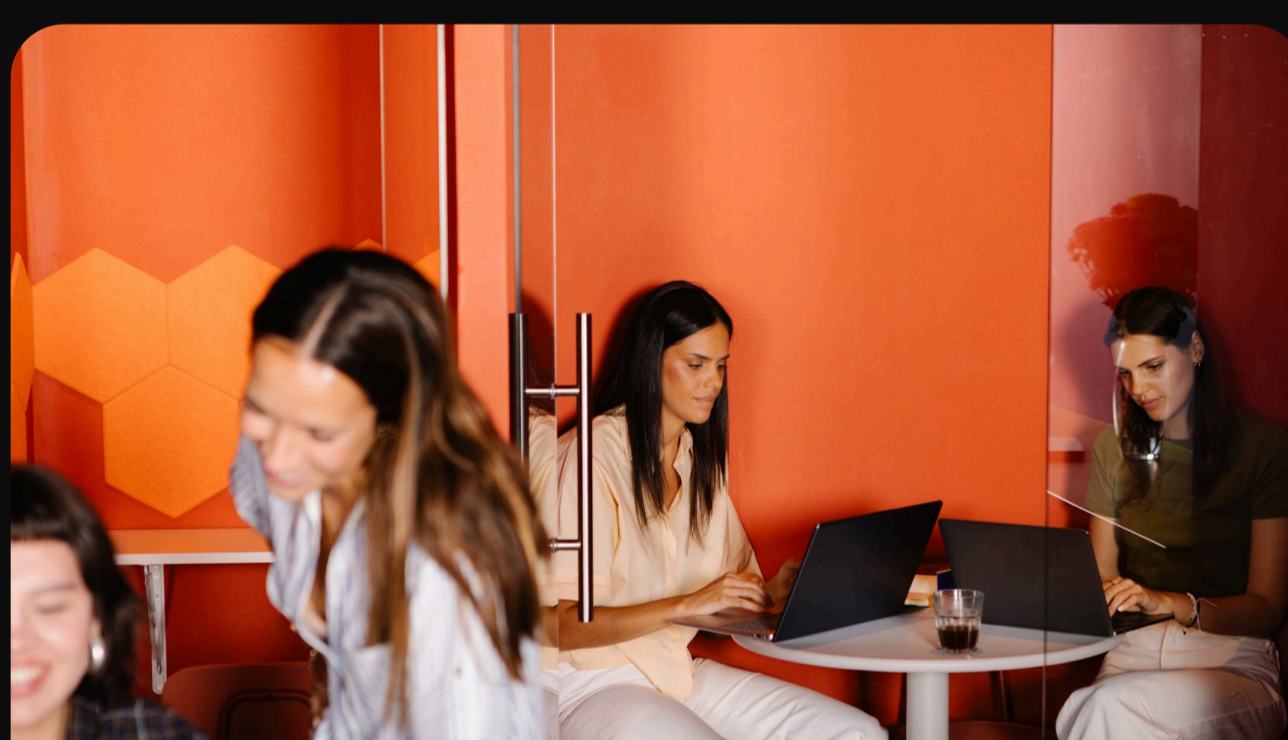
As a European player in the MarTech ecosystem, Positive has not simply declared its European values, it has put them to the test. Ranking 3rd overall and 1st in email marketing and marketing automation in the EU Score framework, the company has turned conviction into measurable evidence. By adopting EU Score as its reference standard, Positive is committing to making European scoring a criterion in tech purchasing decisions, and is calling on the broader ecosystem to embrace the same commitment to transparency. This marks a first step: Positive intends to encourage the entire European tech ecosystem to adopt EU-Score as the benchmark standard.

"European sovereignty is a choice Positive has made, not to follow a trend, but because we genuinely believe it is the right fight. EU-Score is today the only framework capable of proving that objectively. We are calling on every European tech company to take it up."

Mathieu Tarnus, President & Founder of Positive

Further reading

- > [Positive EU Score](#)
- > [General EU Score ranking](#)
- > [Top Eu Score Email Marketing](#)
- > [What's Positive ?](#)



About Positive

Positive is a European player in the MarTech ecosystem, serving SMEs. The company develops simple, high-performance solutions integrating artificial intelligence, backed by expert teams. More than 45,000 clients trust Positive for its reliability and commitment to compliance. Its flagship solutions include Positive User (Emailing & Customer Engagement), Positive Surfer (AI SEO and content optimisation), and Positive Signitic (Email Signature Management). Headquartered in Lille, Positive generates over €70M in ARR and employs more than 450 people across Europe, with data hosted in France and Germany.

About EU Score

EU Score is the first independent European framework to objectively measure the real impact of tech solutions on the European Union economy, based on objective and publicly available criteria.

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