

Positive joins the French Tech 120 for the fourth consecutive year

Lille and Paris, June 16, 2026 – Positive, a European martech company, has been selected for the fourth consecutive year in the French Tech 120, the French Tech Mission's programme identifying and supporting the highest-performing French scale-ups in their growth and international development.



Tougher criteria in 2026

This 2026 cohort marks a shift in the programme's selection criteria. Investor backing is no longer sufficient to demonstrate a company's innovative character. Selection now relies on tangible proof of R&D — filed patents, use of research tax credits, public innovation grants.

The 2026 cohort brings together 120 companies representing a combined €11.3 billion in revenue, 31% average revenue growth year-on-year and 46,000 direct jobs worldwide. Maintaining a place under these conditions validates Positive's innovation depth, beyond financial performance alone.

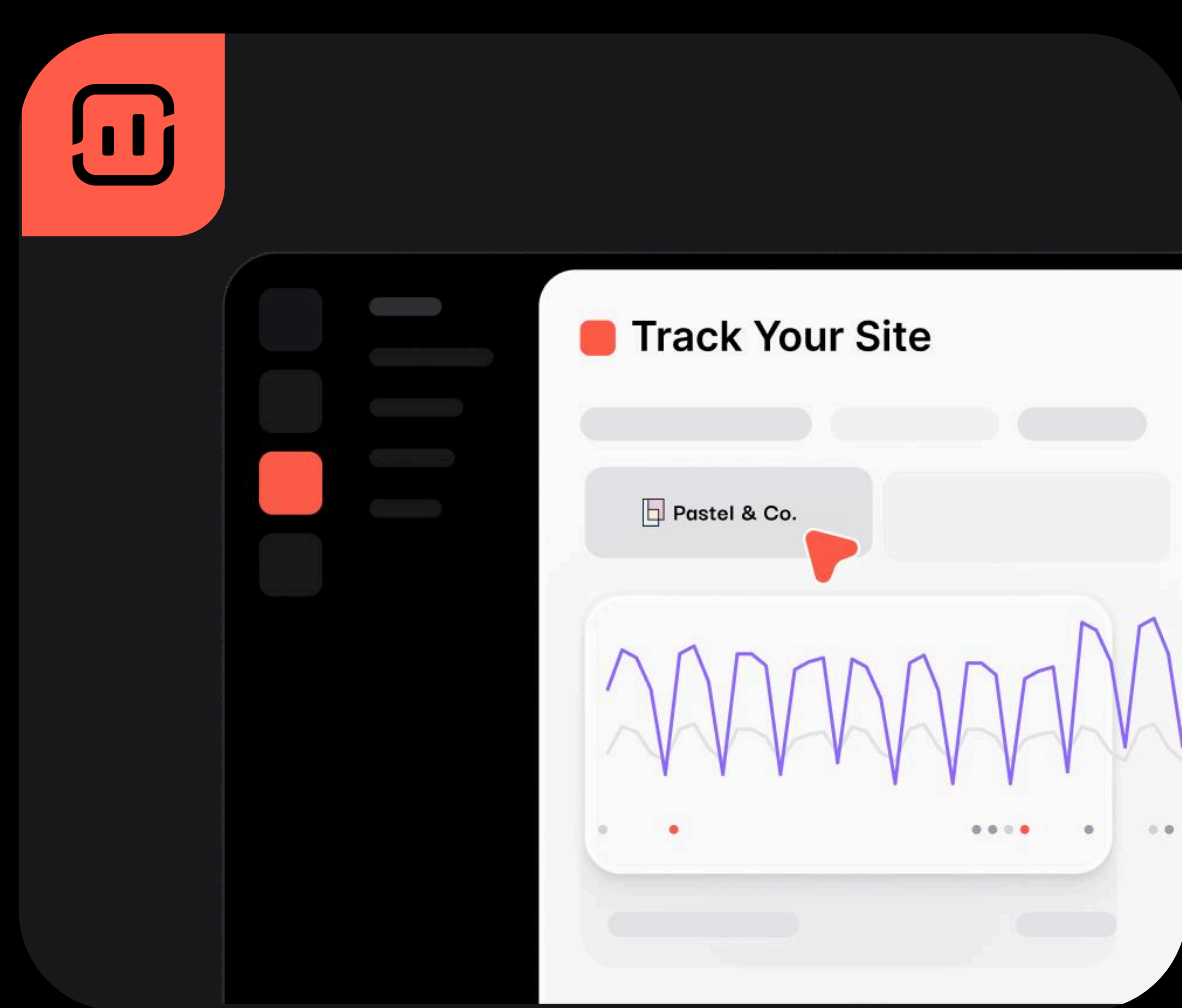
New technologies built for marketing teams

This recognition comes at a period of significant product acceleration. Positive launched Positive Surfer, an AI Visibility Platform enabling marketing teams to measure and improve their brand's presence in responses from large language models — ChatGPT, Perplexity and other AI answer engines. The technology is built on years of visibility algorithm reverse engineering, first applied to SEO, now extended to LLMs.

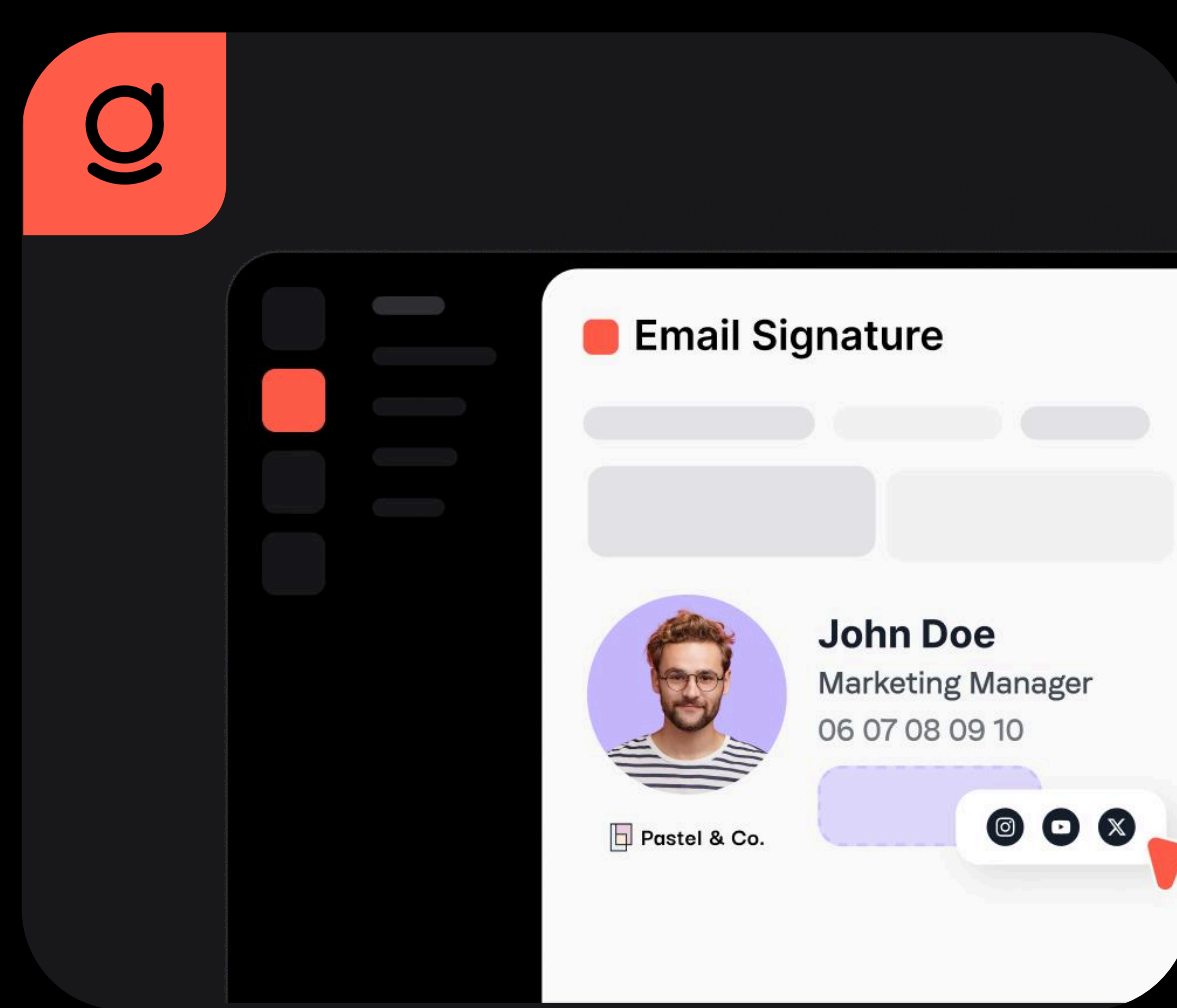
In the same movement, Positive launched Uma, its AI agent, which orchestrates the entire marketing Full Loop — from AI visibility to customer retention, across social media, email and CRM. Including overlooked touchpoints: employees' daily emails, now integrated with the CRM, become activatable, segmented contact points aligned with brand strategy. A capability virtually absent from the market.

An integrated suite, from first contact to retention

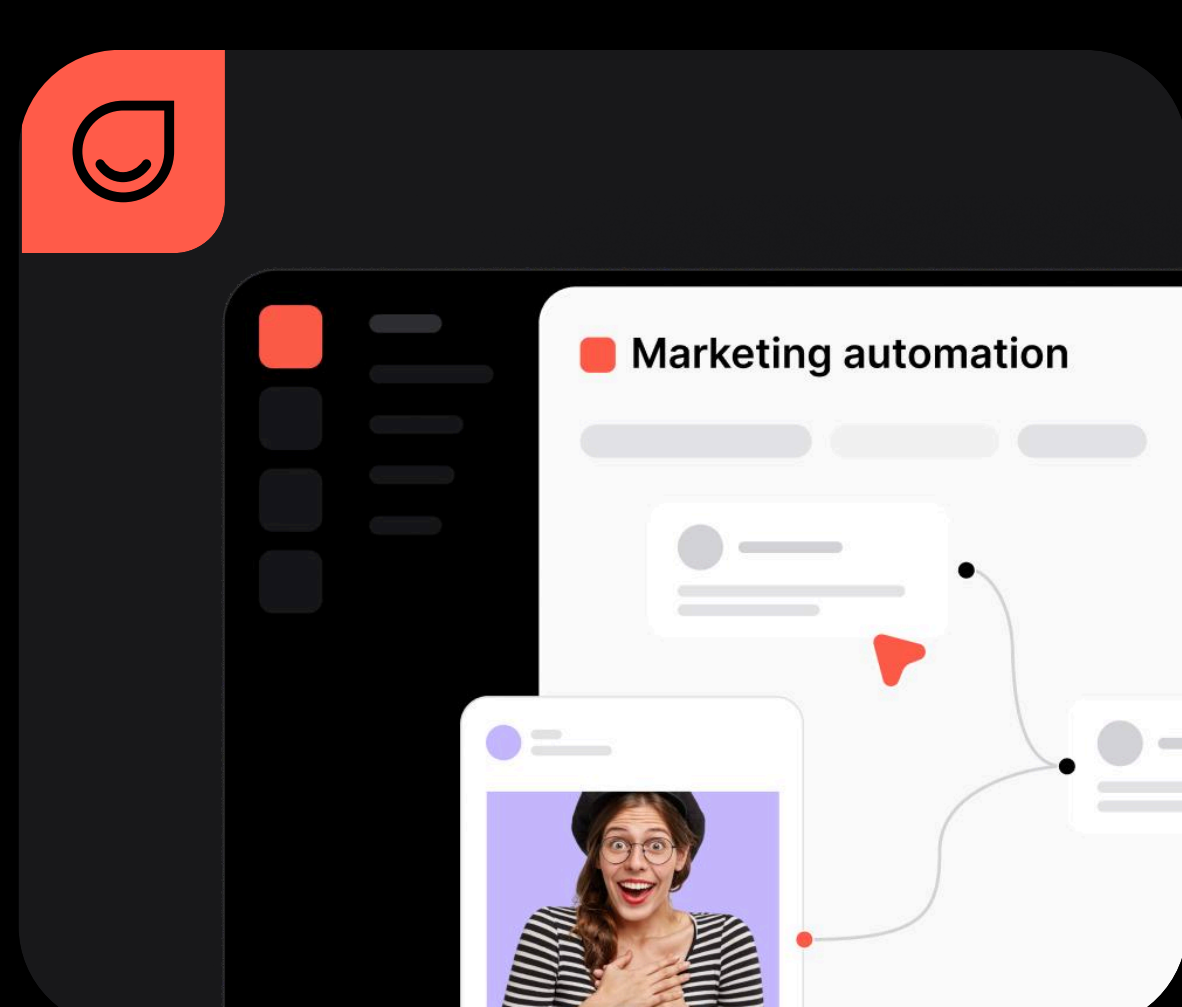
Positive Iconosquare, Positive rapidmail, Positive noCRM, Positive Signitic and its AI agent, Uma.



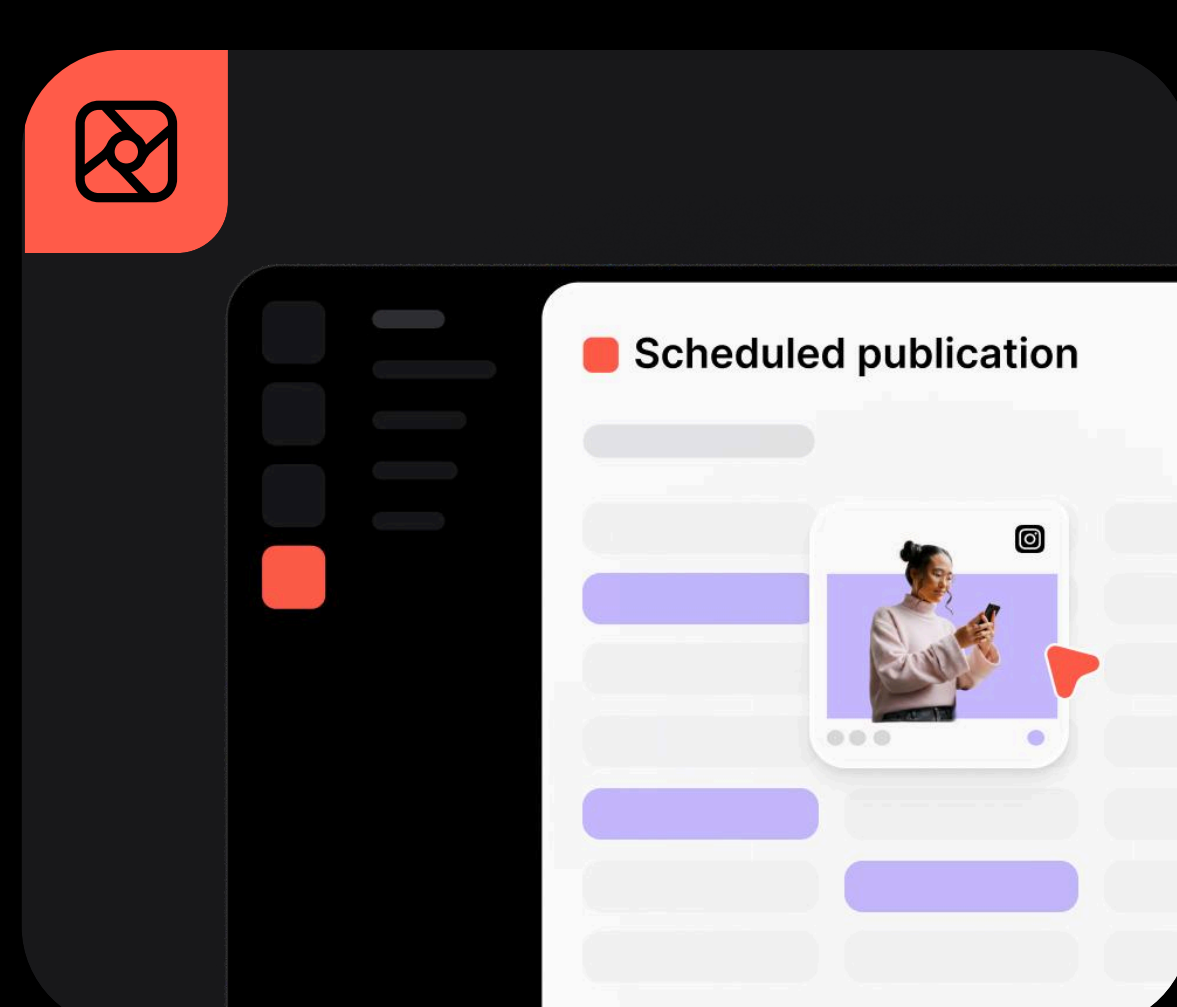
• AI SEO and content intelligence platform



• Email signature management solution



• Emailing & customer engagement platform



• Social media management and analytics platform

What the 2026 programme recognises is precisely this logic: building technologies that do not depend on the giants, that contribute to European digital sovereignty, and that address a real problem — the fragmentation of marketing tools and the inability of current stacks to function as a coherent whole.

Three consecutive cohorts in a programme whose criteria have tightened: this is a trajectory, not a one-off result. And there is still a great deal to build.



About Positive

Positive is a leading European B2B SaaS player. The group provides marketing and sales teams with a suite of complementary solutions covering the key drivers of digital growth: Positive Surfer to enhance brand visibility on search engines through AI, Positive Iconosquare to manage their social media presence from a unified interface, Positive User to develop and nurture customer engagement, and Positive Signitic to professionalise email signature management at scale.

Majority-owned by its founders and backed by European investment funds, the company has multiplied its revenue fivefold in five years. Headquartered in Lille, Positive employs over 400 people across France, Germany, Italy and Poland. Customer data is hosted exclusively in France and Germany, in compliance with European digital sovereignty requirements.

For more information: www.positivegroup.com

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