Alibaba Cloud and myDevices Partner to Launch Turnkey IoT Solutions in China

Commercially Ready LoRaWAN Internet of Things Solutions Available Directly from Alibaba Cloud and the Ecosystem of Distributors, Resellers, and Industry Partners

Enabling Mass Deployment of Finished IoT Solutions in China for Businesses in Healthcare, Hospitality, Food Service, Retail and Education

PARIS, France / **LOS ANGELES, CA, USA – September 11, 2018** – myDevices, Inc. today announced the availability of turnkey Internet of Things (IoT) solutions, in partnership with the IoT Business Unit of Alibaba Cloud, the cloud computing arm of Alibaba Group. myDevices will market and sell IoT in a Box™ solutions in China through Alibaba Cloud's existing reseller distribution network. These remote monitoring solutions protect important assets for small businesses and large enterprise customers across a wide variety of industries for use cases in the commercial refrigeration and facility management vertical markets.

"Integrating myDevices' IoT Solutions with Alibaba Cloud and the LinkWAN network exponentially accelerates the adoption of the Internet of Things for businesses of all sizes across China through our vast distribution ecosystem," said Wang Yunci, Marketing Director of the IoT Business Unit at Alibaba Cloud. "By offering custom and expandable, commercially-ready solutions, this initiative will enable our direct and partner sales channels to thrive as well."

These enterprise ready IoT Solutions powered by myDevices combine an Ethernet or cellular connected gateway, over 95 sensor types, device management, LinkWAN network server, and an iOS/Android mobile application that provides key features for remote monitoring such as automating sensor data recordings, email and SMS text alerts, and reporting. Pre-packaged and ready-for-sale solutions are deployed in minutes with built-in provisioning technology and can scale to adapt to a multitude of use cases instantly.

Registered resell partners will benefit from extensive training opportunities and will have access to a library of sales and marketing materials that will support their outreach with existing and new customers. myDevices will work closely with the Alibaba Cloud team to offer sample use cases, how-to-videos, ROI calculators, prospecting checklists and marketing materials through a Reseller Portal dedicated to supporting Alibaba's reseller distribution network.

"The myDevices IoT in a Box solutions provide hospitals, pharmacies, food processors distributors, education facilities, restaurants, and more the ability to automate temperature and humidity monitoring, saving them a significant amount of money from manually monitoring while adding a layer of protection for their refrigerated inventory," said Kevin Bromber, CEO of myDevices. "Today, businesses immediately understand the huge benefit of installing these systems. What they like the most is the ease of installation and use. Partnering with Alibaba Cloud and making these available in China accelerates the adoption of real finished IoT products and provides an excellent business growth opportunity for their large ecosystem of resellers."

IoT in a Box solutions are created by mixing-and-matching gateways and sensors from a multitude of device manufacturers. This venture also enables Alibaba Cloud's new and existing ecosystem of hardware manufacturing partners to integrate their devices into the ever-growing list of compatible sensors and gateways through the myDevices IoT Ready Program. By incorporating their hardware, these devices become immediately available in China and overseas for the creation of finished solution for any use case.

LoRa-technology hardware manufacturers can submit their sensors and gateways for inclusion in the finished solutions by registering here: https://mydevices.com/for-hardware- manufacturers/iot-ready-program/

Alibaba Cloud reseller partners can sign up to start selling IoT in a Box solutions at https://reseller.iotinabox.com/alibaba-cloud/.

About Alibaba Cloud

Established in 2009, Alibaba Cloud (www.alibabacloud.com), the cloud computing arm of Alibaba Group, is among the world's top three IaaS providers according to Gartner, and the largest provider of public cloud services in China, according to IDC. Alibaba Cloud provides a comprehensive suite of cloud computing services to businesses worldwide, including merchants doing business on Alibaba Group marketplaces, start-ups, corporations and government organizations. Alibaba Cloud is the official Cloud Services Partner of the International Olympic Committee.

About myDevices

myDevices, the IoT solutions company, empowers engineers and enterprises to quickly design, prototype, and commercialize IoT solutions. myDevices is the creator of Cayenne – the industry's de facto IoT Solution Builder; IoT Ready Program™– trusted catalog of drag and drop IoT devices; and IoT in a Box™– finished IoT solutions for a variety of vertical markets. The company's mission is to simplify the connected world by providing development tools that enable the creation of device and connectivity agnostic IoT Solutions for smart buildings, smart agriculture, asset tracking and other IoT verticals. myDevices is headquartered in Los Angeles, CA. For more information, please visit www.myDevices.com and www.IoTinaBox.com.

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About Claranova

A global Internet and mobile player, Claranova is one of the few French companies in this sector to post sales of over €150 million, more than half of which is generated in the United States. Claranova focuses its strategy on three areas of business – digital printing through the Group's PlanetArt division, management of the Internet of Things (IoT) via the myDevices division and e-commerce through the Avanquest division:

- PlanetArt, a world leader in mobile printing, specifically via the FreePrints offer – the cheapest and simplest way to print photos from a smartphone – FreePrints is already a must-have for several million customers, a figure that has grown every year since its launch;
- myDevices, the Internet of Things (IoT) solutions company. Creator of Cayenne, myDevices' mission is to simplify the connected world by providing development tools that enable the creation of device and connectivity agnostic IoT Solutions for smart buildings, smart agriculture, asset tracking and other IoT verticals;
- Avanquest, the Group's legacy activity covering the distribution ot third-party software, a business that is shifting towards the monetisation of Internet traffic.

For more information, please www.claranova.com and www.twitter.com/claranova_group.

Next Claranova group event: 2017-2018 annual results : October 2, 2018