Schneider Electric Announces Adoption of Wiztopic's Blockchain Certification Platform

- Schneider Electric continues its digital journey to become a trusted and secured source for its stakeholders
- Blockchain technology is the easiest way for companies to protect their brands from hacktivism

Paris (France), October 22, 2019 – Schneider Electric, the leader in digital transformation of energy management and automation, and Wiztopic, the publisher of a new platform solution for communication teams, today announced the expansion of their partnership.

Schneider Electric has been using Wiztopic's communication platform since 2017 to distribute their content in a secure, compliant way. Schneider is now [i] implementing **Wiztrust, a certification platform powered by Wiztopic**. This platform utilizes blockchain technology to address the growing problem of fake news in the corporate and financial world.

"Digital technologies are transforming age-old practices of communications and information, while blurring the lines between facts and fictions. That doesn't mean audiences are any less discerning. It more means we, journalists and communicators, have a duty in authenticating and vetting our contributions and sources to prevent them from fake news," explains Becky Edwards, Schneider Electric Chief Communications Officer. *"By adopting Wiztrust, Wiztopic's blockchain certification platform, Schneider Electric shows that digital is the most efficient way to become a trusted and secured source for its stakeholders."*

Wiztrust allows companies to easily certify the announcements they distribute to press, investors and analysts. Corporate communications and investor relations professionals use the platform to generate a unique fingerprint for their content. Recipients can then verify the content's authenticity by a quick "drag and drop" on Wiztrust.com.

"With the increasing sophistication of digital, audio and video technologies, fake financial news is easier to create and harder to detect," said co-founder Raphaël Labbé. *"Corporates and listed companies, as well as the news outlets that cover them, are seeing the need to protect their brands from hacktivist activity."*

In addition to Schneider Electric, more than 15 Wiztopic clients in financial services, insurance, pharmaceutical and real estate have implemented Wiztrust to certify their corporate news including Allianz, Bouygues, BPCE, Groupe Beneteau, Klépierre, Macif, Malakoff Humanis and Natixis.

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About Wiztopic

Wiztopic is the publisher of a new platform solution for communication teams. Wiztopic allows financial and communications departments of listed companies to generate, distribute and measure the performance of their content in a simple, secure and compliant way. Wiztopic's cloud-based solution has become a reference for financial institutions (AG2R, Allianz, Amundi, BNP Paribas, BPCE, Covéa, Crédit Agricole, Deloitte, Humanis, KPMG, La Française, Natixis, Saxo Banque) and listed companies (Adecco, Beneteau, Bic, Capgemini, Klépierre, Nexity, Schneider Electric). For more information visit www.wiztopic.com.

About Wiztrust

Wiztrust was created by Wiztopic, the publisher of a platform solution for communications teams of financial and publicly listed companies. With Wiztopic, companies can manage, distribute and measure the performance of their content. With Wiztrust they can now protect their content and shareholders interest. Discover Wiztrust here.

About Schneider Electric

At Schneider, we believe **access to energy and digital** is a basic human right. We empower all to **make the most of their energy and resources**, ensuring **Life Is On** everywhere, for everyone, at every moment.

We provide **energy and automation digital** solutions for **efficiency and sustainability**. We combine world-leading energy technologies, real-time automation, software and services into integrated solutions for Homes, Buildings, Data Centers, Infrastructure and Industries.

We are committed to unleash the infinite possibilities of an **open, global, innovative community** that is passionate about our **Meaningful Purpose, Inclusive and Empowered** values.

www.se.com

Discover more: (Life Is On) (EcoStruxure) (+ Lifecycle Services)

Related resources: Wiztrust Video Presentation

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[i] Schneider Electric uses Wiztrust certification for its communications since Oct. 2, 2019. Wiztrust certification for Schneider Electric currently covers communications issued by following regions: Corporate, France, Spain and Portugal.

Certified with **wiztrust**