



## **UNH3O Acquires Botimize** **One of the top global chatbot analytics platform**

We're excited to announce our acquisition of Botimize, a leading chatbot analytics platform. Their industry-leading cross-platform technology enables developers and businesses to optimize their chatbots and gain actionable insights.

At Facebook F8 this year, we learnt that Messenger now has more than 1.4 billion monthly users, 300,000 bots have been created in the ecosystem, and 8 billion B2C messages are being exchanged monthly - that's 700% growth since two years ago!

This extraordinary growth can all be traced back to one concept – conversations. It is the oldest interface known to mankind, and is omni-present in our daily lives. Today's consumers want to engage and converse with companies whenever, wherever. This has led to real-time responses and conversations becoming a necessary competitive edge for companies.

That is where Botimize comes in – armed with Botimize's powerful analytics technology, developers and businesses can win through deep and actionable conversational insights. The company was originally launched in 2016, raised venture funding from Zeroth, Asia's first AI accelerator. Across 19 countries, they have facilitated 1 million unique users, and powered a stunning 6 billion messages. Their deep technical expertise root from strong founders who played important roles in shaping the bot communities as well as experiences at Google. We are very lucky to have them join our journey as advisors and partners.

Prior to the acquisition, UNH3O was a customer of Botimize, having fully integrated it within our enterprise services as the analytics layer. The seamless integration allows us to provide deep actionable insights for market-leading clients such as VOGUE, HSBC, J. W. Thompson in Taiwan. Experiencing the power of Botimize's technology first-hand was a key decision factor for our acquisition. The Botimize technology will be incorporated into UNH3O's Fan Relationship Management platform over the next several months – to power personalized conversations and relationships.

There once was a time when businesses were built on personal relationships. As businesses moved online, customer reach began to grow exponentially. Unfortunately, this growth came at the cost of personal relationships. Together with Botimize, UNH3O will lead the world in returning to an age of deep, meaningful, personal relationships – now automated, at scale, in real-time.