



Qwant announces new talents in the top management team

Paris, January 31th, 2022 - To strengthen the team and accelerate growth, Qwant welcomes two key talents as Chief Marketing Officer and Chief Technical Officer: Flore Blanchard-Dignac and Laurent Ach.

These experts are convinced that the respect of data privacy on the Web is a value to preserve.

Flore Blanchard-Dignac joined Qwant early January 2022 as Chief Marketing Officer. She began her career at Colgate-Palmolive where she spent ten years in the Sales and Marketing departments. There, she managed the marketing department for the Colgate brand in Western Europe. She then decided to move into the digital industry and joined Amazon to develop payment products. At Qwant, she will lead the marketing strategy, brand positioning, and the acceleration of the audience in France and Europe.

"To me, Qwant is the French and European spearhead of tomorrow's digital world, more transparent and where Internet users can make their own choices. Already 4.5 million French people use Qwant every month, and I am delighted to be able to contribute to this growth. There are exciting challenges ahead, not only in terms of branding and visibility, but also in terms of education about data privacy. I am very excited to join this pioneering team!"

"Flore will play a strategic role at Qwant over the next few years. Thanks to her complete profile, combining different and significant experiences within different companies, Flore has convinced us with her perfect understanding of Qwant strategic challenges. We have full confidence in her ability to contribute to Qwant long-term growth," said Corinne Lejbowicz and Raphaël Auphan, President and CEO of Qwant.

Laurent Ach is the new Chief Technical Officer of Qwant, since January 2022. As engineer from Ecole Centrale in Lyon, expert in machine learning and passionate about artificial intelligence, Laurent Ach has solid experience in technical management. After 15 years working as a software developer and technical leader on industrial projects, he was technical director of Living Actor and then of Rakuten France. He also created the European team of Rakuten Institute of Technology, which contributed to many innovations in the field of machine learning and deep learning for e-commerce.

"I started developing and producing machine learning components in the 90's, and I have witnessed a rapid evolution in the use of digital data, which we must now master. At Qwant, excellent technical teams are at the service of values that I share, and I am looking forward to working with them on many technological challenges."

"It is true that many challenges await Laurent and his teams! Technical skills are particularly central for the development of our search engine. Laurent's intellectual and technical background as well as experience, demonstrates his perfect suitability for the position. We are counting on him to consolidate the technical infrastructure, improve the quality of results and, above all, innovate in terms of functionalities to make Qwant a constantly evolving search engine, capable of anticipating users' expectations," shared Corinne Lejbowicz and Raphaël Auphan.

About Qwant

Designed and made in France with passion, Qwant is the first European search engine to have its own web indexing technology, which protects user privacy by refusing any tracking devices for advertising purposes. Users can search in total privacy and security. Unlike the main search engines on the market, Qwant does not install any cookies on the user's browser, does not try to find out who they are or what they are doing, and does not keep a history of the queries they make. With a pleasant interface that leaves plenty of room for results, Qwant makes it possible to efficiently find the information you are looking for on the entire Web, while respecting total neutrality. Qwant treats all indexed sites and services without discrimination, without modifying the order of results according to the user's own interests or sensibilities.

<https://www.qwant.com>

Press Contacts

Oxygen:

Alexis Noal / +33 6 61 19 86 82

Cédric Damour / +33 7 84 21 02 20

Marie-Hélène Veillon / +33 6 07 28 69 43

qwant@oxygen-rp.com