

General Internet launches Marketfire, a real-time solution for the management and visualization of financial data for e-merchants

Marketfire is a financial reporting tool allowing e-merchants to:

- *Manage their business in real-time (revenues, top products, DSO, WCR...)*
- *Visualize and optimize the revenues generated by each e-commerce platform, unpaid orders,*
- *Automatically calculate VAT amounts, regardless of country and customers.*

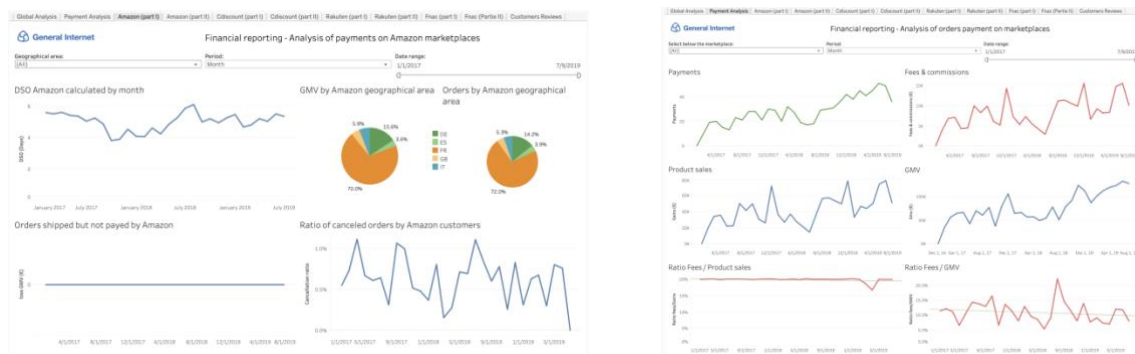
Cupertino, CA, March 2nd, 2020 – General Internet, the "networked enterprise" and Big Data specialist, announces the launch of Marketfire, a real-time financial management and reporting solution dedicated to e-merchants in marketplaces, and to companies in the e-commerce sector.

With its unique real-time reporting and data visualization capabilities, Marketfire simplifies the daily lives of e-merchants, enabling them to better manage their business, improve their performance and increase their revenue.

Analysis and visualization of data in real time to better manage its activity

With Marketfire, merchants whose products are sold on major e-commerce platforms (such as Amazon, Cdiscount, Rakuten, Manomano, Darty or FNAC), have access to reports and dashboards in real time. Thanks to APIs developed by General Internet, Marketfire connects to data sources from the main market platforms simply by using the e-merchant's identification number.

Once this information is filled, all the performance, management and monitoring indicators are available, in real time, in the form of clear dataviz. This data, translated into tables, enables the most relevant performance indicators to be identified, the figures to be understood, trends to be deciphered and the right decisions to be taken quickly.



Marketfire thus enables each online seller to identify and classify his products according to the turnover generated, margin, etc. Thanks to the tool's functionalities, classifying products by market

or building a high-performance catalogue can be done in just a few moments.

An accounting, compliance and certification support tool

Beyond optimizing the performance of their online sales, e-merchants can also improve their internal management by reducing the time it takes to resolve low valued tasks. Marketfire allows each seller to comply with the tax authorities of the countries, and to automatically calculate and declare the VAT generated by their sales.

In addition, the solution enables the sharing of certified and consolidated financial data with the banking institutions as well as with the company's investors and partners. It allows the identification and daily follow-up of unpaid orders for a clear understanding and visibility of the distribution of expenses, future revenues and expenses incurred by the company.

Marketfire's unique tracking and performance indicators allow e-merchants to benefit from consolidated and certified figures, via certificate declarations from major e-commerce platforms. Thanks to this functionality, they can obtain more advantageous financing conditions (5% on average for loans) and finance their stocks and orders at rates from 0.85% to 1.35%/month.

Marketplace, by General Internet, combines performance and flexibility. The solution is available at a price of €100 per month, with no obligation.

About General Internet

General Internet (or IM) creates, builds and operates technology platforms for networked business and data-driven information systems. Drawing on the most innovative Big Data, finance and e-commerce solutions, General Internet is inventing new tools to grow the revenues of companies in the e-commerce and online distribution sectors. By investing in the growth of its customers, GI also encourages its future partners to share their benefits, through the Fair Business Innovation Foundation, to promote a system in which the growth of business and society are closely intertwined. General Internet is based in Cupertino, California and Paris, France.

For further information: www.general-internet.org.

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