



## **Water Intelligence plc**

### **Implementation of Salesforce.com; Publication of 2019 Accounts**

Water Intelligence plc (AIM: WATR.L) (“Water Intelligence” or “Group”), a leading multinational provider of precision, minimally-invasive leak detection and remediation solutions for both potable and non-potable water is pleased to announce that it is working with Salesforce.com to implement a customer relationship management application across its fast-growing American Leak Detection subsidiary (“ALD”).

Salesforce.com, Inc. is a U.S. cloud-based software company headquartered in San Francisco, California. It is the world’s #1 customer relationship management platform with a market cap of approximately \$150 billion. More than 150,000 companies use Salesforce to grow their businesses by delivering personalized experiences for their customers – all on a single platform that’s always accessible from any desktop or device.

The implementation will enable ALD, both its corporate-operations and its franchise System, to automate its entire workflow from customer leads to service dispatch of technicians anywhere in the U.S. to customer reporting upon job completion to invoicing. Important for our business-to-business customers, especially national insurance companies, Salesforce has a SOC II, Type II level environment certified for data security. The implementation will produce much greater efficiencies and the capability to execute on a faster rate of growth. Both corporate operations and the franchise System will share in the licensing and implementation investment as ALD embarks on its next five-year trajectory.

“American Leak Detection is committed to delivering their expertise, as well as stellar customer experiences,” said Enrique Ortegon, SVP AMER SMB. “We are excited they have chosen Salesforce to innovate in the way they engage and connect with their customers in a whole new way.”

The decision to partner with Salesforce follows from ALD’s launch of its next five-year growth plan announced during its Convention in Scottsdale, Arizona in mid-March. As previously announced, the last five-year plan produced compounded annual growth of 35% in terms of revenue and 33% in terms of profit before taxes. Moreover, market demand for minimally-invasive solutions for water leaks and damage is only increasing as the price of water increases and sustainability issues become more salient.

Publication of 2019 Accounts

Water Intelligence will release its 2019 Accounts on Wednesday, June 17<sup>th</sup>. While managing through the Covid-19 crisis, the Group has continued to execute its long-range growth plan with this quarter's recent acquisitions of ALD's profitable Minneapolis and San Jose franchises.

Commenting on the Group's performance, Executive Chairman, Dr. Patrick DeSouza remarked: "We are exceptionally pleased to be working with Salesforce.com. Its track record of helping companies scale rapidly and gain a competitive edge is remarkable. With the help of Salesforce, we will take a major step forward in building a world-class growth company. Already some of our national accounts have congratulated us on our choice and seek to expand their business with us."

*The information communicated in this announcement is inside information for the purposes of Article 7 of Regulation 596/2014*

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