



[FOR IMMEDIATE RELEASE]

September 6th, 2023

Potloc Welcomes Richard Thornton, Ex-Cint Group CCO/COO, to its Board of Directors

Montreal, Canada - Potloc, a leading research technology company, is pleased to announce the appointment of Richard Thornton as the newest member of its esteemed Board of Directors as an Independent Member. This strategic addition further strengthens the company's leadership team and positions Potloc for continued growth on its road to Series C while conquering the USA market.

Richard Thornton's proven track record of success in the survey sampling industry will be pivotal in guiding the company's vision and executing its strategic initiatives. Starting September 1st, he joins 5 board members including administrators: Marie-Michèle Caron, President at Thryve, and Tony Van Marken, Managing Partner and Co-founder at First Ascent Ventures. He replaces Guillaume Jacquet, Vasco Co-Founder, who decided to explore other pursuits after helping shape Potloc's success for the past seven years.

As an accomplished professional, Richard Thornton has 20+ years experience in digital insights, the latter 12 working at Cint, a global technology company that operates in the market research industry. Richard was part of the management team that steered the company from single digit \$M's to \$100M in revenue, culminating in a successful IPO in 2021. His extensive knowledge of research technologies ('ResTech) will be instrumental in driving Potloc's market research solutions to new heights.

"We are thrilled to welcome Richard Thornton to our Board of Directors," said Rodolphe Barrere, CEO of Potloc. "He brings a unique perspective and a deep understanding of the market research industry that will undoubtedly contribute to the success of our company. We look forward to working together to deliver innovative solutions and exceed the expectations of our consulting clients."

Richard Thornton expressed his excitement about joining Potloc and said, "The opportunity to join the Potloc board and play a part in helping the company through its next stage of growth, was too good to miss. Rodolphe, Louis and team have impressed me immensely with the quality of business they have already scaled and the market position they are in. I'm honored to be invited to the board and work alongside the two of them and a stellar set of very committed investors. Potloc is uniquely positioned through its social network sampling technology capability, its blue chip client base and significant market opportunities ahead of them."

About Potloc:

Potloc is a research technology company that provides top consulting firms and leading brands with an innovative groundbreaking social media sampling technology to target respondents worldwide with extreme precision and speed, better understand their consumer base and solve strategic challenges through accurate data. More info on www.potloc.com

Media Contact:

Pierre Cléaud, Marketing Director at Potloc
press@potloc.com