

Press de Release

## **Moneyline, Cube Digital Media and Neodigital change their names to lagona**

**In November 2018**, Moneyline and Cube Digital Media joined forces to accelerate a strategy of market, products and service diversification and thus offer a complete range of hardware and software solutions for the digitalization of customer relationships and journeys.

Software publisher, notably with the Neoscreen 5.0 suite, Cube Digital Media, based in Nancy (54), offers the most advanced solution on the digital signage market. This expertise, combined with the hardware and software expertise, quality and design of Moneyline solutions have made this new organization a technological and commercial leader in Digital.

**On December 12, 2019, our 3 companies will officially adopt the name lagona.**

In order to fluidify the strategy, communication and commercial relationship, all the companies and subsidiaries of the company will be grouped under the common lagona identity. A logical and essential step, in order to reinforce a common ambition: To become a single point of contact capable of meeting all the needs of digitizing and improving the user experience.

"For more than a year, we have been leading a transformation and improvement plan within our group to bring teams together around a common project and values. The synergies between the two structures are obvious and are confirmed on a daily basis. In 2019 we worked to implement common management tools and a single strategy. The adoption of a single name is the result of this union of skills but above all that of the women and men behind the same company project. It also simplifies the commercial discourse and clarifies the organization for our customers." says Pascal Hermandesse - President of lagona.

To write this new page of history, the company will continue to rely on its fundamentals and its benevolent philosophy, placing employees at the heart of a common ambition and embodied by the slogan "We make digital helpful".

The company will continue to strengthen synergies between its various areas of expertise in order to develop and propose new offers, in particular 360° solutions (kiosks and digital signage). In order to improve our operational responsiveness, our sales force deployed throughout the country is able to offer the full range of lagona solutions. Our development and customer service teams are able to work on the largest digital transformation projects.

## **About lagona**

lagona is a French company that capitalizes on more than 30 years of expertise in digitalization, supporting the ambition, transformation and success of its customers in the digital age. As a recognized expert in the banking, trade, administrative and health sectors, lagona is a trusted partner capable of managing projects in their entirety.

lagona offers ATMs, digital payment terminals, reception and digital signage solutions. lagona is also a software publisher and provides installation, maintenance of its solutions and hotline support.

With more than 65 employees at our 2 main sites in France, lagona will achieve a turnover of more than 20 million euros in 2020.

Contact : Emmanuelle Falco –Marketing & Communication Director - [emmanuelle.falco@lagona.com](mailto:emmanuelle.falco@lagona.com)