PRESS RELEASE

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CONEX acquires German start-up traide AI and expands its AI offering for customs and trade compliance

CONEX, a European provider of software solutions and AI agents for customs operations, announces the acquisition of traide AI, a Berlin-based company specialising in artificial intelligence solutions for tariff classification and customs data compliance.

By joining CONEX, traide AI continues its growth within a group that opens the door to ten European countries.

For its part, CONEX is expanding its AI offering upstream of customs declarations by incorporating product data management and the traceability of classification decisions.

Two complementary areas of expertise, before and during the declaration process

traide AI operates in advance of the declaration process. Integrating with leading ERPs (SAP, Oracle, Microsoft Dynamics), its solutions automate tariff classification and export control classification there whilst maintaining a record of decisions and ensuring transparent reasoning.
CONEX, with its platforms and AI agents, covers the entire customs declaration process, from the collaborative collection and intelligent data extraction from commercial documents to the secure archiving of data.
Joint offerings will be developed for the customers of both companies.
Within the group, traide AI will retain the entrepreneurial drive and specialisation that have made it so successful.

A European partnership

CONEX and traide AI complement each other both in their markets and their customer bases.
traide AI gives CONEX an immediate presence in the German-speaking market: more than 300 clients, ranging from mid-sized companies to Germany's largest industrial groups, and over 5 million product classifications already processed.
In return, CONEX provides access to more than 2,000 clients, European coverage, and over 40 years of expertise.

This acquisition also follows the creation of CONEX GmbH, the German subsidiary opened in Saarbrücken in September 2026, further strengthening the group's local presence in Germany.

Agence C3M Michelle Amiard – 09 50 20 12 96 / 06 60 97 24 00
C3M PARIS, 39 rue de la Chaussée d'Antin 75009.

Documented decisions, users remain in control

Beyond this complementarity, the two software providers share the same conviction: artificial intelligence should empower customs professionals, not replace them.
In practical terms, their solutions structure and archive audit trails (reasoning, sources, history) to document the classification decisions made by users, who retain full control over them. They thus contribute to the traceability and integrity of customs data, while delivering significant time savings: up to 80% on product classification.

Two innovative companies, one shared AI culture

traide AI will keep its headquarters in Berlin and continue to be led by its founders, Leonie Althaus (CEO), Hendrik Niemann (CTO), and Philipp Friebertshäuser (CPO). Clients will therefore continue working with the same team and receiving the same level of service, now with an expanded offering. The start-up is also joining the group's Research and Innovation division, where its AI engineering expertise will combine with that of the CONEX teams – the creators of the agents ALBA and LEO – to develop joint solutions.

> *"In Berlin, I met a team that has earned the trust of major industrial companies. I am delighted to welcome Leonie, Hendrik, Philipp, and the entire team: together, we want to take their technology even further while preserving what makes it strong. With traide AI, product knowledge is established, documented, and traceable even before the declaration is filed: by combining our expertise, we are building a stronger foundation for AI-powered customs and trade compliance, with better-prepared decisions and professionals who remain fully in control," says* ***Bertrand Gruson, CONEX Group CEO***.

> *"We are very pleased to join CONEX, a European group that shares our vision of innovation in customs and trade compliance. By joining forces with a group that has recognised customs expertise and a presence in ten European countries, we are giving ourselves the means to reach a new stage of growth, while continuing to offer our clients the same team, the same service, and, going forward, a broader range of solutions," says* ***Leonie Althaus, CEO and Co-Founder of traide AI***.

Towards AI-powered customs and trade compliance across Europe

With the arrival of traide AI, the CONEX Group now serves more than 2,300 customers across ten European countries, equips over 10,000 customs users, and now counts nearly 140 employees. The group is therefore reaffirming its ambition: to become a leading independent European player in software solutions and AI agents dedicated to customs operations and trade compliance.

About traide AI

traide AI is an AI-native SaaS platform dedicated to customs and trade compliance, founded in Berlin in 2021 by Leonie Althaus, Hendrik Niemann, and Philipp Friebertshäuser. Leveraging proprietary customs data, its cloud-based platform automates the management of customs compliance data and keeps it up to date. It integrates with SAP, Oracle, and Microsoft Dynamics and provides documented, verifiable reasoning as well as a complete audit trail. traide AI serves more than 300 customers across over 40 industries, ranging from mid-sized companies to DAX-listed corporations, and has already processed more than 5 million product classifications. It has been part of CONEX since 2026.

About CONEX

CONEX is a European software provider specialising in customs and security compliance solutions. For more than 40 years, the company has been developing cutting-edge digital tools to support importers, exporters, carriers, and customs representatives in managing and automating their operations. Its platforms, including CUSTOMS via conex™, ZEN via conex™, and SAFE via conex™, leverage artificial intelligence and blockchain technologies to analyse documents, automate processes, ensure data reliability, and preserve data integrity. TARIFF via conex™, the leading customs encyclopedia, features ALBA, an AI-powered conversational agent dedicated to tariff classification. LEO via conex™ complements this suite of AI agents by providing intelligent processing of commercial and logistics documents. Combined with consulting and training services, these solutions enable companies to combine productivity, regulatory compliance, and innovation. With traide AI, the group combines nearly 140 employees and serves more than 10,000 customs users across Europe. Its historic headquarters are located near Lille (Orchies), with offices in Paris and subsidiaries in Belgium, the United Kingdom, Ireland, Denmark, and Germany. The group also provides functional and regulatory coverage in Spain, the Netherlands, Sweden, and Norway, meaning its solutions now cover ten European countries. For more information: www.conex.net