

## CUSTOM SOLUTIONS IS ELIGIBLE TO “SSP-SME”

Aix en Provence, 2<sup>nd</sup> of Avril, 2014

CUSTOM SOLUTIONS (ISIN: FR0010889386 - Ticker: ALSOL), French key player in Operational Marketing Solutions, announces today its eligibility to SSP-SME.

### ELIGIBILITY TO “SSP-SME”

The Custom Solutions Group confirms meeting all the eligibility criteria (\*) to SSP-SME, indicated by the implementing decree dated March 4<sup>th</sup>. (Decree No. 2 014-283).

Accordingly, the actions of Custom Solutions Group can be incorporated within PEA-SME accounts which enjoy the same tax benefits that the traditional savings plan (SSP).

Companies are eligible if on the one hand their number of employees is less than 5000, and on the other if their turnover is less than € 1.5Bn, or their balance sheet does not exceed € 2 billion. These criteria must be assessed taking into account the fact that the company may be part of a group.

**NEXT PRESS RELEASE**

**Sales Turnover 1<sup>er</sup> semester, 2014**

**On May, 19th, 2014**

(After Market Close)



## About CUSTOM SOLUTIONS

Founded in 1997, Custom Solutions is a major player in Operational Marketing Solutions.

The company supports its customers in developing their sales, acquisition and retention of their consumers and motivating their sales networks in designing and deploying innovative and effective marketing offers from the most classic to the most personalized, throughout France and Europe.

Thanks to its global offer, its capacity of recognized innovation and in its 16 years of expertise, **Custom Solutions** built himself a robust fame with **300 prestigious customers**, among which Danone, Nestlé, Ferrero, Procter and Gamble, Sony, LG, Warner Bros, Orange, Free, Renault or Total.

The Company announced in 2013 its strategic plan to 3 years, RIO 2016 whose goal is to make Custom Solutions a major European player in operational marketing. The project is structured around three axes:

- External acquisitions
- Innovation in new products in the marketing and the digital fields
- The international development

Over the last 5 years, Custom Solutions multiplied by 2 its sales turnover to reach € 18m for the year ended September 30, 2013.



Listed on Euronext's Alternext Paris  
ISIN : FR0010889386 – Mnemonic : ALSOL  
Eligible to PEA-PME

\*\*\*

## CONTACTS

### CUSTOM SOLUTIONS

**Cédric Reny**

Chief Executive Officer

**David Lebec**

Administrative and Financial Director

Phone : +33 (0)4 86 91 41 43

[investisseurs@customsolutions.fr](mailto:investisseurs@customsolutions.fr)

### GILBERT DUPONT

**Jérôme Guyot**

Listing Sponsor

Phone : +33 (0)1 40 22 45 87

[jerome.guyot@gilbertdupont.fr](mailto:jerome.guyot@gilbertdupont.fr)