



PRESS RELEASE

OCEASOFT NOMINATES BRIAN J. KERSLAKE AS GENERAL MANAGER OF ITS NEW SUBSIDIARY IN THE UNITED STATES

Montpellier, France, January 4, 2016 – OCEASOFT (Alternext - FR0012407096 - ALOCA), specialized in smart, connected sensors, announces the nomination of Brian J. Kerslake as General Manager of its new American subsidiary, located in Morristown, New Jersey.

Benefiting from over 20 years experience in international sales and marketing, Mr. Kerslake has spent most of his career working for major international groups in the life science industry. Notably, he will be able to leverage his extensive experience in distribution networks acquired as Director of Sales and Marketing for *VWR International*, supplier of equipment and consumables for the pharmaceutical industry; then as Marketing Director for *Perkin Elmer*, manufacturer of hi-technology measurement instruments; and at *Kimble Chase Life Science and Research Products*, distributor of glass products for the pharmaceutical sector.

As head of OCEASOFT's American subsidiary, Mr. Kerslake's main mission will be to promote the Group's commercial offering in order to attract more clients in North America, which is OCEASOFT's second largest market after Europe. He will also be responsible for managing relations with OCEASOFT's partner, *Thermo Fisher Scientific*, as well as working with existing customers. Mr. Kerslake will lead the OCEASOFT Inc. team, which is expected to grow to about ten people.

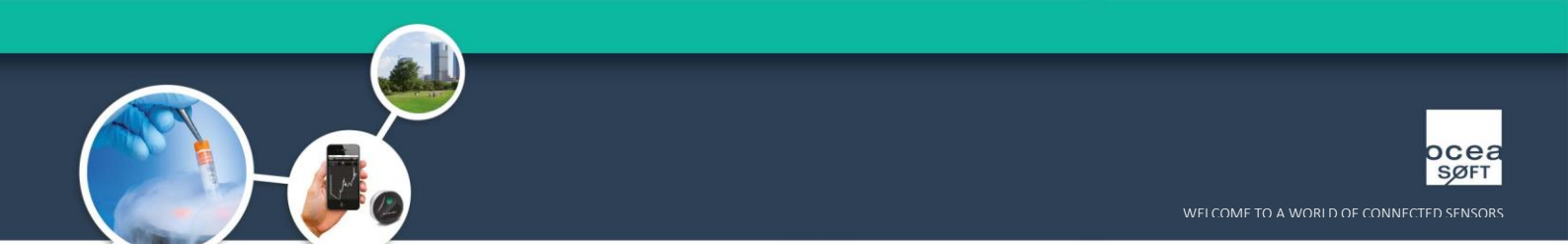
Laurent Rousseau, CEO and founder of OCEASOFT says:

"We are very pleased to welcome Brian J. Kerslake as a member of our Group. His expertise, which combines both marketing and business development in life sciences, OCEASOFT's flagship market, representing 82% of our activity, will be an invaluable advantage for ramping up our American subsidiary and further penetrating the vast North American market."

Brian's network in the life sciences sector, along with the subsidiary's convenient location in New Jersey, the heart of America's pharmaceutical industry, will help accelerate OCEASOFT's development in that part of the world.

The next steps for OCEASOFT in the United States will be to: set up a calibration laboratory as quickly as possible to better satisfy our clients' needs for local services; then, over the longer term, elaborate a sub-contractor network to assemble our sensors for the American market directly within the territory."





About OCEASOFT

OCEASOFT designs, calibrates, and commercializes smart, connected wireless sensors for monitoring physical parameters such as temperature, humidity, CO₂ levels, and differential pressure for life science and agri-business industries.

The company provides a complete vertical offering, from sensors to data integration in back-end information systems, with significant expertise in three fields in particular: sensors and calibration, wireless data transmission, and software platform development.

For its 2014/15 tax year, OCEASOFT generated €5.2 million in revenue (47% from international business), with an EBITDA margin of 7.1%.



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More information on www.oceasoft.com

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