

Marne-la-Vallée, February 1, 2010

**ACQUISITION OF KEESING REFERENCE SYSTEMS B.V.,
A COMPANY SPECIALIZED IN SECURITY DOCUMENT REFERENCE
PUBLICATIONS AND SOFTWARE APPLICATIONS**



Hologram.Industries has acquired the Dutch company, Keesing Reference Systems B.V., **publisher of the largest worldwide reference database** covering more than:

- 2,000 ID documents;
- 4,600 banknote denominations.

Information accessible for online verification includes references for **the security features of documents** to verify their authenticity.

Users of this database, and its related applications, consist primarily of financial institutions, employers and governmental agencies.

Leveraging its unique database, Keesing has developed a document checking system for companies "**Keesing ID DocumentScan®**". This system provides effective semi-automated ID document checking. It provides companies with an efficient means to demonstrate their compliance with statutory formalities for verifying the identity of customers and employees at the time of recruitment.

Keesing ID DocumentScan® was successfully launched in the Netherlands and the United Kingdom. The extension to other European countries of legal obligations to check identity documents should generate revenue growth from this product.

This acquisition will consequently permit Hologram. Industries to **further expand its product offering in the authentication** market for ID and fiduciary documents. It will also contribute to **both technical synergies**, notably with the Advestigo's teams for identification solutions, **and commercial synergies** by combining the resources of their respective networks of sales agents and the deployment in French and US markets.

This company, based in Amsterdam, is also the publisher of the "*Keesing Journal of Documents & Identity*", an authoritative magazine for security document professionals.

Keesing Reference Systems B.V. has 25 employees, with sales revenue of €3.5 million in 2009.

The acquisition of **Keesing Reference System B.V.**, with an effective date as of January 1st 2010, was paid in cash for €4 million. This transaction was carried out in the form of a LBO, reserving a 10% equity stake for management with a commitment by the latter to remain for five years. Refinancing is under consideration for €1.5 million.

OUTLOOK

The recent acquisitions of Advestigo (France), SecureMark Decal (US), and Keesing Reference Systems correspond to the execution of the horizontal diversification strategy on the anticounterfeiting market, as previously announced. The Group will now focus on implementing the promising technical and commercial synergies offered by these targeted acquisitions.

Press release: 2009 consolidated results

Tuesday, March 9, 2010

Hologram. Industries designs, manufactures and sells worldwide authentication and anti-counterfeiting solutions in **4 main areas**: Identity document authentication - Fiduciary document authentication - Brand protection - Digital content protection. Hologram. Industries' expertise is based on 3 technologies: Photopolymer holograms - Optical nano and microstructures - Digital signature and Internet search technologies.

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