

## Avanquest Software and Groupe 01 sign strategic technological partnership

***A winning association between two key French players:  
01 Net, the reference high-tech site, a clear leader in audience and free downloads,  
and Avanquest, the consumer software publisher and leader in download sales***

**November 21, 2011** - Avanquest Software, developer and publisher of software for individuals and businesses, and Groupe 01, publisher of multimedia content and France's leading online software distributor with its 01Net.com and Telecharger.com sites, are partnering under a three-year agreement to develop online sales of their software.

With a background and expertise in selling software over the Internet and turning traffic into revenue, Avanquest Software will work with 01 Net teams, experts in software and video games distribution, on putting in place new value-generating projects.

By developing specific titles for the 01 Net site and optimising conversion of the traffic, Avanquest will offer concrete solutions to meet their digital needs.

Net users will be able to buy Avanquest and third-party software on Groupe 01 sites, with the objective of very ambitious conversion rates to monetise the heavy traffic, and the 25 million monthly software downloads generated by the very high-quality content available on 01 Net.

This partnership between two key players in the software and Internet world will:

- **enable Groupe 01 to optimise its expertise in selling software online using the technologies and know-how of Avanquest Software's teams**
- **allow Avanquest Software to strengthen its software sales thanks to the expertise of Groupe 01 in the generation of significant traffic on software and video games flagship themes.**



*I am delighted with the partnership with Groupe 01," said Bruno Vanryb, co-founder and President of Avanquest Software.*

*"01 Net is the leading IT content site in France with a very impressive audience of 6 million individual visitors and Avanquest is the leader in paid downloads using innovative sales techniques and technologies acquired through our presence in the U.S. and Europe. Our objective is to provide 01 Net with monetisation solutions to increase the value of their traffic."*



*"Our technological and commercial partnership with Avanquest Software is a win-win agreement, as we will bring visibility of Avanquest to an expanded target," commented Alain Weill, Chairman and Chief Executive Officer of Groupe 01. "Avanquest's progress in its online sales is impressive, and we are happy to profit from their expertise in order to optimise our new plans and generate additional revenue."*

The agreement between the two groups was signed for a three-year term and is renewable; it should start delivering results by the end of 2011.

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