



Pierre Cesarini joins Avanquest Software as CEO.

He will be reinforcing the management of a group that has completely reinvented itself to become a leading player in online software.

At the proposal of its Chairman, Bruno Vanryb, **the Board of Directors of Avanquest Software today appointed Pierre Cesarini to the group's General Management.** The offices of chairman and CEO, up to now combined into one, will be separated.

This appointment comes after a successful period of transformation for the software publisher, marked by a shift in its business to online, which today accounts for more than 45% of its sales, compared to 14% in 2008.

Alongside Bruno Vanryb, Chairman of the Board of Directors, who will oversee strategy, Pierre Cesarini will handle the Group's general management, with the task of growing all the divisions of Avanquest Software.

Pierre Cesarini, 51, a graduate of the ENST (Telecoms Paris), began his career at Apple headquarters in California, where he spent 10 years and participated in the creation of the PowerMac, the first PowerPC-based Macintosh. In 1998 he founded TempoSoft, a supplier of intranet applications for HR management and planning, which was bought out by Oracle in 2005. Since 2007 Pierre had been CEO of Atego, a world leader in embedded software. He is also a member of the board of directors of several French software firms (eFront, Kaidara, Mandriva, Aonix). At the same time, in 2010 he created Navendis, an Internet start-up for an economical alternative to business taxis. Since 2010, Pierre Cesarini has also been a teacher of management at the Ecole Mines Paris Tech. His background as a "serial entrepreneur" and his solid experience in the field of software and the Internet are perfect matches for Avanquest Software's entrepreneurial spirit and ambition.

"I am very happy to welcome aboard Pierre Cesarini as CEO of Avanquest Software. His success in world-class companies in the digital ecosystem for more than 20 years was the reason for our choice," says Bruno Vanryb. "In addition, his entrepreneurial experiences reinforced our decision; all of Avanquest Software's managers have always been entrepreneurs first and foremost."

By mobilizing all the teams worldwide, from San Francisco to Shanghai by way of Paris, **Pierre Cesarini will be responsible for pursuing the Group's shift to online, in order to continue growing the strategic Internet businesses** - downloads and apps, Web-to-print services (remote photo printing) and Cloud / hosting services - alongside its historic distribution activities.

"For me, joining Avanquest Software at this pivotal period is a source of enthusiasm and pride: this French group, with sales of more than €100M, ranked among the world's Top 10 software publishers, is synonymous with entrepreneurial success. Continuing this adventure with Bruno Vanryb, its chairman and founder, delights me. The period of change that Avanquest Software has just gone through has enabled the Group to successfully reinvent itself. I plan to put all my experience to work in my new functions, to speed up the growth in online business at the same time that safeguarding traditional sales" **states Pierre Cesarini, Avanquest Software's new CEO.**

"Pierre Cesarini's arrival at Avanquest is a new step for the Group: it is the starting point for a new era of growth for Avanquest! The new management team holds all the cards for getting the company back on track towards sustainable performance," **concludes Bruno Vanryb.**

About Avanquest Software: Avanquest Software is a world leader in the publication of software applications on PCs, Tablets, Smartphones, TV and Social Networks. The passion that drives our teams, the high-tech added value of the software and the Group's solid presence in North America, Europe and Asia make Avanquest Software one of the top 10 consumer software publishers in the world. Avanquest Software has been listed on the NYSE Euronext since 1996.

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