



## **SALE OF THE ERP GCE BUSINESS**

***Additional resources to develop the SaaS offers in the Supply chain,  
Cross channel and integration solutions***

*Paris, February 20, 2014 – Generix Group, collaborative software vendor for Retail ecosystem, announces the signing of a sale and purchase agreement relating to the sale of its ERP GCE business to Aurea, Inc.*

### **PROJECT**

Generix Group announced, on January 17, 2014 that it has conferred an exclusivity on negotiations to the American Company Aurea, Inc, relating to the acquisition of the ERP GCE business.

Following the negotiation of the transaction with the acquirer and the regulatory information process, at the end of which the employee representatives approved the contemplated transaction, Generix Group announces today that it has signed a sale and purchase agreement with Aurea, Inc., with a view to complete the transfer of the ERP GCE business by March 31, 2014.

The transaction would be realized on the basis of a € 12.25 million valuation for the ERP GCE business. Its implementation would include the contribution of all the assets and liabilities of Generix Group's ERP GCE business to a new wholly owned subsidiary, which would then be sold to Aurea, Inc. The transferred business represented 23% of Generix Group's revenue in fiscal year 2012/2013, or € 14.8 million.

### **RENEWED STRATEGIC FOCUS ON THE DEVELOPMENT OF SAAS ACTIVITIES**

For Aurea, the GCE business will form the core of Aurea Retail Solutions, a new division of the company, focused exclusively on the needs of global retailers. Importantly, GCE will strengthen Aurea's presence in France, one of the company's most important, strategic markets.

For Generix Group, the purpose of this transaction is to support the development of its SaaS offers in the Supply Chain, Cross Channel and integration solutions, whose commercial success was disclosed in our latest quarterly revenue reports.

Additional resources will be invested to increase the competitive advantage that we have built with the SaaS on our domestic market and high growth international markets, to increase our market shares and maintain our leading position.

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### **About Generix Group**

Generix Group provides the rapidly evolving Retail Ecosystem with leading Collaborative Software Solutions to operate profitably, adjust effectively, and grow sustainably. Generix Group helps retailers, third party logistics providers and manufacturers, in managing, sharing and optimizing their data flows. Generix Collaborative Business portfolio relies on a strong business expertise encompassing ERP, Supply Chain and Cross-Channel management, and uniquely leverages an A2A/B2B Gateway and Portal solutions.

Carrefour, Cdiscount, DHL, Gefco, Kuehne + Nagel, Leclerc, Leroy Merlin, Louis Vuitton, Metro, Nestlé, Sara Lee, Sodial, Unilever... more than 1,500 international companies trust "Generix Collaborative Business" solutions to profitably run their business, establishing Generix Group as an European leader with 63+M€ revenue.

[www.generixgroup.com](http://www.generixgroup.com)

### **About Aurea**

Aurea helps customers enable critical, high-value business processes with innovative technology and deployment know-how in intelligent business process management, application and data integration software. With over 1,500 customers worldwide, Aurea combines a maniacal focus on customer success with the world's most powerful enterprise software.

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