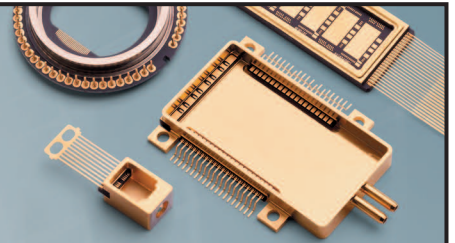




## EGIDE IS DEVELOPING ITS SALES ORGANIZATION TO SUPPORT ITS GROWTH STRATEGY



*Trappes, December 15, 2014* - The Egide Group today announces the completion of an important phase of its strategic development plan. After the new group governance measures announced in September and the appointment of James F. Collins as CEO of the group, Egide completed with the help of the team already in place, a large reflection on the reorganization of its commercial service. The goal is to conquer new markets in France and worldwide, and to increase sales of the group. This will utilize a fully customer-oriented approach and a sales force significantly enhanced in the field.

### IGNACE DUPON APPOINTED DIRECTOR OF MARKETING AND SALES

Ignace Dupon, previously Head of Sales for the APAC region, will head up the new worldwide sales and marketing department. He will be responsible for direct sales, the network of sales agents, customer service, business development and marketing. (See Ignace DUPON biography at the end of the statement)

### A NEW GEOGRAPHIC ORGANIZATION AND AN INCREASE IN COMMERCIAL PRESENCE IN THE INTERNATIONAL FIELD

Commercial forces will be spread over three main areas: Europe, Asia - Pacific (APAC) and North America. Each sector will have a direct manager, who will take care of existing customers, but also a network of representatives responsible for identifying new prospects.

Field sales forces will thus be significantly strengthened, particularly in Western Europe with four new representatives to integrate on geographical areas little or not covered so far by Egide: United Kingdom, Italy, Germany and Scandinavia. Two new representatives will strengthen the APAC region. Finally, two representatives, one in Florida and one in Texas, will complement the North American network.

Communication towards customers will also be developed and optimized, with the creation of a customer service on each of the production sites (Bollene and Cambridge).

### CREATION OF TWO HIGH-VALUE SERVICES

Egide will create during 2015 a "marketing and business development" service, which will strengthen the team in place to expand the group's market share, all regions and all sectors.

In addition, field application engineers, under the responsibility of Didier Martin, CTO and R & D Director, will be dedicated to the promotion of technical skills of the group and will come in support to the sales team and their prospects, right from the start of 2015.

### PROGRESS OF CERAMIC PROJECT AT EGIDE USA

Work on the Cambridge site (MD), to accommodate industrial tools necessary for the establishment of a ceramic production line, moves forward at the agreed rate.

Thus, the equipment with the longest manufacturing time (High Temperature Atmospheric furnace) has been ordered for delivery in June 2015. The supplier in charge of the manufacture and installation of the clean room has also been selected and the order placed end of November; work is expected to last 6 months to a qualification expected in July 2015.

At the level of human resources associated with this project, an engineer was hired at Egide USA early November and a second has joined the company in December. He will replace an engineer already in place for over a year, which will be assigned to the ceramic project from 1<sup>st</sup> January 2015. These two engineers will begin training in Bollene mid-January 2015, to get to know the local teams and to set action plans that will last throughout the first half.

### FINANCIAL CALENDAR

Publication of the 2014 annual turnover: January 12th, 2015 - 07:00am (CET)

**Biography Ignace Dupon** -  - [www.linkedin.com/pub/ignace-dupon/0/18b/11/fr](http://www.linkedin.com/pub/ignace-dupon/0/18b/11/fr)

*Ignace Dupon (49) is civil engineer in Electronics, graduated from KU Leuven (Katholieke Universiteit Leuven - Belgium). He has over 20 years experience in Telecom, Military and Industrial markets.*

*He began his career in 1990 as a production manager at Atlas Copco, and then joined Alcatel Bell Telephone in 1991. He then spent five years at Alcatel Optronics as Head of Purchasing. He became Director of Business Development at Highwave Optical Technologies in 2000, Director of Sales and Marketing at Keopsys in 2003 and Director of Sales for Intexsys Photonics in 2006. He joined the Egide sales team in 2007 as Head of Business Development and was appointed Sales and Marketing Director in November 2014.*

To find out more about Egide: [www.egide.fr](http://www.egide.fr)

Egide shares are eligible for the French tax incentivized PEA-PME and FCPI investment vehicles.

Egide renews OSEO certification as an innovative company (entreprise innovante) on June 11, 2012  
ISO 9001:2008 and ISO 14001:2004 certified quality and environmental management systems

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