



## FIRST HALF GROWTH OF 1.7% AT CONSTANT EXCHANGE RATES

Paris, France, July 30th 2009,

Business & Decision Group, the international Consulting and Systems Integration (CSI) Company, announces consolidated revenue of €118.9 million for H1 2009. This represents 1.7% growth, at constant exchange rates, compared with the same period in 2008, with -1.5% organic growth.

	2009	2008	Growth at constant exchange rates
H1 revenue (m€)	118.9	115.1	1.7%

Patrick Bensabat, CEO of Business & Decision, comments: *“Despite a considerable decline in certain markets, Business & Decision has successfully resisted the worst effects of the crisis thanks to its international presence, high quality of clients, detailed knowledge and expertise in its different sectors of activities, and the commitment of its managers in resolving economic difficulties.”*

### Revenue by geographical area

Business & Decision recorded revenue of €58.8m in the first half in France, representing an organic decline of 4%. This figure illustrates the difficult economic environment which has affected our business.

International activities provided revenue of €60.1m, a growth of 8% compared with 2008, at constant exchange rates, of which 1.4% is organic. The improvement in performance from our international activities stems from the fact that the worst of the crisis affected these countries prior to its impact in France, and these sectors had already reached rock bottom.

### **Revenue by service line**

With 7% annual growth, Business Intelligence generated 64% of revenue for the first half of the 2009 financial year.

CRM recorded a decline of 3.9%, representing 22% of H1 revenue.

E-business experienced a decline of 1.2%, representing 14% of the revenue for the first half of the 2009 financial year.

### **Outlook**

Difficult market conditions teamed with the effects of globalization have provided on the one hand a limited short term vision for the Group, but on the other have offered significant potential business opportunities to accelerate the company's success in becoming a global player. The Business & Decision Group continues to execute the plan to address the economic slow-down.

These efforts are aimed at improving operational margins by controlling direct and indirect costs, and by increasing the production of business within its nearshore and offshore sectors in order to operate as one united group.

## **About Business & Decision**

Business & Decision is an international Consulting and Systems Integration (CSI) company. It is a leader in Business Intelligence (BI) and Customer Relationship Management (CRM), and a major player in e-Business, Enterprise Information Management (EIM), Enterprise Solutions as well as Management Consulting. Business & Decision contributes to the success of customer projects by driving maximum business performance. The company has a reputation for functional and technological expertise and has forged partnerships with all of the key technology vendors.

Located in 19 countries, Business & Decision currently employs more than 2700 people worldwide.

Additional information is available at [www.businessdecision.com](http://www.businessdecision.com).

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