

Business & Decision: Clarification of our financial status

Paris, France, October 6th 2008: [Business & Decision](#), the international Consulting and Systems integration (CSI) group ('Group'), specialising in Business Intelligence (BI), Customer Relationship Management (CRM) and e-Business is **responding to the potentially misleading information released to investors and the press last Friday.**

Business & Decision was surprised by the information recently released without consultation or verification with the Group as to its factual accuracy and therefore allowing potentially misleading interpretations to be drawn.

In order to accelerate its international development and in line with its strategic objectives, Business & Decision has completed several acquisitions in the last few years financed by debts repayable over 4 years from a banking pool. The obligations for repaying this debt have been met in every quarter in accordance with the stipulations of the loan agreement. This debt has temporarily raised our net gearing, which nevertheless remains satisfactory.

Business & Decision is frustrated that the uncertainties of current economic environment are resulting in the release of inaccurate information concerning the Group.

About Business & Decision

Founded in 1992, Business & Decision is an International consulting and Systems Integration company specializing in Business Intelligence, Customer Relationship Management (CRM) and E-Business. The Group works with clients to implement systems that aim at driving business functions and performance (dashboards, reporting, consolidation etc.); help in customer relationship management (sales force automation, call centers, campaign management, analytical CRM); and assist in E-Business (intranet and extranet portals, directories and Meta directories, e-commerce, knowledge management, Open source technologies, etc.). With more than 2,900 employees worldwide, Business & Decision has developed a "complete project" approach that spans from consulting to implementation. The Group has a reputation for its functional and technological expertise and has forged partnerships with all of the key technology vendors. At present, Business & Decision has more than 1,200 clients.

Business & Decision has been listed on the Euronext Paris since February 2001 (compartment B / Isin code: FR 00000 7895 8 / Symbol: BND). Business & Decision is listed in the NextEconomy segment. For more information, visit: <http://www.businessdecision.com>

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