

Quarter I turnover increases by 27.8%

Paris, France, April 30th, 2008: Business & Decision, the international Consulting and Systems Integration (CIS) Company specializing in Business Intelligence, Customer Relationship Management (CRM) and E-Business, today reported **consolidated turnover of €56.4 million for the first quarter of 2008**. This represents 23.9% growth over the comparative period for 2007; **27.8% growth excluding currency fluctuations**.

	2008	Growth %	Growth % excluding currency fluctuations
Q1 Turnover (€ millions)	€m 56.4	+23.9%	+27.8%

Patrick Bensabat, CEO of Business & Decision comments: “The figures for the first quarter of 2008 reflect a dynamic start to the year. Unfortunately, the movements in the value of sterling, the U.S. Dollar and the Swiss franc have adversely impacted the results of the international activities of the Group for the third consecutive quarter. However, the activity remains dynamic and we have demonstrated strong organic growth. Additionally, the quality of our partnerships and our expertise will enable us to achieve our announced plans for sustained growth throughout the year.”

Highlights of the first quarter 2008

Significant organic growth of 13% resulting from:

- **Strong activity in France:** The Group recorded **organic growth of 14.43%** in France. Once more, this figure out performs the 2008 Syntec growth estimates of 5 to 7%. This expansion highlights the continually increasing market share of the Group through the dynamic and unique attributes of our teams. It also reflects the increase in activities such as data management applications.
- **A rise in international activities led by the Anglo-Saxon parts of the group:** Business & Decision recorded growth of 42.99% with 11.14% organic (excluding currency fluctuations) in international activities. International net sales now represent 47.3% of overall group sales, highlighted by outstanding increases in **North America (+67.5% at constant exchange rates)**, **Great Britain (+32.5% at constant exchange rates)** and the **Benelux countries (+21.4% at constant exchange rates)**.

Recent movements in the British Pound, U.S. Dollar and Swiss Franc have significantly impacted the Group's turnover with an adverse effect of about €1.4 million in the first quarter, representing approximately 31% of global sales. Despite this impact, the Group is still able to **confirm a sales target of €250 million for the 2008**. This estimated figure is based on the effectiveness and trading opportunities of the group. Indeed, numerous prospects, an active order book and recent successful projects of the group (from €0.5m to €1m contracts with SNCF, MMA and Poste Immo) demonstrate the relevance of our positioning.

At the end of March, **Business & Decision launched Interakting, its International Interactive Agency**. Composed of 320 worldwide experts, with more than 200 based in France, Interakting offers a coherent vision, integrating all strategic playing fields to existing and new market players.

Confirmed Expansion in the Group's Core Activities for the first quarter 2008:

The depth of expertise in the Group's activities derives from its position as a multi-specialist in the areas of; BI, CRM, e-Business and Enterprise Solutions.

With a **growth of 25.9%**, **Business Intelligence** generated **62%** of the Group turnover for the 1st quarter.

The strongest growth in the Group (**+44%**) was recorded by **CRM** services, which represented **24%** of turnover.

The **e-business** field recorded strong growth of **+14%** and represented **14%** of the Group's first quarter turnover.

Employees now exceed 2800:

During this first quarter the Group's headcount has grown at a sustainable rate. The number of employees, as at March 31, amounted to **2800**, spread over Europe, North Africa, Asia and North America.

In order to support the Group's continued expansion, Business & Decision continues to recruit with a target of more than **500 new consultants** worldwide over the coming 9 months.

Forthcoming financial events :

June 24th 2008	Shareholders Annual General Meeting 2007 (<i>"Le Club", 153 rue de Courcelles, Paris 17e, at 5:00 PM</i>)
July 30th 2008	Publication of 2008 first half turnover at 5:35 PM
September, 2nd 2008	Publication of 2008 first half results at 5:35 PM
September 2nd 2008	Analysts and investors meeting - following the publication of 2008 first half results at 5:35 PM (<i>Hotel Hilton Arc De Triomphe Paris - 51-57, rue de Courcelles - Paris 8e</i>)
October 29th 2008	Publication of 2008 third quarter turnover at 5:35 PM
January 28th 2009	Publication of 2008 full year turnover at 5:35 PM

About Business & Decision - www.businessdecision.com

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 2,800 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 and in the IT-Cac (technology market). For more information, visit: <http://www.businessdecision.com/>

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