

Business & Decision Strengthens its Presence in Belgium and Holland with the acquisition of BnV Group

Paris, July 3, 2008:

Business & Decision, the international consulting and systems integration company (CSI), specialising in Business Intelligence (BI), Customer Relationship Management (CRM) and E-Business, announces the acquisition of BnV Group, which has operations in Netherlands and Belgium.

BnV provides consultancy services in CRM, BI, Human Capital Management and Supply Chain Management, specialising in Business Process analysis and implementation of Oracle applications. BnV is recognised by Oracle as a leading partner for the implementation of PeopleSoft, Siebel, Oracle BI Enterprise Suite and JD Edwards applications.

BnV reported a turnover exceeding 8 million Euros in 2007, equally split between Belgium and the Netherlands, and has a team of 70 experienced consultants. Clients are mainly in Financial Services, Public Sector and Telco.

“This acquisition reinforces the position of B&D as one of the leading CSI’s in Benelux. It will reinforce the development of our strategic partnership with Oracle, and allow us to create a new service line in Human Capital Management”, says Ada Sekirin, B&D Benelux Division Director. “We have reached a critical mass in the Netherlands, and BnV will extend our presence in the high end mid market and allow us to offer the whole range of B&D services to these clients.”

“Joining B&D is a natural, strategic step. It will allow us to offer a more diversified service to our clients whilst giving us the capacity to implement large scale international projects.” adds Patrick Van Roey, Founder and Managing Director of BnV. “I am pleased by the cultural fit and synergy of the services and client base”.

The acquisition of BnV has been partly settled in cash, with an earn-out based on profitability and turnover.

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 drive business functions and performance (dashboards, reporting, consolidation etc.); facilitate 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: www.businessdecision.com & www.businessdecision.fr

Press contact :

Pauline Cieutat
Communication manager

Investor relations

Business & Decision

Tel : +33 (0)1 56 21 21 20

Fax : +33 (0)1 56 21 21 22

E-mail : pauline.cieutat@businessdecision.com