

Business & Decision Strengthens its Presence in the Microsoft and Oracle markets with the Acquisition of ICS Ltd

Paris, april 17, 2008:

Business & Decision, the international consulting and data engineering company specialising in Business Intelligence, Customer Relationship Management (CRM), Enterprise Solutions and E-Business solutions, today announced the acquisition of Independent Computer Systems Limited (ICS Ltd), a company specialising in custom application development and business intelligence solutions. ICS is a Manchester based business with expertise in Oracle and Microsoft technologies.

Founded in 1994, ICS (www.icsltd-uk.com) is renowned for its expertise in helping organisations improve their business insight through innovative software and consultancy solutions, as well as establishing a strong client base for re-engineering processes and applications. The company has provided solutions to Royal Navy, DHL, Sporting Index, Wessex Water, Nike, British Gas, Univar and other market leading organisations.

"ICS represents an exciting opportunity for the group", says Ian Huckle, CEO, Business & Decision Limited. "The acquisition will strengthen our Oracle capability and bring real expertise in implementing Microsoft Business Intelligence solutions. With this acquisition we will expand our competencies and achieve critical mass in North West England."

ICS is a Microsoft Gold Partner for Business Intelligence and Custom Development Solutions and won the "Best of Tech-Ed 2006" Award for its Business Intelligence product RSinteract. This reflects ICS's extensive and in depth levels of expertise in Business Intelligence.

According to ICS Chief Operating Officer, Wayne Gallaway, "It's an exciting opportunity and a natural strategy for ICS as an entrepreneurial company to merge with an organisation that offers global reach and such strength in its chosen markets. We believe that the merger will bring us greater reach and the resources to increase our market share of solutions around Business Intelligence, Application development, Office Collaboration and Application Support"

ICS is a privately held company based in Manchester with a staff of 30. For fiscal year ending 30th September 2007 ICS reported revenues of £1.33m. The combined entity will strengthen Business & Decision's presence in the UK (with offices in London, Chester, Edinburgh, Oxford, Sunderland and now Manchester). This acquisition is being funded by cash.

About Business & Decision Limited

The UK division of Business & Decision has a team of 220 consultants working from offices in London, Chester, Edinburgh, Oxford and Sunderland. During the 2007 financial year, Business & Decision Limited accounted for more than 12% of Group turnover. With the acquisition of ICS, Business & Decision sees its team strengthened to approximately 250 consultants, the creation of a strong Microsoft Business Intelligence practise and strengthening of the Oracle capability.

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: www.businessdecision.com & www.businessdecision.fr

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