



Q2 2010: 13.1% GROWTH IN TURNOVER VS Q2 2009

Paris, 29th July, 2010

Business & Decision Group, the international Consulting and Systems Integration (CSI) Company, announces turnover of €61.2 million for Q2 2010. This represents 13.1% growth compared with the same period in 2009, with 10.4% at constant exchange rates.

Consolidated revenue of €119.4 million is recorded for the first half of 2010, at a growth rate of 0.6% compared with the first half of 2009. Group activity has experienced a slight decrease of 0.3%, at constant exchange rates. This is primarily due to exceptional licence sales in the US CRM division during Q1 2009, equivalent to a value of €5 million.

	H1 2010	H1 2009	Var.	Q2 2010	Q2 2009	Var.
Revenue (m€)	119.4	118.6	0.6 %	61.2	54.1	13.1 %

Patrick Bensabat, CEO of Business & Decision, comments, "*This second quarter has fortified the signs of revival observed in the first quarter of the year and towards the end of 2009. This has signified growth in activities across all geographical areas, as well as some major new contracts which have provided mid-term visibility for the company. Our current recruitment campaigns will further assure this growth.*"

Compared with the second half of 2009, a growth rate of 12.8% was experienced in the first half of 2010. This confirms the revival of activities which has been

hinted at since October 2009. These positive developments have continued throughout Q2 2010 with a growth rate of 5.3% compared to Q1.

Revenue by geographical area

Business & Decision recorded revenue of €61.6m in the first half of 2010 in France, representing a growth of 5.3% from H1 2009.

International activities provided revenue of €57.8m, a decline of 3.8% compared to 2009, due to increased revenue from licence sales in the US that year. Excluding licence sales, international turnover has in fact grown by 5% in H1 2010 compared to the previous year.

Revenue by service line

(% of revenue)	H1 2010	H1 2009
BI	66%	64%
CRM	17%	22%
e-Business	17%	14%

With 3.1% growth compared to the same period last year, Business Intelligence generated 66% of revenue for the first half of the 2010 financial year.

CRM recorded revenue of €20m, a decrease of 23.2% on the previous year, due in large part to exceptional licence sales in the US in Q1 2009.

E-business has shown considerable and promising developments, experiencing growth of 24.9%, compared to H1 2009. E-business represented 17% of the revenue for the first half of the 2010 financial year.

Outlook

The group continues to benefit from its position as a specialist in its field. Its capacity to adjust to market conditions, strong support of sales activity, as well as solid operational measures to manage profitability, all serve to reinforce a positive outlook for the group for the remainder of 2010.

Upcoming Financial Events:

August 31st 2010	Publication of 2010 first half results at 17 :35 PM
October 28th 2010	Publication of 2010 third quarter turnover at 5 :35 PM
January 31st 2011	Publication of 2010 full year turnover at 5 :35 PM

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 18 countries, Business & Decision currently employs more than 2500 people worldwide.

Additional information is available at www.businessdecision.com

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