



## 2010 4TH QUARTER: 13.8% GROWTH IN REVENUE

Paris, January 31<sup>st</sup>, 2010

Business & Decision Group, the international Consulting and Systems Integration (CSI) Company, announces consolidated revenue of €62.4 million for Q4 2010. This represents a 13.8% growth over the comparative period in 2009, and a 9.7% growth at constant exchange rates. Significant growth of 15.1% was recorded for international activities, at constant exchange rates.

The annual consolidated revenue for the Group was €237.1 million with growth of 5.7% in comparison to FY 2009. At constant exchange rates, revenue growth was 3.5%. These figures reflect the implementation of the Group strategy to rationalise activities in order to improve profitability.

	Q4 2010	Q4 2009	%	FY 2010	FY 2009	%
Revenue (in M€)	62.4	54.9	13.8 %	237.1	224.3	5.7 %

Patrick Bensabat, CEO of Business & Decision, comments: *"In 2010, Business & Decision continued to benefit from clients increasing levels of project investment. The Group recovered to historical levels of activity and was able to execute its strategic plan to strengthen margins."*

**Annual revenue by geographical area**

The French operation recorded revenue of €120.1m for the year, representing a growth of 4.7% compared to 2009.

International activities recorded annual revenue of €117.0m, a growth of 6.7% compared to 2009.

### **Annual revenue by service line**

(in % of Revenue)	<b>2010</b>	<b>2009</b>
<b>BI</b>	65.2 %	65.3 %
<b>CRM</b>	17.0 %	18.4 %
<b>e-Business</b>	17.8 %	16.3 %

Business Intelligence represents 65.2% of revenue for the 2010 financial year, an increase in activity of 5.6% compared to 2009.

CRM represented 17.0% of annual revenue for the Group, a decrease of 1.9% on the previous year's activities. Excluding the exceptional licence sales in the US in 2009, the CRM activity grew by 7.4%.

E-business generated 17.8% of the Group's annual revenue, experiencing significant growth of 14.6% compared to 2009.

### **Perspective**

2010 experienced growth in our markets, in particular for international activities. The Group's commercial performance and increasingly strong position in its markets enables continue execution of the strategic plan to improve margins in each of its international locations. These factors present new opportunities for development in the Group's areas of expertise.

### **Upcoming Financial Dates:**

March 31 <sup>st</sup> 2011:	Publication of 2010 annual results at 5:35 pm
March 31 <sup>st</sup> 2011:	Analysts and investors meeting - following the publication of 2010 annual results at 5:35 pm
April 28 <sup>th</sup> 2011:	Publication of 2011 first quarter revenue at 5:35 pm
June 23 <sup>rd</sup> 2011:	Shareholders Annual General Meeting (Paris, 5:35 pm)
July 27 <sup>th</sup> 2011:	Publication of 2011 first half revenue at 5:35 pm
August 31 <sup>st</sup> 2011:	Publication of 2011 first half results at 17 :35 pm
August 31 <sup>st</sup> 2011:	Analysts and investors meeting- following the publication of 2011 first half results at 5:35 pm
October 27 <sup>th</sup> 2011:	Publication of 2011 third quarter revenue at 5:35 pm
January 31 <sup>st</sup> 2012:	Publication of 2011 full year revenue 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 19 countries, Business & Decision currently employs 2600 people worldwide.

Additional information is available at [www.businessdecision.com](http://www.businessdecision.com)

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