



2011 FIRST HALF: 5.4 % GROWTH IN TURNOVER

Paris, France, July 28th 2011

Business & Decision Group announces consolidated turnover of €125.3 million for the First Half of 2011. This represents an increase of 5.0% over the comparative period in 2010 and a 5.4% increase at constant exchange rates.

(in € m)	H1 2011	H1 2010	Var.	Q2 2011	Q2 2010	Var.
Turnover	125.3	119.4	5.0%	61.6	61.2	0.6%

The increase in turnover was been mainly achieved during the first Quarter.

Patrick Bensabat, Chief Executive Officer, comments: *"The First Half performance, on the whole, confirms the continuing development of activities in accordance with the action plan we defined for the year. An aggressive recruitment campaign has been implemented to support our growth"*.

Turnover for the first 6 months of 2011 shows a 6.4% increase over the 6 month period ending in December 2010. This growth confirms the development of activities over several consecutive quarters.

Turnover by geographical area

France recorded turnover of €62.4 million for the First Half of 2011, an increase of 1.4% compared to the First Half of 2010. Activities outside of France recorded

turnover of €62.9 million, an increase of 8.8% with notable growth in the United Kingdom (23%), North America (21%), Switzerland (19%) and Germany (25%).

Turnover by service line

(in % of turnover)	H1 2011	H1 2010
BI	65 %	66 %
CRM	17 %	17 %
e-Business	18 %	17 %

Business Intelligence represents 65% of the overall turnover, achieving growth of 3% compared to the First Half of 2010.

CRM contributed 17% of the overall turnover. This represents a growth of 7% in comparison to the same period in 2010.

E-business confirms its growth and its development potential by attaining growth of 10% in the First Half of 2011 compared to the First Half of 2010. It represents 18% of the Group's total turnover.

Outlook

The Group continues to progress by applying its specialist model. The sustained sales activity offers positive opportunities for the Second Half of 2011.

Upcoming Financial Dates:

August 31- 2011: Publication of 2011 first half results at 17 :35 pm
September 6 2011: Analysts and investors meeting at 5:30 pm
October 27- 2011: Publication of 2011 third quarter turnover at 5:35 pm
January 31- 2012: Publication of 2011 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 19 countries, Business & Decision currently employs over 2800 people worldwide.

Additional information is available at www.businessdecision.com

CONTACT

Investor Relations

Safa Baghaï

Business & Decision

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

finance@businessdecision.com