

FIRST HALF 2012 CONSOLIDATED REVENUE

Paris, July 31st, 2012

Business & Decision Group, the international Consulting and Systems Integration (CSI) Company, announces consolidated revenue of €115.2m for the first half 2012. This represents a decrease of 1.5% at constant structure, accounting methods and exchange rates.

<i>(in M€)</i>	Q2 2012	Q2 2011 Pro forma	<i>Var.</i>	H1 2012	H1 2011 pro forma	<i>Var.</i>	H1 2011 published
Revenue	54.7	56.2	-2.7%	115.2	117.0	-1.5%	125.3

For the second quarter of 2012, total consolidated revenue amounts €54.7m, a decrease of 2.7% at constant perimeter and exchange rates.

Pro forma figures represent the change in the scope: the sale of the main UK subsidiary in Q1 2012 and end of activity in unprofitable countries (China, Italy).

Patrick Bensabat, CEO of Business & Decision, comments: *“The first half of 2012 was marked by a generally unfavorable context especially in Q2 and in France. We maintain our efforts and our level of investments to pursue our development in our markets and in market segments we believe are growth drivers.”*

Revenue by geographical area

The French operations recorded revenue of €60.2m for the first half, representing a decrease of 3.6% compared to H1 2011.

International activities recorded revenue of €55.0m, a growth of 0.8% at constant scope, accounting methods and exchange rates.

The Benelux area presents a significant growth in revenue and the level of activity has been maintained in North America for H1 2012 compared to H1 2011. This growth has compensated revenue decrease in other countries.

Revenue by service line

(in % of Revenue)	H1 2012	H1 2011
BI	64%	65%
CRM	17%	17%
e-Business	19%	18%

Business Intelligence represents 64% of the revenue for the H1 2012 and presents a decrease in activity of 2.7% compared with H1 2011.

CRM represents 17% of Group's revenue and presents a growth of 0.2% in comparison to last year.

E-business generates 19% of the Group's H1 revenue, experiencing a growth of 0.9% compared with H1 2011.

Outlook

For 2012, the Group is committed to continuing its development through the creation of value added new offerings. The integration of Hub'Sales, a team of 20 consultants specializing in Web Analytics, illustrates this strategy.

Upcoming Financial Dates:

August 30th, 2012:	2012 first half results at 5:35 pm
August 30th, 2012:	Analysts & investors meeting at 5:35 pm, Paris
October 30th, 2012:	2012 third quarter revenue at 5:35 pm
January 31st, 2013:	2012 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 16 countries, Business & Decision currently employs 2800 people worldwide.

Additional information is available at www.group.businessdecision.com

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