

- NEWS RELEASE - March 2012

Information Technology: 2 new acquisitions for WEDIA

WEDIA is a Marketing Asset Management software provider with a turnover of €7.5 million

WEDIA is a leading provider of software solutions for content management and cross-media publishing dedicated to Marketing and Communication departments. WEDIA enables companies to create marketing contents and publish them on all communication channels whether print collateral (flyers, brochures, catalogues...) or digital (e-mailings, websites, mobile websites, social networks...).

An active external growth approach

WEDIA, the French leader in this fast growing sector, is pursuing an active external growth strategy, with the support and advice of LINKERS. WEDIA intended to go further in its external expansion strategy initiated by the acquisitions of Noheto in 2006 and Wokup in January 2011, in order to consolidate its leading position in France and to break into European key markets.

WEDIA acquires GESCO (turnover of €1.6 million)

Gesco is a leading French Digital Asset Management (DAM) software provider that helps companies manage media, photo libraries, brand center and other digital assets. Its client list includes Air France, Air Liquide, EADS, Areva, Bouygues, Casino, Carrefour, Danone, EDF, Essilor, Geodis, Groupama, La Poste, Lafarge, Nestlé, Orange, PSA, Renault, Rexel, SNCF, Thomson, Total...

In today's business environment, marketing and communications are becoming increasingly personal and multichannel. Solutions from the combined entity of WEDIA and Gesco promise to meet an even wider range of marketing and communication needs, helping companies centralize their digital assets and realize efficiencies in planning and producing all their print, web and mobile media campaigns.

These solutions help clients to meet their strategic marketing challenges of respect of their corporate identity guidelines, message consistency across all

channels, increase in productivity and reduction of the « time to market ».

WEDIA acquires the Swedish company BRAND PROJECT (turnover of €1 million)

The Swedish company Brand Project that has a similar positioning to WEDIA will bring prestigious client portfolio to the Group (Volvo, Tetrapack, Mölnlycke Health Care, Stena Metall...) and will generate recurring software revenues. Brand Project's customer base contains significant potential for growth and can help WEDIA become a leading provider of MAM software solutions in Europe.

WEDIA is also present in the USA through an office in San Francisco, and intends to pursue its external growth: acquisition opportunities are being explored in Germany and the United Kingdom, with the support of LINKERS.

LINKERS, advisor to the Buyer

LINKERS acted as lead corporate finance advisor to WEDIA in these 2 acquisitions completed in November 2011 and March 2012.

Advisors to the Buyer:

Financial: LINKERS (Jérôme Luis)

Legal: Millenium Avocats (Karine LAHAYE)

LINKERS draws on the experience of its 11 consultants to assist companies from all sectors and provide personal advice on:

- **Financial Engineering:** valuations (fairness opinion), MBO & OBO packages
- **Mergers & Acquisitions:** selling and buying mandates, transmissions to heirs ...
- **Fundraising:** selection and contact of investors, supervision of legal documentation (shareholders agreements, protocols...)
- **Financial Training for Executives:** Cegos, Les Echos Formation.