



## Four business figures appointed to the Avanquest Software Board of Directors An international team of entrepreneurs elected to support the Group's new strategy

The General Meeting of September 28, 2009, approved the appointments of four new members to the Avanquest Software Board of Directors: **Christophe Allard, Ken Bender, Olivier Hua and Roger Tondeur** will be joining the team composed of **Bruno Vanryb, Roger Politis, Roger Bloxberg, Todd Helfstein, Andy Goldstein and Jean-Claude Vrignaud**, all of them entrepreneurs.

For implementing its new strategy, consolidating its positions and ensuring profitable development, the Avanquest Software Group now has a new governance body consisting of experienced businessmen who have demonstrated their talents internationally.

*"With Avanquest Software operating in a sector that is constantly reinventing itself, it is essential that its executives keep an independent and skilled eye on its management and be able to regularly question the strategy followed. The addition to Avanquest's board of these business and finance experts, recognized for their success and experience in a very international context, constitutes a major advantage for our business, and I bid them welcome on behalf of all the Group's associates and all the members of the Board of Directors."*

Bruno Vanryb continues: *"One of the very first objectives given to this revamped board is to ensure that the operational success of Avanquest Software, which since 2007 has been one of the top ten consumer software publishers in the world, alongside the biggest ones (source: NPD Techworld Reports), translates into a real creation of value for all our shareholders."*

### Composition of the Avanquest Software Board of Directors at September 28, 2009:

#### The new members:

#### **Christophe Allard, former President of the Teleperformance Group and Angel investor – Independent Board Member**

Christophe Allard's professional background is closely associated with the success of the Teleperformance Group, which – together with Daniel Julien, the man behind the Teleperformance brand – he led with distinction for 16 years, beginning in 1992. Under his chairmanship, in 2007 Teleperformance achieved the status of world leader in contact centers, producing 1.7 billion Euros in sales.

He left the group in 2008 and today is President of angel investor firm Boomerang, which is a key shareholder in AKOA, the leading independent digital communication agency in France, and in Build Up, an external-growth consulting firm.

#### **Ken Bender, Founder and CEO of Software Equity Group – Independent Board Member**

Ken Bender has held a variety of positions of responsibility within the software industry over the past 20 years and is considered one of the industry's most knowledgeable authorities.

In 1992 he founded and continues to serve as Managing Director of Software Equity Group, the leading software industry boutique investment bank and M&A advisory that has represented public and private software companies and leading private equity firms on four continents. Formerly, Mr. Bender served as Executive Vice President and General Manager of Information Systems Consultants Inc., a software developer and systems integrator. He was also Vice President, Software and Chief Administrative Officer of MicroAge, Inc., a Fortune 500 systems integrator/aggregator. Among his many achievements is being awarded Software Industry Leader of the Year by the Arizona Software Association where he served for two years as President and Chairman.

#### **Olivier Hua, Director of Oddo & Cie Private Equity department - Observer**

A graduate of the Reims Business School and of INSEAD (AMP), Olivier Hua began his career with Crédit Lyonnais and Citibank, where he was responsible for developing LBO financing.

He was then named Financial Director and later International Managing Director of Européenne de Biens d'Équipements, before holding the position of Managing Director of Dürr Systems France, and later of Turenne Capital.

At present Mr. Hua is in charge of Private Equity for Oddo & Cie, which, through its various managed funds, has become one of Avanquest Software's principal shareholders. He will serve on the Avanquest board in the role of observer.

#### **Roger Tondeur, Founder and President of MCI – Independent Board Member**

Roger Tondeur began his career more than 30 years ago as Managing Director of Wagonlit Travel, Switzerland, before creating MCI in 1987, which today is a foremost global association, communications and event management company. Headquartered in Geneva, Switzerland, MCI now has 35 offices in 19 countries across Europe, the Middle East, Asia and Latin America, with sales of 200 million Euros and close to 800 people.

Mr. Tondeur is a member of several professional associations and a partner in a private-equity firm with investments in meetings and events, management consulting, marketing and brand strategy.

## The other members of the Board of Directors:

### **Bruno Vanryb, Co-Founder and Chairman and CEO of Avanquest Software – Chairman of the Board of Directors**

Since the Group was established in 1984, Bruno Vanryb has, -- alongside the members of the Executive Committee – held responsibility for determining the company's strategic direction and overseeing its international expansion including creation of a strong presence in North America. In addition to the development of Avanquest, Mr. Vanryb, who is recognized as one of France's leading entrepreneurs, has been involved in various independent business associations including Croissance Plus, for which he served as President between 1998 and 2000. In 2002 he was elected president of Middlednext, an organization for middle-market public companies, for which he still serves as Honorary President. In 2007 Mr. Vanryb joined the Board of Euronext Paris.

### **Roger Politis, Co-founder and General Manager of Avanquest Software – Board Member**

As the Group's co-founder with Bruno Vanryb, Roger Politis is in charge of defining and implementing the group's global strategy, in collaboration with the Executive Committee. With his keen interest in IT and new technologies, he heads up and runs the Research and Development teams deployed in Europe, North America and Asia. A former journalist for the IT press, Roger Politis has also co-written with Bruno Vanryb a dozen books on IT.

### **Roger Bloxberg, Co-founder of Nova Development, now CEO of Avanquest North America – Board Member**

The similarity between the career paths of Roger Bloxberg and Todd Helfstein, who founded Nova Development in 1984 – the same year in which Avanquest Software was established – is striking. Roger Bloxberg brings to the Avanquest Group vast experience in the consumer software industry, including a perfect understanding of the American retail market, and strong marketing skills. It was the strategic acquisition of Nova in 2007 that enabled the Avanquest Software Group to become a key player in the United States in the area of consumer software.

### **Todd Helfstein, Co-founder of Nova Development, now President of Avanquest North America - Observer**

The professional path of Todd Helfstein is closely linked to that of Roger Bloxberg. Todd brings to the group some 25 years of successful experience in the field of software publishing in the United States. Even in an unfavorable economic environment, Todd Helfstein and his counterpart Roger Bloxberg continue to grow the Avanquest Software Group in the United States.

### **Andy Goldstein, founder of MediaGold, a teacher at the University of Munich – Board Member**

Born in Philadelphia, Andy Goldstein created MediaGold in 1996; the company became Avanquest Deutschland when it joined Avanquest Software in 2003.

As a member of the Avanquest Software Executive team, Mr. Goldstein managed the European activities of Avanquest Software, positions he relinquished in 2008, while remaining a board member and serving as consultant to the Group, advising on publishing policy, including new product and brand acquisitions. Along with his involvement at Avanquest, Mr. Goldstein teaches Entrepreneurship at the Ludwig-Maximilians University in Munich.

### **Jean-Claude Vrignaud, President of Acoma Consulting, Inc. - Independent Board Member**

Jean-Claude Vrignaud has more than 20 years' experience in the development of international businesses in the USA, Europe and Asia. He served as general manager of Opteway (since acquired by Viseton) and later of Metalsolv Software, a NASDAQ-listed company, before running Acoma Consulting.

<b>Next announcement</b>	<b>Half-year results</b>	1 <sup>st</sup> half 2009/2010	<b>12 November 2009 (before market)</b>
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