



Press release
Boulogne, January 22, 2010

Exclusive Group sets up its finnish subsidiary.

A FAST-GROWING GROUP

Built around an innovative business model, Exclusive Group is an added value distributor specializing in the marketing of professional IT solutions for security, storage and networking. Exclusive Group is different from its competitors, because it operates through exclusive or preferred partnerships with a limited number of suppliers to guarantee total technical control of the solutions it offers, at the same time as delivering high levels of support and commitment to resellers.

The success of this strategy has powered the unbroken international growth of Exclusive Group since 2007 (and the creation of many subsidiary companies in Europe and North Africa), the year in which the Group raised funding of €3 million from Edmond de Rothschild Investment Partners.

Exclusive Group recently opened a Swedish subsidiary. Today, the Group announces the creation of its new finnish subsidiary EXCLUSIVE NETWORKS FINLAND.

THE DYNAMIC MARKET OF NORTHERN EUROPE

“The Scandinavian countries are very dynamic in their adoption and use of new technologies, but paradoxically, there are very few added value distributors in this market!”, observes Exclusive Group CEO Olivier Breittmayer. It’s an opportunity that Exclusive Group seized today with the opening of its newest subsidiary.

The finnish team of three is headed up by Country Manager Finland Ralf Karlsson, who possesses all the qualities required to achieve a successful outcome for such a project:

- Successful experience in creating a security-based company
- Comprehensive knowledge of the market
- Vendors prepared to support him in this venture, including **PALO ALTO NETWORKS, A10 NETWORKS,...**

“The structure will be in place in the beginning of 2010, with a revenue target of €3 million for 2010. This new presence in Finland opens the door to other Scandinavian markets, which could be the target for future operations”, confirms Olivier Breittmayer.

SUBSTANTIAL PROSPECTS FOR GROWTH

With this new international development and the fact that more than 50% of its revenue is generated outside France, Exclusive Group can now legitimately claim to be a truly international industry player.

Exclusive Group continues to examine opportunities for growth in those areas not yet covered, either through company formation in smaller countries or through the acquisition route in larger countries.

Key figures for Exclusive Group:

- a presence in 10 European countries
- 120 employees
- projected revenue of €111 million for 2010, reflecting 35% growth over 2009



About Exclusive Group:

Exclusive Group is a European added value distributor specializing in security, network infrastructure and storage solutions demanding high levels of expertise.

Exclusive Group is recognized for marketing highly innovative, forward-looking solutions that meet many existing or emerging needs, such as unified information security threat management, Internet and e-mail security, data and digital identity protection, backup, replication, legal and e-mail archiving and deduplication. Our technical and marketing teams constantly monitor market trends and customer needs to identify new developments and new high-tech products at the earliest-possible opportunity.

Total investment

The keys to the success of Exclusive Group lie in its proven technical skills and commitment to providing its partners with consultancy, training and support services for every solution it distributes.

In all its operating countries, Exclusive Group provides its suppliers with an extensive network of highly professional partners, including service providers, integrators, VARs and telecoms operators, all of which are recognized for their experience and reliability in the security, network and/or storage markets.

Exclusive Group also supports its vendors and manufacturers with the preparation of their business plans and marketing campaigns, and by providing access to its training center and technical resources to help them grow quickly in their markets or consolidate their existing positions.

Exclusive Group now has a presence in 9 countries: France (Paris, Lyon and Montpellier), Spain, Portugal, Italy, UK, The Netherlands, Belgium, Africa, Sweden and Switzerland. The Exclusive Group head office is in France.

► PRESS CONTACTS ◀

EXCLUSIVE NETWORKS

Virginie Mouton

Tel.: +33 (0)1 79 71 84 15

vmouton@exclusive-networks.com
www.exclusive-networks.com

SCENARII

Laurence Dutrey / Majida Guettaoui

Tel. (landline): +33 (0)1 58 88 39 59 / 39 04

ldutrey@scenarii.fr / mguettaoui@scenarii.fr