



Press release
Boulogne, October 14, 2009

Exclusive Group sets up its Swedish 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 acquired the UK Internet and workstation security solutions distributor Arc Technology. Today, the Group announces the creation of its new Swedish subsidiary EXCLUSIVE NETWORKS SWEDEN.

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 Swedish team of six is headed up by Country Manager Sweden Fredrik Armandt, 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 **FORTINET, A10 NETWORKS**

“The structure will be in place by the end of 2009, with a revenue target of €5 million for 2010. This new presence in Sweden 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 9 European countries
- 116 employees
- projected revenue of €82 million for 2009, reflecting 64% growth over 2008



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 and Switzerland. The Exclusive Group head office is in France.

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