



## **BVRP Software announces the launch of Avanquest Online, its international online sales site.**

The BVRP Software group, which does close to 5% of its sales on the Internet through its various regional sites, is looking to breathe a new 2005 growth dynamic into its online sales by launching Avanquest Online worldwide.

Based on a powerful e-commerce platform developed entirely by the group, Avanquest Online will offer for sale – in the form of a unified software catalogue – all the software products published by Avanquest, the international publishing network created by BVRP Software.

The Internet marketing of all of the products of the group and of its subsidiaries in all territories will be guided by a specific international Web division under the management of Fabrice Le Camus, General Manager of Avanquest France.

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Levallois-Perret, March 9, 2005

### **An ambitious strategy for developing Web sales**

E-commerce is a strategic-development focus for the BVRP Group. Following the launch of Mobileffects (<http://www.mobileffects.com>), its mobile content download site, in January 2005, and the buyout in February 2005 of California's VCommunications, which does a third of its sales on the Web, BVRP Software is pursuing and strengthening its strategy for developing Web sales by completely reworking its online sales sites and creating Avanquest Online Shop (<http://www.shop.avanquest.com>).

With Avanquest Online Shop, which will offer worldwide sales and downloads of all of the software products of the group and its publishing partners in the Avanquest network, **BVRP has set for itself the objective of doubling online sales of its software products and those of its publishing partners in 2005, and of reaching 10% of the Group's turnover in 2006.**

Launched initially in France in February, Avanquest Online Shop will be extended to the United States, the UK, and Germany during the month of March, with expansion into Spain in April and all of the group's sales territories by the end of 2005.

The online sales development program, which includes a unified software catalogue accessible in different ways in each country, and lighter versions of certain products in order to facilitate downloading, is a harmonious complement to the strategy of publishing in distribution networks and in OEM developed successfully by the Group worldwide.

## High-performance e-commerce sites

Equipped with a new and powerful e-commerce platform belonging to the Group, Avanquest Online Shop is based on a new “online boutique” concept perfected after months of development.

This concept, already operational in France, will enable the group's various sites – Avanquest UK, Avanquest USA, Avanquest Deutschland and Avanquest Iberia – to provide a unified software catalogue that is adapted to the needs of local users, localized in the language of the country, by means of **much more functional new ergonomics**.

To simplify product selection, Avanquest Online Shop will also make available **simpler, more user-friendly and more powerful technological tools, including:**

- A new, high-performance search engine;
- Subject classification, which also makes possible a significant increase in the products presented without reducing readability;
- Highlighting of new items, promotions, best prices and best-sellers.

Visitors to the site will find the desired software much more easily and can take full advantage of the variety of solutions offered.

Finally, Avanquest Online Shop features a very appreciable improvement in the online purchase process. In this crucial phase, the user is completely supported and guided step by step. For greater simplicity, the shopping cart is also always visible: the Net surfer can surf the entire site and finalize his order whenever he wishes.

## Fabrice Le Camus named to manage the Group's Web division

General Manager of Avanquest France, Fabrice Le Camus has been named Executive Vice President of the Group's Web Division as well. Created on January 1, 2005, this new international division is supported by local teams in each of the Group's subsidiaries that are devoted specifically to optimizing online sales (e-marketing, delivery, customer satisfaction).

A graduate of the Institut Supérieur d'Electronique of Paris and of the IAE, Fabrice Le Camus, aged 40, spent much of his career with IBM, where he successively held positions as Major Accounts Business Engineer and Sales and Marketing Director within several divisions of IBM France. In 1998 he took over as General Manager of S1 Corporation France, a leader in e-banking software solutions, and also served as Director of Channel Sales Europe beginning in 2000. In 2001 Fabrice Le Camus joined the BVRP Software Group as General Manager of Avanquest France, a position he still holds.

Bruno Vanryb, founder and CEO of the BVRP Group, states: ***“E-commerce is a key sector for which we have developed our own technological platforms with ambitious development objectives. “Fabrice Le Camus has greatly contributed to Avanquest's success and leadership in the French market in the area of the software publishing of BVRP and its publishing partners. His marketing and business-development skills struck us as a major plus for our International Web Division. We are convinced that Fabrice Le Camus' appointment to head our new Business Unit devoted to e-commerce will greatly contribute to its success.”***

Fabrice Le Camus, General Manager of Avanquest France and Executive Vice President of the BVRP Web Division, adds: ***“For software publishing, the Internet has become a major distribution channel. Participating in implementing the BVRP offensive strategy in this area, which contributes so much to the Group's future growth, is a challenge that I accept enthusiastically!”***

### About BVRP Software

Based in France, with subsidiaries in Germany, Great Britain, Spain and the United States, the BVRP Software Group is a worldwide leading publisher of communications and mobility software and a major provider of personal and professional software designed for utilities, office productivity and multimedia. Founded in 1984, BVRP Software celebrates 20 years of innovation in 2004. BVRP products are marketed in over 100 countries, through e-commerce, OEM partnerships and IT resellers. In June 2003, BVRP Group formed Avanquest Global Software Publishing, a coalition of software publishers offering worldwide publishing resources to software developers everywhere. The group posted revenue of €48.6M and a net income of €3.9M in 2003, and revenue of €57.0M and an operating income of 11% of sales according to IFRS standards (unaudited figures) in 2004. Listed on Euronext (ISIN FR0004026714) since December 1996, BVRP Software is part of the NextEconomy segment and the SBF 250 index. Additional information on BVRP is available at <http://www.bvrp.com>

### About Avanquest

Formed in June 2003, Avanquest is a network of companies offering a complete range of software publishing resources and a worldwide market to software developers from around the globe. With local offices in France, Germany, Spain, UK and US, Avanquest has long-established relationships across all channels of distribution in markets covering nearly 90% of the world's total software sales. Avanquest's parent company, BVRP Software Group, is a leading international software developer and publisher. Founded in Paris in 1984, BVRP is listed on the Nouveau Marché of the Euronext stock exchange (ISIN FR0004026714). For additional information, please visit <http://www.avanquest.com> and <http://www.bvrp.com>.

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