



The BVRP Group confirms its ambitions in Asia China R&D centre fully operational Creation of two subsidiaries in China and Korea

With the creation of two business subsidiaries in China and Korea and the strengthening of its Shanghai-based Research & Development centre, BVRP has moved into a new stage in its Asia development strategy.

The geographic proximity of its new business subsidiaries and its R&D centre to what is today the world's second largest software market will facilitate the development of synergies with key players in the Asian market and will promote the BVRP Group's growth in the Asia-Pacific region.

At the same time, BVRP is announcing the appointments of Brian Oh and William Lin to head up its Korean and Chinese subsidiaries, and the promotion of Nana Kurosawa, Director of Asian Business Development, who will oversee the OEM Division Offices in Asia.

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After the USA, Asia is today the world's second leading software market. For the last four years BVRP has been actively paving the way for its development in this geographic area, which represents a major growth potential for the Group:

- Beginning in 2001, a partnership agreement with Regulus Technologies, a leader in the analogue modem market, which sells and distributes BVRP software products to Taiwanese modem manufacturers;
- At the end of 2002, following on the heels of the acquisition of Elibrium (today Avanquest USA), which had previously established a team on site, development of an R&D centre in China;
- In 2003, partnership agreement with P&A, a publisher specializing in the Japanese market, to enhance Avanquest, its worldwide software publishing network.

Reinforcement of the Shanghai-based R&D centre

In the wake of an aggressive recruitment policy, the BVRP Group now employs some thirty developers in China, all based in Shanghai, at its new R&D centre.

The Chinese development teams are participating in all development projects and are organized into three groups, each focusing on one of BVRP's three product divisions:

- Mobility and Communications, under the BVRP Software trademark;
- Productivity, under the MySoftware trademark;
- Utilities, under the VCOM trademark.

Roger Politis, Founder and Managing Director of BVRP, specifically in charge of the Group's Research & Development strategy, adds: ***"Bringing our China R&D centre online will strengthen our ties with manufacturers, BVRP's current and future partners, in Mainland China, Korea, Hong Kong and Taiwan.... In fact, we are now capable of ensuring them of better quality, thanks to the proximity of our R&D centre and our two business subsidiaries based in Shanghai and Seoul."***

BVRP China and BVRP Korea, two new anchors for better developing the Asian market

At the same time as it is reinforcing its R&D capabilities in China, BVRP Software is announcing the opening of its business subsidiaries dedicated to the Asian market: **BVRP Korea** in Seoul and **BVRP China** in Shanghai.

China and Korea – home in particular to the two largest Asian manufacturers of mobile phones – are ideal sites for the Group, given their proximity to the BVRP R&D centre and to the other leading markets (Taiwan, Japan).

David Wright, President of the Group's OEM Division, declares: ***“Expansion of our business activity into the Asia Pacific region is a key step in establishing our position in this geographic area and strengthening our ties to innovative companies in the region. Our Korean and Chinese subsidiaries will enable us to better anticipate the needs of Asian manufacturers, long before their products reach world markets.”***

By means of these strategic decisions, BVRP is giving itself the necessary means to further develop its OEM partnerships with many manufacturers (PCs, mobile phones and accessories) and mobile telephone operators located in Asia, and to broaden the success of each of its lines in his geographic area.

Appointments of three experienced employees to run the Group's start-up in Asia.

Nana Kurosawa, charged with oversight of both the Chinese and Korean offices, is based in San Mateo, California. Promoted to Director of OEM Sales for Asia, she joined BVRP in 2003 with more than 10 years experience in business development and sales for software companies. A native of Japan, Ms. Kurosawa previously managed business development in the Asia-Pacific region for Liberate Technologies, a developer of interactive TV content delivery and management solutions. Earlier, she worked in the OEM Division of Adobe Systems.

Brian Oh, Managing Director of BVRP Korea, has an extensive background in the satellite broadcast, consumer electronics and telecommunications industries in his native Korea. Mr. Oh has worked for 20 years as a sales engineer and R&D project manager, including positions with such leading companies as Samsung and LG. Most recently, he was vice president in charge of satellite broadcast set-top box development for Alticast. Mr. Oh is fluent in English.

William Lin, named Managing Director of BVRP China, has more than 12 years experience as a business development manager in the area of information technologies, having held positions with industrial companies like Fujitsu, Siemens and Nixdorf. He also has experience in providing antivirus software to Chinese mobile phone manufacturers and designers. A Shanghai native, Mr. Lin has extensive experience in East-West business relations, having worked with European and American companies throughout his career.

About BVRP Software

Based in Europe (France, Germany, Great Britain, Spain), the United States (California, Colorado), and Asia (China, Korea), 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 celebrated 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 (<http://www.avanquest.com>), a coalition of software publishers offering worldwide publishing resources to software developers everywhere. The group posted revenue of €57.0M and a net income of €5.3M in 2004. Listed on Euronext (ISIN FR0004026714) since December 1996, BVRP Software is part of the Eurolist, NextEconomy segment and SBF 250 index. Additional information on BVRP is available at <http://www.bvrp.com>.

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