



Avanquest® software

## Avanquest Software strengthens its web-to-print business with the acquisition of Carteland, a French leader in the sector

Acquisition of this pure Web player fits into the Group's strategy to speed up its shift to online, which already accounts for 25% of its sales, and offers excellent prospects for growth in France and Europe.

Paris, October 6, 2011 - Avanquest Software, a leading developer and publisher of consumer and business software, today announced the acquisition of 100% of Carteland, a French company specialized in the design and printing of announcements and cards on the internet.

Established in 1996 and based in France, close to Aix en Provence, since 2003 Carteland has been offering a way to design one's own announcements, invitations or photo albums online. Well-known in the birth announcement market, Carteland sales amount to approximately 3 million Euros (including 40% outside France) with a two-digit profitability.

This acquisition, financed by Avanquest's available cash, will not significantly alter the Group's investment capacity.

The Avanquest Group is an undisputed leader in consumer graphic-design and printing software in the United States and Europe and has begun a clear shift towards online, with its Cloud-based solutions and the sale of associated services generating recurring revenues. Carteland's strong presence in France and Germany, its dynamics and strong loyal customer base represent new opportunities for growth in Europe.

Stéphane Rambaud, Carteland's current manager, is staying at the helm and will work with Philippe Olivier, Managing Director of the French and European Operations for Avanquest Software, in creating synergies with the Group's other web-to-print web sites and in developing the business towards new segments and new territories.



*"Avanquest, historically well-established in photo and graphic-design software, is becoming an important player in the Web-To-Print segment (remote printing of graphic designs) with the development of SendPhotos.com and PrintPratic.com in Europe and our successful web sites in the USA. The arrival of a pure player like Carteland will allow us to speed up our progress in Europe, implement major technological and marketing synergies with the US, and gain a huge amount of time in a market that is quickly moving towards online," according to Bruno Vanryb, co-founder and President of Avanquest Software.*



*"My team and I are very happy to be joining an ambitious group like Avanquest," says Stéphane Rambaud, Manager of Carteland, who continues: "The Web-To-Print market is growing strongly both in Europe and in the US, and Avanquest has shown its strength in this segment with impressive growth in North Americas. We are confident that together we will reach a similar level of growth in France and Europe."*

## Development of new products and territories

Avanquest and Carteland share the same vision of a deployment of their applications on all platforms. As an example, the Carteland application, which already exists on the iPhone and can be downloaded from the App Store, will be enhanced to allow remote printing of any type of graphic designs from the smartphones and tablets on the market.

Carteland's business, which is built on birth announcements in France and Germany, will be expanded to other events that mark

both professional and private life and will be offered in all of Europe.

Avanquest's expertise in acquiring new online customers and the synergies that will be established with the Group's existing platforms will enhance its offer, boost the current customer base and expand the business into new European territories.

## ABOUT Avanquest Software

Avanquest Software (EPA: AVQ) is a world leader in developing and publishing innovative, high-quality software that creates added value for customers' products and services. Avanquest Software has been listed on Euronext since 1996 and ranks among the top three consumer software publishers in France (source: GFK), in the top five in the United Kingdom (source: Gartner) and in the top 10 in the United States (source: NPD Techworld). For any additional information, please visit [www.avanquest.com](http://www.avanquest.com) or <http://about.avanquest.com>.

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