



BVRP Software changes name to Avanquest Software, Unifying Operations under One Global Brand

**This Initiative Establishes Clear Global Identity
for Software Developer and Publisher**

**Avanquest symbolizes the company's winning spirit and its desire to enter
new geographic and technological territories**

Levallois-Perret, June 1, 2005

Known in France since 1984 for its communications and mobility software, BVRP Software, listed on Paris stock exchange since 1996, has grown rapidly on the international markets, in all territories and sales channels, under the Avanquest global brand.

With the company achieving 83% of its turnover outside France, it became essential to unify the company name and the name by which it is really known by tens of millions of customers around the world.

That is why company management suggested to its shareholders that the company's name be changed, today becoming Avanquest Software.

Avanquest Software: a new global, unifying identity

BVRP Software, a worldwide developer and publisher of mobility, communications, productivity and utilities software, today unveiled a new global, unifying global identity: Avanquest Software.

This new identity reflects the complete integration within a single organization of all of the company's subsidiaries and divisions, whether internal divisions or companies acquired over the years.

- **A single identity in every territory**
Avanquest Software has subsidiaries in the United States (**Avanquest USA**), Germany (**Avanquest Deutschland**), the United Kingdom (**Avanquest UK**), France (**Avanquest France**), Spain (**Avanquest Ibérica**), China (**Avanquest China**), Korea (**Avanquest Korea**) and soon in many other countries...
- **A single identity in all sales channels**
Avanquest Software covers all sales channels thanks to its three divisions: **Avanquest OEM** for the sale of software to worldwide computer and mobile telephony manufacturers, **Avanquest Online** for e-commerce, and **Avanquest Publishing** to access the huge network of specialized retailers reaching both businesses and consumers.

Avanquest Software is an international brand that will be better able to symbolize the company's desire to forge ahead and conquer new geographic and technological territories. The objective is to make Avanquest a standard that personifies the **desire for growth**, allied with a **passion for innovation** — in short, a **winning spirit**.

Avanquest Software: passion for innovation

Avanquest Software is establishing itself as a technology company, a software publisher that has invested in innovative development projects to become today's leader in the field of communications and mobility software and in the booming productivity and utilities software segments.

Strong of the continuous success of the company's three leading brands: **BVRP**, **MySoftware**, **VCOM**, they will continue to identify the internally developed software within Avanquest Software:

- **BVRP** remains the flagship brand of Communications and Mobility software, already popular to tens of millions of users worldwide;
- **VCOM** is the brand name for the Utilities software that resulted from acquisition of the Californian publisher V-Communications, Inc.;
- **MySoftware** is the brand name for the Productivity line targeting small and medium enterprises.

Avanquest Software: a strong winning spirit

After Europe, Avanquest Software as a publisher has been successful in winning over the United States before approaching the shores of Asia more recently, thanks to an original publishing strategy, simultaneously introducing the company's software and that of its partners into all sales channels and in every territory, through its **Avanquest Publishing** division.

Avanquest Software: a desire for growth

On March 21, 2005, the company posted the best annual financial results of its 20-year history, with FY-04 annual sales jumping 17% to \$72 million (€ 57M), accompanied by a year-on-year increase of 75% in operating income to \$8.7M (€6.9M), or 12.1% of total sales. At the same time, net earnings per share tripled during 2004 to reach \$0.82 (€0.65), as compared to \$0.28 (€0.22) in 2003.

Avanquest Software is confirming its objective of reaching a turnover of €100M in the next two to three years, and, for 2005, the Group expects a turnover of between €70M and €75M and an EBIT of between 11% and 13%.

“As we enter a third decade of successful operations, the new Avanquest Software name and identity are emblematic of a changed company that has experienced tremendous growth through tremendous success of its internally developed software and also through acquisition and diversification in the global consumer marketplace,” said Bruno Vanryb, BVRP's founder, Avanquest Software's chairman and CEO.

“We are proud to unfurl Avanquest Software as the new corporate banner, leading our three product divisions, our software publishing business and our subsidiaries worldwide forward with our expansion and growth plans for 2005 and beyond,” Vanryb said.

About Avanquest Software

Avanquest Software is a global developer and leading publisher of best-selling personal and professional software designed for utilities, office productivity, communications and mobility worldwide. Headquartered in France, with operating units, subsidiaries and offices located in United States, France, Germany, Great Britain, Spain, China and Korea, Avanquest Software products are marketed in over 100 countries, through e-commerce, OEM partnerships and IT resellers. Founded in 1984 as BVRP Software and listed since December 1996 on Euronext (ISIN FR0004026714), Avanquest Software forms part of the Eurolist, NextEconomy segment and SBF 250 index. In 2004, Avanquest Software posted record financial results, with revenue of €57.0M (\$72.0M), operating income of €6.9M (\$8.7M) and a net income of €5.3M (\$6.7M). Additional information on Avanquest Software is available at www.avanquest.com.

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ISIN : FR0004026714
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