



2010-11 FY Turnover (15 months): €109.8 million

An exceptional 15-month Financial Year (04/01/2010 to 06/30/2011)

For its 2010-11 financial year, exceptionally 15 months long, Avanquest Software achieved revenues of €109.8 million.

Sales and earnings for the first 12 months were the subject of a press release on May 12, 2011, available on the Avanquest site (www.avanquest.com/France).

The last quarter of the financial year – which took place in a challenging market context – was devoted to integrating Micro Application, a company acquired in February 2011, and PC HelpSoft, a Canadian startup that joined the Group in early April.

In €M at June 30 Unaudited figures	Year 2011-10 (at June 30, 2011) 15 months	Year 2010-09 (at March 31, 2010) 12 months
Q1 sales (April-June 2010)	19.9	22.9
Q2 (July-Sept. 2010)	20.6	28.0
Q3 (Oct.-Dec. 2010)	27.6	30.1
Q4 (Jan. – March 2011)	21.4	22.0
Q5 (April - June 2011)	20.4	--
Total consolidated sales	109.8	88.1

A final quarter dedicated to integrating Micro Application and PC HelpSoft

Micro Application, France's leading publisher of consumer applications, whose teams have now joined those of Avanquest, was acquired in February 2011. This strategic joining of forces is aimed at consolidating the market positions of the Group, which up to now has not been much present in France, while strengthening its innovative capacity.

Special attention is being paid to:

- **Optimizing the synergies between the two brands through mutual enhancement of product lines in France, the United Kingdom and especially Germany;**
- **And at developing innovative software that is at the heart of technological convergence**, like applications for SmartPhones and tablets and social networks (*iPhone, iPad, BlackBerry, Windows Phone, Facebook...*).

PC HelpSoft, specializing in sales of consumer utility software on the Internet, was acquired on March 31, 2011. Based in Victoria (British Columbia), PC HelpSoft is a young company that is an expert in Internet referencing techniques and optimization of visitors' converting rate. This acquisition is a tactical one for Avanquest whose strategy is to increase online sales. Its integration will serve to:

- **optimize the converting rate and the return on investment (ROI) of the group's Internet campaigns;**
- **reinforce its presence in the more mature markets**, mainly the very competitive English-speaking markets, and to duplicate its knowhow in new territories.

Innovation always at the heart of the 2011/12 development strategy

In a market context that is still difficult in the area of offline sales of consumer software, Avanquest's objective is to speed up its mutation towards online and cloud in order to respond to new forms of consumption. In 2011-12 the Group is preparing to launch new online versions including subscriptions, recurring revenue and associated services for its leading software product lines.

Avanquest Software will publish earnings for the 2010-11 financial year (15 months) on September 29, 2011 (before stock exchange opening) and for that occasion will hold a presentation meeting for the financial community.

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