

15 April 2015

**Digital Dimension, a subsidiary of Econocom Group, acquires Norcod, a specialist in deploying connected solutions and establishes itself as a market leader in professional mobile solutions for enterprises.**

In line with its strategic plan and with a view to becoming the “marketplace” of business-to-business digital solutions by 2016, Digital Dimension has substantially expanded its mobility division by acquiring Norcod, a specialist in connected solutions for businesses.

With fifteen years’ experience in the mobility market, Norcod has considerable expertise in deployment management and after-sales services for mobile devices for warehouses, implementing innovative solutions based on voice technologies and Wi-Fi solutions. Headquartered in the north of France, Norcod works mainly with the retail industry, providing added-value services, mainly for back-office management solutions.

The expertise Norcod brings will come as an ideal addition to the range of mobile solutions for mobile workers offered by Rayonnance, which joined Digital Dimension Group last June. Also well-established in the retail industry, Rayonnance is known for its end-to-end mobile fleet project management capabilities and its considerable expertise in developing and operating business applications with its EMM (Enterprise Mobile Management) and synchronisation platform, Harmonie.

In addition to these “blue-collar”-oriented solutions, Digital Dimension has its own Digital Mobility Services offering (formerly Econocom Telecom Services). Aimed predominantly at white-collar workers in the enterprise market, this offering includes end-to-end services for large-scale, multi-OS (iOS, Android, Windows) mobile fleet management, covering everything from integration to roll-out and management, and from maintenance to service desk. In 2014, DMS managed 70,000 mobile devices across around one hundred client sites.

*“The arrival of Norcod in our mobility division will establish us as a market leader in professional mobile solutions for enterprises, and the undisputed leader in the retail industry, where Rayonnance has a strong foothold. This strong position in the mobility market is perfectly in line with our plan to make our marketplace an essential operational element for speeding up the digital transformation of businesses,”* said Georges Croix, Chairman and founder of Digital Dimension.

Stefano Friscia, Chairman and founder of Norcod, added: *“Joining Digital Dimension is a unique opportunity for Norcod to deploy its expertise on a major scale within a mobility division that’s the only one of its kind on the market. A new chapter in our history is beginning with this ambitious venture, which reflects our values and to which we are wholeheartedly committed.”*

Norcod reported revenue of €12 million in 2014 and employs 45 people.

With this transaction, Digital Dimension will own 100% of Norcod’s share capital, excluding the Norcod Solutions Santé division, the majority of which is still owned by Stefano Friscia, who will continue his operational management role within both companies.

Created in early 2014 by Georges Croix and Econocom, Digital Dimension is going from strength to strength and confirms its target of €120 million full-year revenue by 2016, for which it has an investment budget of around €100 million over three years. In addition to Rayonnance, Econocom Telecom Services and Telecom Expense Management experts Tactem, Digital Dimension has a controlling interest in cloud provider ASP Serveur and SIRH Saas solution vendor Aragon-eRH.

The Digital Dimension project is one of the major initiatives Econocom Group has undertaken as part of its “Mutation” strategic plan which aims to establish Econocom as the European leader in business-to-business digital services.

#### **About Digital Dimension**

Digital Dimension was created jointly in January 2014 by CEO and founder Georges Croix and Econocom Group. Having acquired Rayonnance, ASP Serveur, ETS, TACTEM and Aragon-eRH, Digital Dimension now boasts a unique portfolio of business solutions and has established itself as the market place for business-to-business digital solutions. Currently operating in France and with plans to expand internationally, Digital Dimension employs 230 people and posted revenue of €41 million in 2014.

#### **About Norcod**

Founded in 1999, Norcod’s creative, responsive approach has propelled it to the forefront of the French market for providing retail outlets and warehouses with product identification solutions. Norcod supplies some of the leading retailers and e-commerce sites, as well as customers in the manufacturing, logistics and healthcare industries. In 2014, it reported revenue of €12 million and recruited 6 people. Norcod addresses its clients’ requirements with a highly responsive, inventive and professional approach.

#### **About Econocom**

Econocom designs, finances and oversees companies’ digital transformation. With over 8,000 employees in 20 countries and revenue in excess of €2 billion, Econocom has all the requisite abilities to ensure the successful implementation of large-scale digital projects: consulting, sourcing and technology management & financing of digital assets, infrastructure, application and business solution services, and project financing.

The Econocom Group share (BE0974266950 - ECONB) has been listed on the Euronext NYSE in Brussels since 1986 and is part of the BelMid index.

**For further information:** [www.econocom.com](http://www.econocom.com)

**Follow us on Twitter:** <https://twitter.com/econocom>

**Investor and shareholder relations:** [galliane.touze@econocom.com](mailto:galliane.touze@econocom.com)

**PR contact:** [marie.frocrain@havasww.com](mailto:marie.frocrain@havasww.com)