

Econocom is a European provider of business-to-business digital services. In 2012, it posted consolidated revenue of €1.54 billion. The services provided by the group include consulting, distribution, technology management & financing, and a complete range of IT outsourcing services.

On 12 September 2013, Econocom finalised the acquisition of a majority stake in Osiatis, a major infrastructure service provider and related applications specialist. This transaction has resulted in the creation of a major new digital service company, with over 8,000 employees in 20 countries and total revenue of around €2 billion.

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:

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## ECONOCOM GROUP UNVEILS ITS NEW VISUAL IDENTITY AND ADOPTS A NEW BRANDING SYSTEM IN LINE WITH ITS STRATEGIC PLAN, LAUNCHED IN APRIL 2013

**Puteaux, 16 October 2013**

**Jean-Louis Bouchard, Chairman of Econocom, a European business-to-business digital service provider, announced the group's new visual identity and branding system during the annual manager meeting.**

**A new identity to reflect Econocom's ambition: to be the European pioneer in digital services**

"The launch of our Mutation strategic plan in April has ushered in an age of profound mutation from which we will emerge as a leading player in the European digital service market. This evolution should be reflected in our brands and all our communication actions. For this reason I have decided to update our visual identity and step up our communication efforts in order to build powerful brands that are in line with our

strategy, which is a unique combination of financial and technological innovation," said Jean-Louis Bouchard.

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The new visual identity is based on that of Osiatis, which the Group recently acquired, marking the first major step of its new strategic plan. It was chosen for its modern, elegant, professional look, which is in line with the ever-changing digital world in which Econocom aims to establish itself as a major player in Europe.

The acquisition of Osiatis, which was finalised on 12 September, has brought the new group's cumulated revenue to €2 billion with 8,000 employees in 20 countries.

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**A Services brand and a branding system for all the Group's business lines**

Osiatis' arrival will considerably strengthen Econocom Group's position in the Service market; consequently, the branding system has been revised in order to reflect this new dimension.

In order to leverage Osiatis Group's strong brand image and reputation in the digital service sector, the group has created an Econocom-Osiatis brand.

| econocom  
| osiatis

Over the past few years, Econocom Group has reinforced its expertise in infrastructure, applications and telecom services by acquiring leading specialists in these fields such as Cap Synergy, Centix, ECS, Ermestel, Exaprobe, Synopse and Tactem. These companies will now come under the Econocom-Osiatis brand.

The Group's two other business lines, i.e. technology management & financing and distribution, will continue to bear the Econocom brand.

**Whilst launching the new brand, the Group's management also outlined Econocom and Econocom-Osiatis' mission, ambition and position and underlined the importance of the Group's corporate values. The new brands will be gradually rolled out between now and the end of 2013 on all Econocom's communication media across Europe.**