

Press Release

October 20, 2011



Keyrus continues to expand internationally with the acquisition of Vision.bi, one of Israel's top three Business Intelligence companies

Levallois-Perret, October 20, 2011: Keyrus announces that it has completed the acquisition of 51% of the Israeli company **Vision.bi** through its subsidiary **Keyrus** Israel, thus becoming a leader in Business Intelligence in the Israeli market.

This acquisition mainly targets two strategic objectives:

- To expand the Group's platform in Israel by strengthening its local management team and increasing the number of experienced consultants and specialists in the latest BI trends and technologies;
- To acquire a set of proprietary innovative software solutions and high-quality expertise that can be immediately leveraged in all of the Group's geographies and customers.

Formed in 2007, **Vision.bi** is a Business Intelligence software and systems integration company that currently counts over 40 expert consultants specializing in consulting and implementation for Data Warehouse, Data Quality, BI Mobile, and Big Data projects, with prepackaged business solutions in the areas of e-commerce, online gaming, investment banking, and trading.

Longtime partner of Microsoft, Oracle and other highly innovative software companies, including Greenplum (EMC Corporation) and Vertica (HP), **Vision.bi** also develops and markets its own software suite designed to simplify Data Warehouse implementations (Leganto) and improve Data Quality (Quality Gates). Reflecting the advanced expertise and extensive experience that **Vision.bi**'s management team has been acquiring over more than 15 years, these products are a key asset for the future growth of the company and that of the **Keyrus** Group.

Its customers include numerous Israeli and international companies in the fields of banking, insurance, telecommunications, media, and the Internet, including Amdocs, Clal Insurance, Conduit, DoubleVerify, Eden springs, Harel, Leumi Card, LivePerson, Matomy group, MediaMind, NICE Systems, Pontis, ooVoo.com ...

Vision.bi has projected revenues of €2.5 million for 2011, with an operating margin of over 15%.

The acquisition of the Israeli company **Vision.bi** will be paid out in cash. Its existing executives and operations managers will remain shareholders and together hold 49% of the company.

Itamar Ben Hemo, CEO of **Vision.bi**, comments:

*"We wanted to expand **Vision.bi** on an international level with a likeminded company. We are confident that **Keyrus**'s vision, its strong international culture, and its growth prospects will create value both for our customers and our employees. This decision reflects our commitment to serving and supporting our customers in Israel and abroad, distributing our products through all of **Keyrus**'s locations, and offering greater career opportunities to our employees."*

Eric Cohen, CEO of **Keyrus**, adds:

*“With this new acquisition, **Keyrus** is consolidating its management structure and strengthening its presence in Israel in the booming area of Business Intelligence. This operation is expected to generate business synergies very quickly with all of the Group’s operations through the distribution of **Vision.bi** software and expertise.”*

ABOUT VISION.BI

Formed in 2007, **Vision.bi** quickly became Israel’s leading specialist in Business Intelligence consulting and systems integration.

Thanks to the high level of expertise and proven experience of its employees and the use of a one-of-a-kind, agile, and powerful methodology, **Vision.bi** now serves a growing number of Israeli and international businesses.

Vision.bi has recognized expertise in implementing Data Warehouse, Data Quality, and BI Mobile solutions and is a leader in Israel’s Big Data market.

Vision.bi has also developed an innovative line of BI solutions, including leading products such as ‘Leganto.com’ (a Data Warehouse implementation solution) and ‘Quality Gates’ (a monitoring and quality control solution for BI projects).

Vision.bi is expecting an annual growth of 50% in 2011 and currently employs over 40 employees.

For more information on our solutions:

<http://www.quality-gates.com/>

<http://www.leganto.com/>

<http://www.vision.bi>

ABOUT KEYRUS

As a major player in consulting and integration systems for Business Intelligence and e-Business for large accounts and ERP/CRM for the mid-market, **Keyrus** currently employs nearly 1,500 employees in 11 countries, helping its customers maximize productivity and performance by offering a broad range of services in the following areas:

- Management Consulting
- Business Intelligence – Performance Management
- e-Business – Web Performance
- Corporate Management Solutions (ERP/CRM)

The **Keyrus** Group is listed on the Eurolist of Euronext Paris.

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For more information: www.keyrus.com