

**SWORD**

UPGRADE YOUR BUSINESS

Sword Group increases its shareholding in Simalaya, a Swiss group with strong growth and profitability

Sword Group strengthens its service offering and geographic reach in areas of economic growth

Luxembourg, 30 September 2013

Today Sword Group announces an increase in its shareholding in the Swiss group Simalaya via subscription to a new share issue.

In increasing its shareholding in the Swiss group Simalaya, Sword Group confirms its strategic direction based upon high value added services in niche markets.

The integration of Simalaya into the Sword Group will allow Sword Group to offer its clients acknowledged expertise in strategic consulting, digital marketing and CRM, as well as performance analysis of information systems.

This transaction will strengthen Sword's geographic presence in the German-speaking region of Switzerland and will bring with it a French-speaking offshore capability in the Maghreb.

The investment demonstrates Sword's commitment to continuing its growth strategy; it creates additional high value added capabilities which can be offered to Sword's existing client base as well as further extending Sword's geographical presence in new economic areas of growth in Switzerland, EMEA and North Africa. The acknowledged expertise of Simalaya in strategic consulting, digital marketing and CRM and in the niche market of performance analysis of information systems both enlarges Sword high value added service offering whilst at the same time creating strong synergies and complementary services within the Group.

In the period from 2006 to 2012 the Simalaya group generated average growth levels of nearly 60% and finished FY2012 with revenue of CHF 8.8 million. In 2013 the Simalaya group acquired a majority stake in the Adhoc International group, an EMEA specialist in performance consulting and analysis of information systems. This is a new niche market estimated by Gartner to be worth USD 2.14 billion at the end of 2012.

« The rampant pace of growth in recent years has compelled us to consider teaming up with a solid player to give us the means and leverage to implement our growth strategy. Having already built a long-standing strong relationship with Sword Group and given our shared vision and values, we had no hesitation in making this decision », said Taha Ben Mrad, founder and CEO of the Simalaya group.

Sword Group President and Chief Executive Jacques Mottard also declared that he was very satisfied with the operation: « It will allow us to reinforce our presence in Switzerland by extending our geographical reach into the German-speaking part of the country and to strengthen our high value added service offering by adding the advanced methodology and service offerings provided by the Simalaya group which will also benefit from being a part of the Sword Group ».

Sword Group

The leading shareholder in Simalaya

40% shareholding in Simalaya

Consolidation of Simalaya from 1st October 2013 onwards

Investor Relations

e investorrelations@sword-group.lu

Sword Group

1 202 staff (October 1st)
Euronext Paris - Compartment C
ISIN Code: FR0004180578
ICB: 9530 Software & Computer Services
Indices CAC® Small
CAC® Mid & Small
CAC® All-Tradable
CAC® All-Share

© Sword Group SE
105, Route d'Arlon
L-8009 Strassen

