

Micropole acquires a base in China with the acquisition of Easteq, in an expanding consulting & IT services market

Within the framework of its 3-year development plan, which notably aims for an increase in internationally-attained turnover, Micropole has just made a strategic acquisition in China, with the buyout of the Easteq IT services company based in Shanghai and Hong Kong.

For many years, Micropole has achieved IT project deployment assignments world-wide on behalf of its customers, and notably in Asia. There has recently been a surge in assignments of this nature. It was therefore a strategic move for Micropole to strengthen itself in this field through direct establishment on the ground, in order to offer service continuity with bi-cultural teams.

The Easteq corporation acquisition is perfectly in line with this strategy, and has three goals :

- to partner Western corporations on the high growth of their business in China

the Chinese subsidiaries of these companies now represent a significant share of turnover, requiring IT applications perfectly suited to the Chinese market ;

- to take advantage of the dynamism and growth of new Chinese corporations on their domestic market to offer them an efficient IS system.

The spectacular growth of these companies requires them to implement high-performing management and information systems.

- to partner Chinese companies wishing to set up in Europe , by offering them an IS in line with final customer expectations and western norms.

Easteq in a nutshell

CMMI-3 accredited, the Easteq company includes about fifty experienced staff and has many references from major French or European companies established in China. Amongst them : Véolia, FT Group, Auchan, Roche, 3 Suisses, Alstom, Cofidis, Chargeurs, Fiat, WW ; as well as many major Chinese companies such as Pan Pacific, China Telecom, Huawei, Cipris, Shanghai Automotive Industry Corp.

To date, Easteq has undertaken design, achievement and implementation of applications in different fields :

- sales : e-commerce, trading, CRM, ERP & SCM ;
- dedicated to telecommunications : of the invoicing, network management , BOSS (Business Operation & Support System), VoIP, Video Conference, CDN type ;
- smartphone and pad –geared mobile solutions.

The birth of Micropole China

The Easteq company was founded 1998 by Mr. Weigiao HUANG, who remains a shareholder and a member of the Easteq board. The Easteq acquisition was a cash operation, and Micropole holds



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51% of the new unit, known as **Micropole China** (49% are held by Chinese partners).

The operational management will now be undertaken by Mr. Ping LIN, who is appointed General Manager of Micropole China. He has over 22 years experience both in China and in France : (15 years in IT as the IS manager of Lafarge China and IT Application & Method Manager of Lafarge Asia, 4 years in finance as an industrial cost controller and cash management project leader, and 3 years in manufacturing as Manufacturing Performance and Investment Manager).

« We are delighted to join the Micropole Group, which is recognized in France and Asia for its high value-added expertise in both *Business Intelligence and e-Commerce, two markets which are expanding rapidly in China. This will enable us to offer the same performance and quality standards to both our international and Chinese customers.* » declares Ping Lin, General Manager of Micropole China.

« With this acquisition, *Micropole now has a significant development base totally integrated to the Chinese market and with major growth goals. The Chinese market in the field of consulting and IT services is in fact in full take-off phase. It's also important to stress that this operation is not geared to developing an offshore development platform but to undertaking assignments on the Chinese market. All this is perfectly in line with the Micropole strategy of added-value, differentiation and innovation.* » emphasizes Christian Poyau, CEO of the Micropole Group.

About Micropole – www.micropole.com

Micropole is a European consulting and engineering company, specializing in Business Intelligence, Web & IT, ERP and CRM. The group partners its customers throughout the entire project life-cycle, from Consulting to full implementation of solutions, including skills transfer. A leader in its field in France, Switzerland and Belgium, it benefits from partnerships with leading software vendors. Micropole has a headcount of over 1,200 and provides solutions to 800 clients (80% of which are CAC 40 companies). Micropole has been awarded the “innovating Enterprise” label by Oséo Innovation. The group is listed on the Eurolist Paris – Compartment C and registered in the Next Economy Segment. ISIN code: FR0000077570. Code mnémo: MUN. Further information, including the half-year financial report, is available on our website: www.micropole.com



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