

Micropole takes a majority share in the WIDE communication agency

A European company specializing in Business Intelligence, Web & IT, ERP and CRM, Micropole is forging deeper links with the WIDE agency, and thus widening its digital communication offer.

Within the framework of its development plan, Micropole aims to open up to new business activities which round out its current offer. The group is therefore seeking external growth opportunities which tie into this strategy, i.e. companies having specialist positioning and offering high added-value.

On the strength of its solid experience in the e-Business field, Micropole has today acquired a majority share in WIDE, a French communication agency with a headcount of around ten staff for a turnover of €1 M

Founded in 2005, WIDE is a communication agency geared to partnering brand development through the creation of operations blending creativity and marketing strategy. A 360° agency, it offers a complete range of services which meet today's stakes: identity, communication and digital marketing.

Solidly anchored in brand expertise, it develops on-line strategies which take account of business stakes as well as brand DNA strengthening.

Today, WIDE partners clients on the internet such as Clarins, the Société Générale, Total, L'Oréal, Adidas or New Look, the English prêt à porter brand...

« Coming together with the Micropole group will enable us to acquire the capacity to deploy our digital devices on a larger scale and to partner our clients at international level. It will equally enable us to offer Micropole clients our expertise on branding and e-marketing solutions to enhance and optimize their image and their customer relationships » add *Gérald Rougerie* and *Hortense Rufenacht*, associates of the WIDE agency.

« By positioning itself on new branding issues, Micropole pursues its web development by adding an e-marketing block to its e-commerce & CRM offer. Bringing our business closer enables us to offer high-level partnering to our clients (positioning, winning and loyalty) as well as cross-cutting image control on communication (digital, outlet communication, operational marketing ,advertising..)», declares *Christian Poyau*, Micropole C.E.O..

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, Belgium and China, it benefits from partnerships with leading software vendors. Micropole has a headcount of over 1,200 and provides solutions to 800 clients (80% of whom are CAC 40 companies). Micropole has received the "innovating enterprise" label awarded 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, as well as the half-year financial report, available on the corporate web site: www.micropole.com

About WIDE | www.wide.fr

The WIDE agency is a communications agency which partners advertisers in their brand development : coupling creative



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capacity with digital strategy and marketing , it offers a complete range of services mixing pure design, marketing services, corporate communication and virality triggers. Since its founding in 2005, WIDE has already won over the Banque de France, Clarins, many of the L'Oréal, Group brands, the Société Générale, Total, and Adidas. For these, as for others, nothing can now be WIDE enough!



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