

EVERY MORNING,  
YOU WANT TO CONQUER THE WORLD.  
SO DO WE.



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# "Supporting you on your own terms"



**T**oday's difficult economic context has underscored the importance of the entrepreneur's decision-making role. Entrepreneurs must know how to act quickly and make the right decision after a careful, rational analysis of the situation.

In this context, an IT system is only a tool, but an important one. And every chief executive must be able to get the most out of it: optimization of functional and industry-specific processes and support for the decision-making that is part and parcel of a growing enterprise.

**"Every technological improvement must have a single objective: adapt to users and their evolving needs and usage modes."**

Data, transformed into meaningful information, must now be available constantly, wherever you are, and access to it must be secure.

With:

- everyday support to every user, both in France and abroad,
- high-quality service, and,
- a constant focus on more flexible, more agile, easier-to-implement solutions,

we plan to continue fulfilling our mission.

A mission that is very much like yours: increase performance, secure your company's future and create value.

**Jean-Michel Aulas**  
Chairman

# “For every industry challenge, a Cegid response”

**Mr. Bertrand, accelerating Cegid's growth was the principal operational initiative you announced for 2010. You said you would look to enrich your ecosystem, implement a multi-channel strategy, continue to make acquisitions and increase your international footprint. It's now early 2011. How would you sum up the past year?**

The strategy we have been carrying out for several years now has clearly positioned Cegid as a major player in the enterprise software market. By remaining focused on our strategy, we were able to hold a steady course in 2010, despite a turbulent economic context which caused many companies to hold back on investment.

**Let's look first at international development.** We posted a 35% rise in sales. The increase derived principally from the retail sector, where we now position ourselves as a global company, able to accompany large-account retail customers on every continent. Many of them currently use a different solution on each continent. Cegid offers them a global solution, with product ranges available in more than 65 countries and in more than 25 languages. 2010 was also a turning point in that it demonstrated Cegid's ability to win over local customers. This very favorable trend not only inspired all

of our foreign subsidiaries, which are all growing rapidly, but also the Group as a whole. The market now has a positive view of our international growth.

**Secondly, we get significant support from our ecosystem and from our multi-channel strategy.** We plan to accelerate our growth by leveraging our strong product, sales and deployment partnerships. Over the last few years, Cegid has gradually expanded its ecosystem. **Resellers** now contribute to the sales realized by the Group, with 2010 seeing a 23% advance in sales from this indirect sales channel. The **alliances** we formed with major

integrators who can accompany Cegid in the deployment of large projects was also a determining factor. An example is the Aoste group, where our partnership with IBM enabled us to deliver the most appropriate HR/payroll solution to the customer in the shortest possible timeframe. Telesales were successful, as was the launch of the Cegid Store, an e-commerce portal, and these activities also supported Cegid's business in 2010. In the era of cloud computing, it is important to open up and enrich our product range by adding functions and content that form a comprehensive service package. In this spirit, we forged numerous partnerships



*Patrick Bertrand, Chief Executive Officer*

with specialized providers such as Kyriba (cash management), Isotools (e-commerce solutions), Carlabella (expense report management) and Sidetrade (working capital management). And the list goes on.

#### Finally, let's talk about acquisitions.

They are not something we do when opportunity knocks, but constitute a key element of Cegid's strategy. Acquisitions help us to achieve several objectives: hire employees with dual "IT/industry" skills, increase our installed customer base, ensure a base for future organic growth, consolidate our technological know-how and round out our product suites. In this regard, consolidating VISA in 2010 strengthened our position in the public sector market. Similarly, by acquiring Vedior Front RH, we added to our expertise in human resources, while Axeteam gave us new skills in the area of contract management software for service companies.

### The IT market is now dominated by huge international companies. What is your secret? What do you have that these giants don't?

We can't say it often enough. A software provider's job is above all to deliver functionality that dovetails with the way end users conduct their activities. As a result, we are convinced that the generalist approach—producing software that requires a great deal of investment in configuration—no longer corresponds to market demand. Rather, companies want to invest in IT systems with a rapid ROI. They are gradually abandoning "big bang" projects in favor of smaller, targeted projects that quickly enhance the productivity of the operating process in question, such as HR, supply chain, production management, point of sale management, or finance/reporting. Another underlying trend we see is that users want top-level, management information, not just raw data that they must then manipulate or process to get information they can use to manage their

company. Software companies must now provide this information natively, in the form of function- or industry-specific dashboards, for example.

Cegid designs programs that can be integrated without a "big bang". They communicate with the other market solutions the customer uses and are a far cry from monolithic ERP, deployment of which is long and sometimes very complicated. Numerous companies have chosen Cegid, manufacturing companies for example, even though their parent company uses another large ERP-type solution. It is the subsidiary that proposes Cegid, and now, increasingly, the parent company that approves the choice. In doing so, the parent ensures the best responsiveness, while keeping the entire IT system secure and coherent.

The "best-of-breed" phase lasted until the end of the 1990s, when "ERP" became dominant. We're now entering the "best-of-best" era. New technologies are facilitating this, via connectors and web services. They enable all the modules of the information system to communicate with each other without the need to develop specific interfaces like before..

### The way people use IT systems is changing rapidly with SaaS and the emergence of cloud computing. What is Cegid's strategy for dealing with these changes?

We have been building strong skills in SaaS for several years. It started in 2004 when we acquired Ccmx, an expert in hosting and payroll/HR solutions since the beginning of the decade. Since then, we have stepped up the pace of change and are now a major player in enterprise solutions available in SaaS mode. In 2010, SaaS sales totaled €16 million, up 23%. This growth rate was higher than the market average. We have beefed up the human and technical resources devoted to SaaS so as to increase market uptake of it. We now have considerable expertise, which means we can offer customers the flexibility, security, technology and openness they now need to use an IT

system. Independent professionals have understood the advantages of SaaS. Retailers have, too, and so has—and this was more surprising—the public sector, which is undergoing a complete makeover. CPAs have been adopting the SaaS mode not only for their own use, but also to facilitate communication with their customers.

By leveraging this expertise, we will be able to take full advantage of the big changes ahead that will come out of cloud computing. How? By using the new resources for developers that providers of cloud technologies are now offering. Cegid's ambition is to make these innovations accessible by federating its ecosystem and offering its customers service packages based on this know-how, with a "cloud" for every industry and for every function. The service packages go beyond traditional functionality to provide management-level information tailored to the user's industry or function and fully integrating the advantages of the cloud: availability, security, and of course, accessibility anywhere in the world from any portable device.

### What is your challenge for 2011?

Customer satisfaction and above all, new business! Recurrent sales now represent 50% of the total and is the highest ever, because SaaS sales have ramped up, but also because the customer support business has remained healthy. We are proud of the trust our customers put in us and to remain worthy of them, we must increase service quality. In 2011 Cegid will make a strong commitment to providing the best possible service to its customers and developing new services intended to facilitate their everyday use of the software. Very simply, we want to make their IT system an ally that supports the growth of their business.

# “Cegid, enterprise solutions as unique as you are”

Using technologies that function seamlessly, delivering relevant information wherever you go, Cegid puts the needs of its customers at the core of its strategy, offering industry-specific solutions devoted to the development of your company.

## What do you want from your software partner in order to succeed in your job?

Beyond performance or rich functionality, you are looking for:

- a perfect understanding of your industry needs,
- an efficient, agile solution that adapts to your organization,
- reliable, easily-available information to facilitate decision-making and top-level coordination of your company,
- a solution organized as a platform for communication and information exchange between staff members.

To do all this, you want a partner that can respond to your day-to-day needs but also one that can accompany you and advise you as you grow.

# [You]

Chief executive

Entrepreneur

CFO

Tax manager

Human Resources director

Industry manager

Retailer

Hotel owner

Restaurant owner

CPA

Company director in the  
wholesale or services industry

Elected official or civil servant

# Yourc Software fo



### Targeted areas of expertise

Cegid is a specialist in enterprise solutions in certain targeted areas of expertise and offers companies the best tools for a comprehensive, real-time view of their business activity.

Every company is unique and its needs specific to its business and environment. For this reason, Cegid has created Yourcegid\*, the integrated enterprise solution that puts your challenges at the core of its design.

### Customer satisfaction is the overriding priority

To help companies fully exploit Yourcegid solutions, Cegid has released **Cegid Pass, a new, comprehensive set of services** adapted to the demands and constraints of each business.

**Deployment, Training, Maintenance, Support-Assistance:** at all the major customer contact points, Cegid teams coordinate their expertise so as to support all customers in their day-to-day work and every step of the way as their business grows.

Under new support contracts – Safe, Connect, Contact, Open or Private – Cegid uses updates, expert responses, remote assistance, personalized contact and extended hours for a progressive response to every request, from the simplest to the most complex, all without interrupting workflow.

### 2,000 employees to respond to your functional and industry-specific needs

**Yourcegid embodies the promise of service and quality** extended by all of the Group's employees. Cegid employees cultivate a dual skillset, combining technical expertise with their knowledge of the customer's business, so as to offer customers the best possible fit. **Be they consultants, developers, salespeople or advisors,** their high level of training gives them the edge they need to provide premium-quality service.



Finance

Taxation

Human Resources

Performance Management

Retail

Industry

Hospitality

CPAs

Services

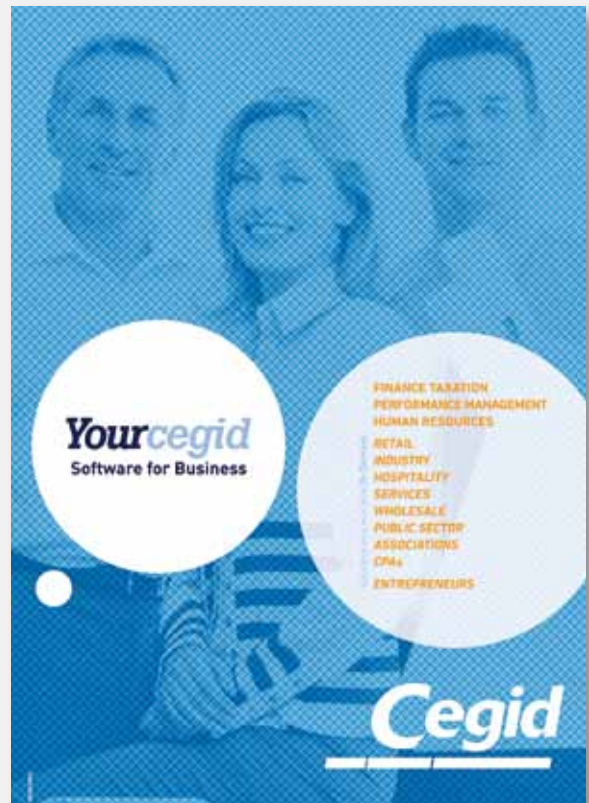
Wholesaling

Associations

Public sector

Cegid  
for Business

"Every day, your company must rise to new challenges, so your IT system must adapt to the needs of your enterprise and not the reverse. This is what Cegid's commitment is all about."



# “Solutions that evolve as your company grows”

Companies are constantly changing. As a start-up, it must have a light and agile solution. Later on, it will need the **MOST APPROPRIATE AND POWERFUL SOLUTIONS TO GROW AND PERFORM.**

The diversity of our customers has prompted us to build solutions that correspond to each of them. Our solutions take account of each company’s size and budget, offering products and services that respond to the specific needs of each sector. In this way, Cegid and its scalable solutions accompany customers on their path to growth, with the same commitment whether the customer is an independent contractor or a large corporate group.

## WHO ARE CEGID’S CUSTOMERS?

### 53,000 “VERY SMALL” COMPANIES

These business people - individual entrepreneurs, craftspeople, merchants and other small business owners - must have light, simple solutions that enable them to quickly increase productivity and responsiveness. Often recommended by the entrepreneur’s accounting firm, **these packaged solutions from Cegid address the primary functions of the enterprise,** both administrative (accounting, invoicing, inventory, payroll, etc.) and industry-specific (hospitality, manufacturing, point of sale, etc.). Today, these solutions are perfectly well adapted to small entities in that they are available in SaaS mode, facilitating access and obviating the need for complex installation or deployment. More than one in five small business owners have opted for this usage mode.



*For very small companies with very big ambitions.*

### 23,000 SMEs

SMEs want solutions that are not only productive immediately, but also scalable and with services tailored to their size and expectations. **The solution they choose, intended to meet an immediate**

**operational need and boost profitability, should also be able to stay the course while they grow.** Companies start with accounting, CRM and payroll functions, which they view as essential, but very soon thereafter they want to take advantage of more sophisticated analytical functions offered by decision-support and human resource management tools so as to control the strategic orientation of their business. The close relationship we have always maintained with the corporate world has enabled us to design solutions integrating responses to the specific needs of professionals and their line of business.

### 4,000 LARGE COMPANIES AND CORPORATE GROUPS

Corporate executives, CFOs and human resources directors all want solutions with proven expertise and supported by a provider that can accompany them in the deployment of larger, more complex projects. **The functional applications are thorough and the business intelligence applications state-of-the-art.**

Cegid offers high value-added solutions for all the functional areas of companies and corporate groups. Modular, agile and integrated, they can be implemented rapidly and ensure a tangible return on investment in less time than the market’s standard products.

# “A solution for every functional department in the enterprise”

**FINANCE/TAXATION, PERFORMANCE TRACKING AND REPORTING, HUMAN RESOURCES:** the flexibility of Cegid's integrated, modular approach gives corporate executives functional solutions that communicate or that can be used on a standalone basis.

## Yourcegid FINANCE

Yourcegid Finance covers the entire financial chain, from accounting, financial and cash management to professional expenses, purchasing, reporting and the financial relationship with the customer.



With Cegid's comprehensive, modular and user-oriented information system, you can optimize processes and anticipate decision-making, regardless of the size of your company.

Yourcegid Finance includes the operating dimension and top-level coordination, all in the same enterprise software approach, for better cash management and quicker financial communication.

## Yourcegid TAXATION

Yourcegid Taxation, a standard in the market for many years now, offers a complete, robust solution, tailored to the

legal requirements companies must fulfill: tax returns and financial publications (Etafi), tax consolidation, other tax statements, online EDI filings and the Etafi.fr submission portal. Yourcegid Taxation also offers organization, coordination and archiving functions for better traceability and visibility, as well as auditing and diagnostic functions for anticipating risks and optimizing taxes.



## Yourcegid PERFORMANCE MANAGEMENT

This product is designed to respond to a company's need for analysis and group-wide coordination, offering consolidation and financial performance management solutions, as well as budgeting and reporting tools.

## Yourcegid HUMAN RESOURCES

Payroll, personnel administration, position management, time management, resource planning, talent management (skills, interviews, training, hiring and mobility), HR internal auditing, reporting and BI.



Cegid's HR solutions enable human resources departments to deliver high-quality HR services and to focus on enhancing the value of their company's human capital while aligning the HR policy with the strategy of the enterprise.

Yourcegid Human Resources combines technological, functional and industry-specific expertise with a Web 2.0 interface to provide SaaS-mode solutions that position it as the market's benchmark for companies that require a specified budget and timeframe.

# “Cegid’s vertical solutions: one for every professional”

Every industry has its special characteristics and expectations. Cegid offers industry-specific solutions integrating the customer’s industry dimension into the very core of its products.

We have long-standing expertise in vertical market solutions, owing to the substantial accomplishments of our research and development teams and to the numerous times over the years that we have integrated vertical solution providers into the Group through targeted acquisitions. We also have in-depth knowledge of the peculiarities of each business sector, offer tailored solutions and services and maintain fully-dedicated sales, technical and support teams. Cegid leverages these advantages to offer solutions that match the needs of business professionals.

## Yourcegid SERVICES

Yourcegid Services gives companies that need to track their business on a **per-contract, per-project or per-assignment basis** a comprehensive view of each contract and enables them to focus on their core business. Simple and intuitive, operating autonomously or integrated with Cegid ERP, Yourcegid Services brings together estimates, resources, agendas, procurement and à la carte invoicing (time & materials, flat fee, subscription, contract) in a single solution, as well as tools for data analysis and monitoring. In 2010, the Yourcegid Services range was enriched by the addition of Axeteam’s products and services.

## Yourcegid WHOLESALE

Yourcegid Wholesale offers a complete, integrated solution **to operate seamlessly over the entire purchase-sale chain** and meet the demands of all companies that must manage a supply chain.

With its solutions tailored to the specific needs of your profession, Cegid’s wholesaling application manages the complete sales cycle of your company, makes your salesforce more efficient and reduces your delivery times.



## Yourcegid RETAIL

With more than 1,000 banners and 20,000 points of sale using Yourcegid Retail solutions in more than 65 countries, Cegid is strengthening its position as leader in IT solutions for specialist retailing and is expanding its international presence. Cegid is now one of the world’s major players in this market space.



**Creating the product line, procurement budget and forecasts, sourcing, supply chain, merchandising, cross-channel management, inventory optimization, store management, check-out, CRM and loyalty, etc.**

Designed to improve the competitiveness, productivity and profitability of specialist retailing companies, the Yourcegid Retail range helps store chains of all sizes optimize the processes specific to their business, oversee their activities, and enhance the customer experience in the store or other point of sale. Yourcegid Retail meets the operational and decision-making needs of the retail and wholesale value chains. Solutions are available in more than 25 languages.



## Yourcegid HOSPITALITY

Multi-location management, calendar, online reservations and management of distribution channels, allotments, CRM and loyalty, payment, mobile ordering, supply optimization, inventory management, centralized management, consolidated statistics, autonomous mode, budgeting.

This array of modules responds to the demands of hospitality industry professionals with functionality suited to the size of their company, from independent hotels to large hotel groups and from traditional restaurants to the major chains.

## Yourcegid INDUSTRY

Manufacturing, CRM, planning, supply chain, EDM, PLM, after-sales service, EDI, e-commerce, web services, etc.

Yourcegid Industry responds to the operational and decision-making needs of manufacturing companies. Yourcegid Industry offers solutions for every size business, from companies with fewer than 20 employees to large SMEs and groups. With an increasing number of subsidiaries of large manufacturing groups choosing Cegid's flexible, scalable enterprise solution, appropriate for the size of their operation, Cegid has become a compelling alternative to the market's very large ERP systems. More than 2,000 professionals in the life sciences, high-tech, automotive, and aeronautics sectors use Yourcegid Industry solutions in France and 23 other countries.

## Yourcegid CPA

Our expertise in enterprise software for CPAs and their clients derives from our long-standing relationship with the accounting profession.

Cegid is the leading supplier of IT solutions for accounting firms, with Cegid Expert – Quadra Expert – and Ccmx Expert. Cegid now also has a suite of products dedicated to France's rural economy centers (AGCs) and the accounting services they provide.

Above and beyond the operational tools, Cegid responds to the accounting profession's other needs, offering solutions for consolidation, auditing and legal services.

Collaborative portal solutions integrate naturally with the firm's underlying accounting applications, enabling it to work in collaborative mode and exchange information easily with clients through customizable services available online (via internet).

All of these solutions and services have a single objective: optimize the productivity of CPA firms and unlock synergies between them and their clients.

Yourcegid CPA is available in local or On Demand (SaaS) mode.

## Yourcegid ASSOCIATIONS

This complete range of applications in SaaS mode responds to the two types of challenges facing not-for-profit entities. On the one hand, associations want to improve their administration, accounting and financial management; on the other, their users, principally volunteer-managers, want software that doesn't require prior training. Their objective is to communicate with their members and the public entities that finance them.

## Yourcegid ENTREPRENEURS



Cegid offers each of these small companies – independent professionals and artisans, merchants, trading companies – enterprise solutions tailored to their profession, in SaaS mode. In this way, entrepreneurs have access to their enterprise applications, whenever they want and wherever they are. They no longer have to update or back up their data. Freedom, mobility, accessibility and security are among the advantages offered by Yourcegid Entrepreneurs.

## Yourcegid PUBLIC SECTOR, with Civitas and VISA Informatique



With Civitas and the recent acquisition of VISA, we have expanded our product range and demonstrated that we are determined to strengthen our position in management solutions for the public sector. Specialized in local authorities, emergency response units and public services, Yourcegid Public Sector delivers management software in four functional areas: finance, human resources, technical services and general services. To deal with the numerous changes affecting the public sector, customers can also use the software in On Demand (SaaS) mode, while maintaining service continuity and improving service quality.

# “Simply put, Cegid technology supports your industry needs”

Decision-makers now want their IT system to deliver relevant information, accessible from anywhere, in an open but secure environment. Technology must therefore meet its objectives but run in the background while collaborative usage modes and other user benefits take center stage.

## MULTIPLE ENVIRONMENTS AND USAGE MODES

SYSTEMS AND THEIR COMPONENTS ARE CONSTANTLY EVOLVING

Client workstations (PC, tablet, smartphone), servers, data (stored, analyzed, paperless).

The architecture of Cegid's IT system and its development platform, open to all operating systems, respond to today's emerging demands for the latest technology.

Cegid's application modules are compatible with all of the market's relational databases; they integrate easily and seamlessly with the choices companies make.

## USAGE MODES ARE CHANGING DRAMATICALLY

Cloud computing, mobility, social networks.

Personal usage modes are having a direct influence on the needs and demands of business users. Technology no longer drives investment decisions, but rather, how the technology will be used and

the potential benefits that can be drawn from it. Information exchange, easy remote access, professional collaborative platforms and the widespread use of social networks are some examples.

## INTEROPERABILITY AND OPENNESS ARE ESSENTIAL



Paperless documents and automated processes, shared virtual spaces, collaborative portals, desktop and complementary applications, web services, etc. Applications are now part of service packages that take into account a whole new range of environments and information exchange and transfer processes.

The interoperability of Cegid's solutions responds to these changes and facilitates access to new partners, whose complementary solutions enrich the functional capabilities and vertical expertise of Cegid's products.

## PROFESSIONALS EXPECT FROM CEGID WHAT THEIR BUSINESS REQUIRES OF THEM

Touch screens, intelligent and communicative objects, and widespread use of RFID chips putting innovation at the heart of their business.

Enterprise applications must take these changes into account, and mobile applications will have to adapt to the new usage modes that are transforming workflow and enabling communication by secure text messaging and payment by cell phone.

Mass-market retailers, specialist retailers, wholesalers and manufacturing companies expect a software provider like Cegid to help them get the most out of new technologies.

Technology must respond to this demand for new ways of accessing and exploiting information. Users want information to be available immediately in one "location", wherever they are geographically.

# “Yourcegid On Demand makes the enterprise’s information system more agile”

Cegid is one of the fastest-growing companies in the SaaS (software as a service) and cloud computing market.

This is because we have oriented our investment in this direction for several years now so as to have the human and technical resources necessary to operate our own hosting platform. Owing to this strategy, Cegid can now offer its customers high-quality, readily-available and efficient online solutions.

## A SIMPLE, OPEN, UNFETTERED USAGE MODE

Yourcegid On Demand solutions are **comprehensive, offering hosting and utilization** and are guaranteed by a commitment to quality. With Yourcegid On Demand, enterprises increase

the security and performance of their information system, free themselves from both hardware and software constraints, and plan and control their budget through an all-inclusive subscription. While maintaining complete visibility on their information system, they can now concentrate on the strategic side of their business.

Yourcegid On Demand solutions are used by enterprises of all sizes, in all sectors of the economy and for all functions.



"Everywhere, every time"



## KEY FIGURES

- **12,000 "very small" companies online**
- **More than 350 mid-sized and large-account customers in retailing, accounting, manufacturing, and services:**
  - 40,000 users,
  - 2,000 CPA firm employees,
  - 220,000 payslips produced on line every month,
  - Retail sector customers log in more than 120,000 times per month,
- **350 local authorities and other public entities.**
- **Heavy traffic on the portals:**
  - 240,000 online declarations via the Etafi.fr submission portal
  - More than 125,000 comptanoo.com members

## FROM SAAS TO CLOUD COMPUTING

Amid the dramatic economic and technological change that cloud computing represents, Cegid now aims to leverage its expertise and create **innovative service packages**. These will be based not only on our own

development but also on that of our partners, be they developers, service providers or content providers. Now a cloud business solutions provider, Cegid is determined to play a role in this revolution to make innovation available to its customers, federating the best cloud-based services and delivering ever more value added to their business.

# “Cegid, a local presence throughout the world”

Through sales offices, subsidiaries and an international network of Cegid partners, Cegid solutions are deployed and localized in more than 65 countries. Cegid is now a global partner capable of accompanying international companies as they develop on every continent.



Cegid's head office in Lyon

## IN FRANCE

Cegid has built an **extensive, direct and indirect sales network** for the distribution of its solutions and has **adopted a personalized approach based on strong expertise in advisory, support and other services.**

## 40 LOCAL SALES OFFICES

**Spread over all of France, Cegid's sales offices** maintain a local relationship with their customers. Our nearly 430-strong salesforce possesses in-depth knowledge of the industries in which our customers are active. Attentive to their concerns, these salespeople often have a dual skillset: technical expertise, along with knowledge of the customer's business. This makes their recommendations and suggestions particularly valuable.

## THE OFFICE-BASED SALES STAFF IS THERE TO HELP

**60 office-based salespeople** field calls from 80,000 Cegid customers and are in direct, daily contact with them.

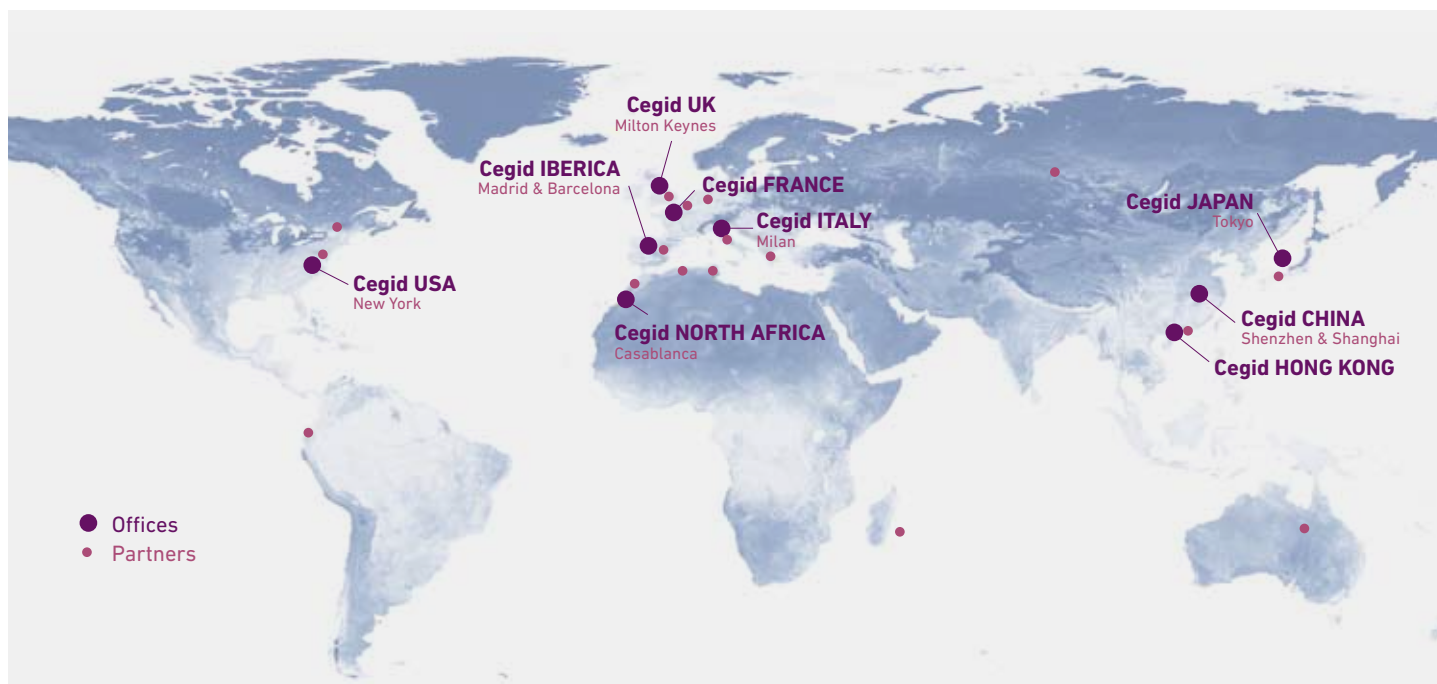
## A NETWORK OF 175 PARTNERS

A network of 175 carefully-selected, trained and certified partners strengthens Cegid's presence throughout France and is complementary to Cegid's salesforce.

## CEGID STORE: ONLINE BOUTIQUES DEDICATED TO BOTH INDUSTRY-SPECIFIC AND FUNCTIONAL SOLUTIONS

## CegidStore™

To tighten its relationship with customers while adding innovation, Cegid launched its B-to-B e-commerce site, "Cegid Store", in 2010. Simple, intuitive and available 24/7, the "Cegid Store" makes it easy for all Cegid customers, prospects (2011) and accredited resellers to find the appropriate service or solution in the boutiques devoted to each of the industries and functional areas Cegid covers.



**ABROAD**

With a direct presence in the United States, China and the principal European countries, Cegid’s international presence is growing, in particular in the retail industry. **By combining our existing locations with newly-acquired ones and signing new strategic partnerships,** we have given our international growth a boost and now have numerous customers on all continents. Cegid can now provide its services and improve the productivity of both local and multinational companies.

**SUBSIDIARIES CLOSE TO THEIR CUSTOMERS**

To cultivate the same type of local relationship abroad that has been so successful for Cegid in France, Cegid has a direct presence in **New York, Barcelona, Madrid, Milan, London, Casablanca, Shenzhen, Shanghai, Hong Kong and Tokyo.**

**25 INTERNATIONAL RESELLER-PARTNERS**

To step up worldwide development, Cegid also relies on a network of resellers and partners. They are spread around North America, Europe, Asia and North Africa, contributing their skills and adding value to Cegid’s existing distribution network. These carefully-selected companies, prominent in their local markets, **have**

**full knowledge of the specific sectoral, legal, employment, tax and accounting parameters** of the countries in which they are located. Able both to advise the customer and implement information systems, they ensure localization, sale, deployment and first-level support of Cegid products.



**KEY FIGURES**

**Solutions deployed in more than 65 countries**

**Offered in more than 25 languages**

**A hotline for every country**

**20,000 points of sale use Cegid solutions**



*More than 15 people have joined Cegid to meet the demand for deployment in China.*

# “An ecosystem that adds expertise and brings us closer to customers”

Today's environment demands openness, alliances and partnerships. To handle today's increasingly complex projects, we must be able to create an ecosystem encompassing technology leaders, complementary software providers, integrators and a network of resellers so as to enrich and **ADD VALUE TO OUR PRODUCTS AND SERVICES.**

Allied with Cegid's own sales efforts, the multi-channel approach to extending and distributing the Group's solutions strengthens its expertise—expertise that customers demand—and supports Cegid's growth.



## A NETWORK OF MORE THAN 200 RESELLERS IN FRANCE AND ABROAD ENSURE LOCAL DISTRIBUTION

In France, **175 certified Cegid Partners**, experts in one or more industries, make their knowledge available to the small and mid-sized businesses in their regions. They complement Cegid's industry-specific solutions and direct presence in local markets. These partners, specialized in enterprise software, are chosen on the basis of their skills. They advise customers

in their choice of a Cegid solution and in its deployment. New partners are now entering the network, focused on very small companies, to which they offer solutions that correspond to their line of business, their size and their needs.

For international deployment, in particular in the retail industry, a network of **25 international partners**, prominent in enterprise software in their geographical region, participate actively in Cegid's international business development strategy.

## PARTNERSHIPS THAT ENRICH THE PRODUCT RANGE

Customers now expect an all-inclusive service encompassing applications that cover not only the whole of their field of expertise, but also industry-specific content that directly addresses their needs. Partnerships with specialized software or content providers enable Cegid to offer **enriched vertical solutions**. Isotools, Carlabella, Sidetrade, Novapost and Kyriba are just some of the partners enabling Cegid to offer full-fledged service packages to its customers.

## SELECTED INTEGRATORS TO HANDLE LARGE-SCALE PROJECTS

Implementing large application projects often requires a high degree of on-site integration and support. For these customers, Cegid has developed centers of excellence within its IT service company partners. Carefully selected and trained, these major market integrators will help Cegid put its solutions into production at customer sites.



350 consultants are now applying their skills to deploying Cegid solutions. Members of the Cegid Club Conseil (C3) or formerly from IT service companies and consulting firms, **these consultants know how to fully leverage the advantages that Cegid products have to offer.**

### CEMAGID, A JOINT VENTURE BETWEEN CEGID AND GROUPAMA-GAN ASSURANCES TO DEVELOP INNOVATIVE PRODUCTS AND SERVICES

The strategic agreements between Groupama and Cegid are intended to develop **innovative, value-added products and services for CPAs** so as to enrich the range of products they offer their own clients. But they also serve, directly or together with CPAs:

- small and mid-sized companies,
- associations,
- local authorities

Leveraging the skills and portfolios of Groupama and Cegid customers on these various markets, Cemagid develops and manages four portals containing tools, advice, content and training tailored to each of its markets:

- Wexperandyou.com for the accounting profession,
- Comptanoo.com for small and mid-sized companies,
- Monassociation.com for associations,
- Macollectivite.com for the public sector.

To strengthen these ranges of products and services and the related, dedicated portals, Cegid, Groupama and Gan Assurances have forged important partnerships with the Conseil Supérieur des Experts Comptables (French CPAs' governing body), the network of chambers of commerce and industry and the Editions Francis Lefebvre publishing house.

In this context, Cemagid has developed decision-support tools such as "Detecting new assignments", "Owner-executive status", "Optimization of owner-executive's compensation", "Reminders" and "Calculation of retirement bonuses" and made them available on its various sites.

### LONG-STANDING PARTNERSHIP WITH CPA FIRMS

**More than 7,000 accounting firms** use Cegid solutions and can advise their corporate customers in the choice and use of an enterprise software solution. Cegid offers its **small corporate customers** a range of packaged or On Demand solutions compatible with their needs and in synch with the system used by their CPA. Communicative tools, similar ergonomics, facilitated data interchange, reliable transmission: each of these brings immediate productivity gains.

### CEGID EDUCATION, MORE THAN 700 PARTNERS AND MORE THAN 35,000 STUDENTS TRAINED EVERY YEAR

Launched in 2004 to help young people hone their employment skills, the Cegid Education program enables **high schools, universities, business schools and vocational training centers** to put management solutions tailored to the needs of business in the hands of tomorrow's professional users.



**With its ERP officially recognized by the French Government since 2005** as an important teaching tool, Cegid Education has already attracted more than 600 secondary schools, business schools and professional training centers (public & private), as well as around 100 universities and prestigious French business schools, and trains more than 35,000 students per year.

Expanded partnerships have been signed with universities. In addition to training students they aim to create specific courses of study, research programs or to endow a corporate-academic chair.



# “Motivation and diversity through HR policy, long-term commitments through concrete initiatives”

For a company that is a leader in its market, power is meaningless if it is not shared. As part of our effort to make a lasting impact on our environment, we are constantly investing in new initiatives, all with the same objective: bring companies and the people who work to develop them closer together.

For a company to grow and develop, every employee must be motivated. For this reason, Cegid has been built from the outset on a dynamic HR environment, linking corporate performance to the individual's development and sense of fulfillment. Sound management of our Group's human capital has been an essential factor in giving us a stable, highly-skilled workforce and a satisfied customer base.

## CORPORATE SOCIAL RESPONSIBILITY

Cegid has always opposed discrimination of any kind and in particular that based on sex, race, religion, national origin, political opinion, sexual orientation, economic status, age or disability.

Cegid endeavors to structure and formalize its initiatives in the form of company-wide agreements. These reflect a stable relationship with employees, ongoing dialogue and a common outlook between the company and the employee representative bodies, who are signatories to the agreements.

These agreements cover areas such as equality between men and women, collective performance bonuses, planning of future skills and staffing requirements, disabilities in the workplace and senior employees.

In the context of these agreements, labor and management have held meetings about related subjects such as teleworking

and preventing psychosocial risks. In this way, the Group continues to respond to employees' expectations and improve their working environment.



## OUTDISTANCING DISABILITY

2010 was a year of dialogue, discussion and action

Convinced that an HR policy that recognizes diversity helps to build performance and professional value, Cegid is continuing its efforts to hire workers with disabilities. We now have a long-term commitment to a realistic, structured, open and compassionate employment policy for disabled people.

The company-wide agreement promoting a socially responsible employment policy with regard to people with disabilities, signed in 2009, gave rise to a full-fledged action plan in 2010, both inside and outside the Company.

Fourteen employees volunteered to accompany people with disabilities and give them tangible, practical support. Numerous events were organized internally to raise awareness about disabilities. Young people were hired and receive «off-the-job» training. Finally, Cegid participated in the national employment week, Jobekia trade shows and speed-recruiting events. All of these events were opportunities to meet people, to discuss, to challenge, and in general help people deal with their disability. They were also an opportunity for Cegid to detect talent. Cegid hired nine employees recognized as disabled in 2010.

## TANGIBLE INITIATIVES IN EDUCATION, EMPLOYMENT, FINANCIAL SUPPORT

Cegid is involved in local communities, not only through partnerships and patronage, but also through volunteer commitments vis-à-vis disadvantaged people. Accordingly, Cegid is involved in several programs to help young people from underprivileged backgrounds find jobs, including the programs of "Sport dans la Ville", an association supported by **OL Fondation**.



**OL Fondation is a corporate foundation created by OL Groupe in 2007.** It has identified certain associations and made a long-term commitment to each of them. Cegid is a corporate partner in OL Fondation and as such, supports numerous initiatives, both financially and through the contribution of its expertise or the commitment of its employees. Cegid is particularly sensitive to the issues of diversity, disability and integration into employment.

## ACADEMIC CHAIRS TO SUPPORT INNOVATION, ENTREPRENEURSHIP AND EMPLOYABILITY

Through Cegid Education, we express our strong commitment to help train young people in the digital technologies used in the business world, a necessary condition for employment in today's job market.

Cegid has signed a strategic partnership with **EM Lyon Business School** that aims to advance research into ICTs (information and communications technologies) and the innovation process

## A PARTICULARLY STRONG COMMITMENT TO "SPORT DANS LA VILLE"



© Yves Ricard.

Sport dans la Ville ("Sports in the City") is an association that helps young people in difficulty, by using sports to guide them towards training and to land their first job.

Cegid has been working with Sport dans la Ville for several years now, as part of its support for OL Fondation, because the association's mission dovetails with the values of diversity and solidarity that have always been championed by Cegid, its executives and its employees.

Every year, more and more CegidPeople agree to sponsor a young person. For the 2010/11 year, 15 employees have volunteered, reaffirming the commitment of Cegid's executives, with Jean-Michel Aulas as honorary sponsor.

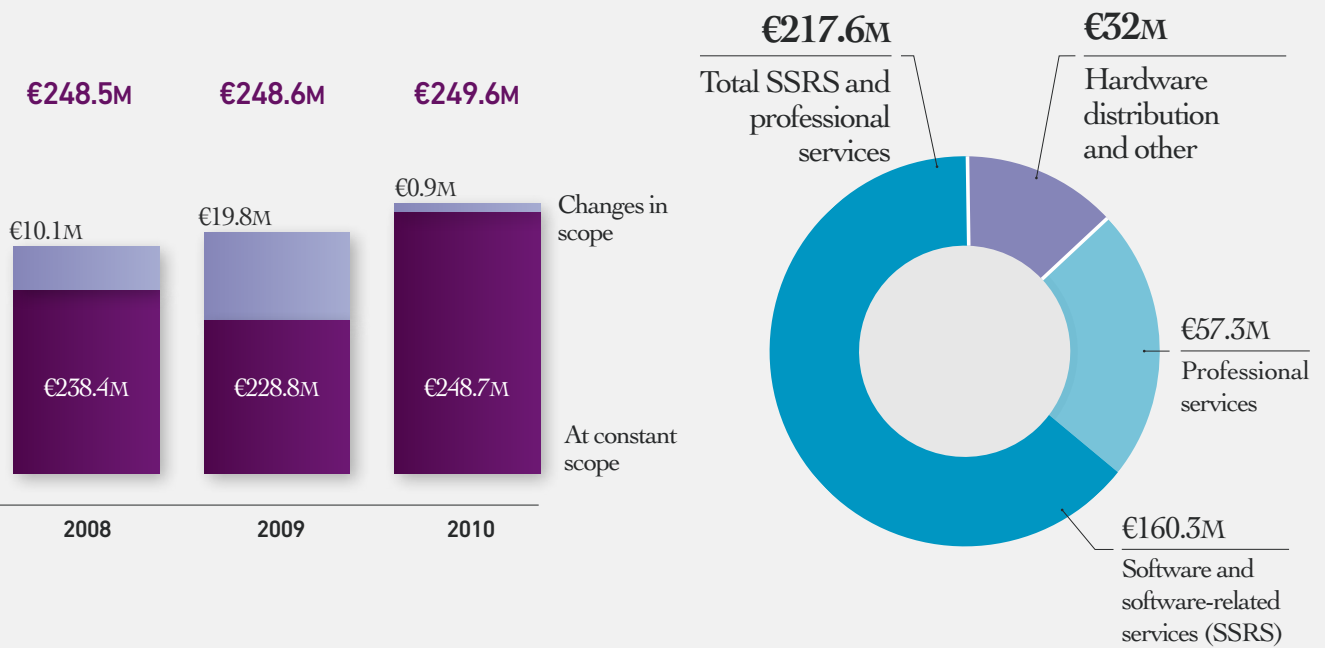
Each sponsor makes a modest, voluntary commitment of time, a simple yet concrete way to get involved and help young people approach the professional world. Sponsors accompany and support them in clearing the various hurdles along the way, when the young person might need a boost from someone already integrated into the business world.

Meanwhile, Cegid's top-level managers are helping young entrepreneurs through **"Entrepreneurs dans la Ville"**. Initiated at the end of 2008 and implemented in 2009, this bona fide coaching program gives these young entrepreneurs support, advice and tangible assistance in launching their project.

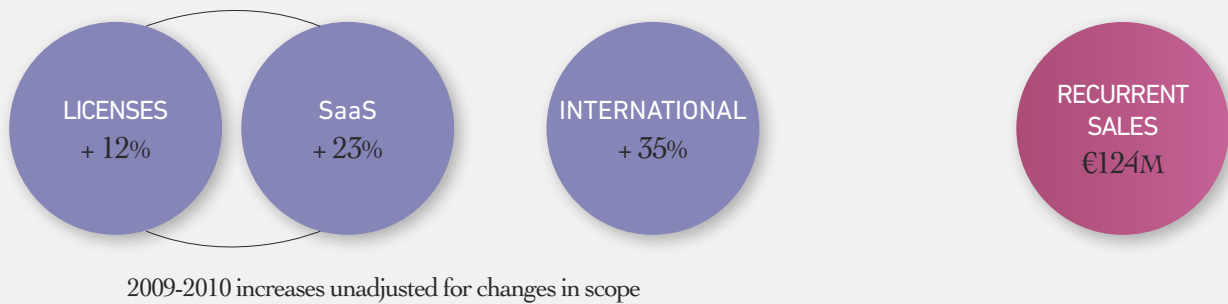
in the software industry. Cegid and EM Lyon Business School entered into this relationship in the context of a foundation called "EM Lyon Entrepreneurs pour le Monde" ("EM Lyon Entrepreneurs for the World"), created under the auspices of the Fondation de France. Cegid has made a financial commitment to the foundation and is recognized as an official partner. Through the **Emerging Economies and Technologies Chair**, which brings together the major worldwide participants in ICT markets, the foundation has opened a new avenue of applied research and publishes regularly about innovation in information systems.

**Another academic venue, the ARTEM Chair for Entrepreneurial Innovation**, brings together three schools: the ICN Business School, the Ecole Nationale Supérieure des Mines de Nancy and the Ecole Nationale Supérieure d'Art de Nancy. Cegid supports the initiatives of this Chair, whose mission is to help company founders and executives in a highly competitive business world. By creating innovative products and services, the Chair supports the creation and nurtures the development of small and mid-sized companies, whose contribution to jobs and economic growth is essential.

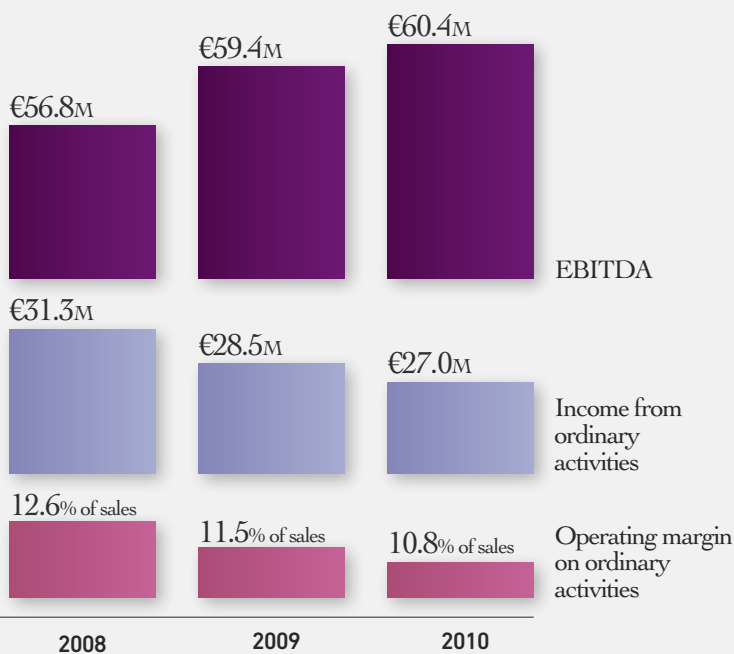
SALES



SOFTWARE AND SOFTWARE-RELATED SERVICES



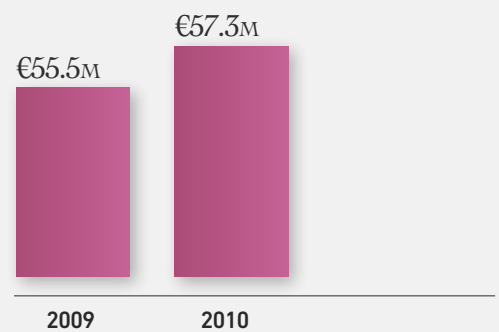
EARNINGS



FINANCIAL STRUCTURE

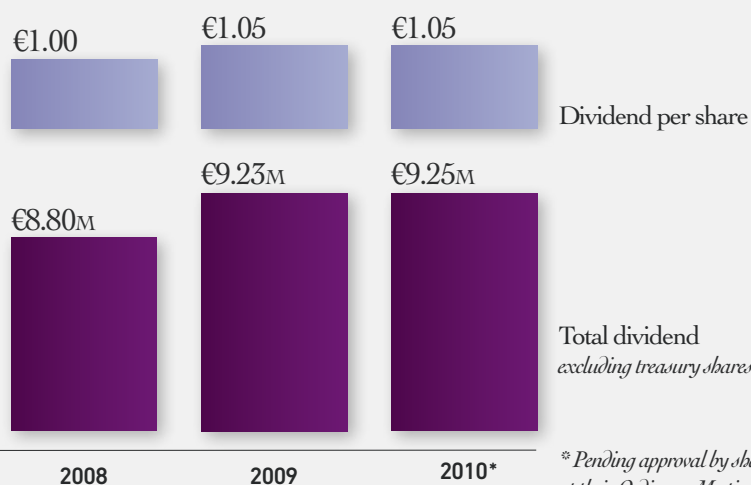
CASH FLOW GENERATED BY THE BUSINESS

*before interest and tax paid*



GEARING: 39%

## DIVIDENDS



\* Pending approval by shareholders at their Ordinary Meeting



**Stock market:**  
Eurolist Paris Compartment B

**ISIN stock code:** FR0000124703

**Reuters:** CEGI.PA

**Bloomberg:** CGD FP

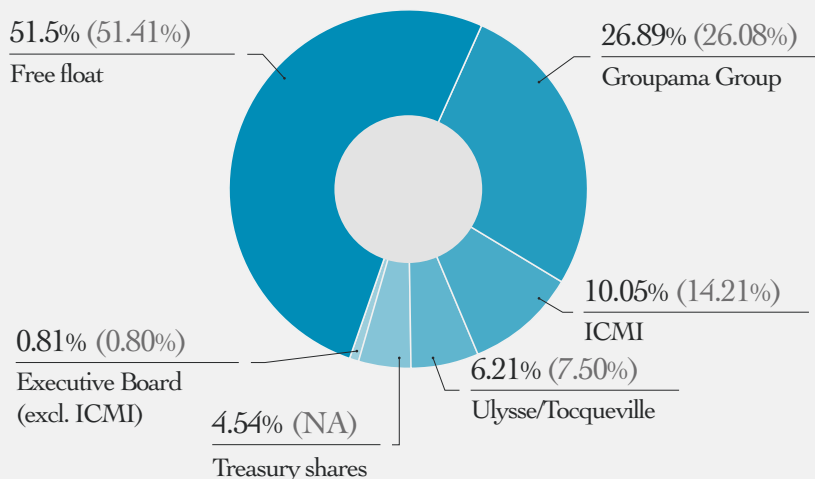
**Segment NextEconomyFTSE:** 9537 Software

**Indices:** Small, Mid and Small, All-Tradable and ITCAC

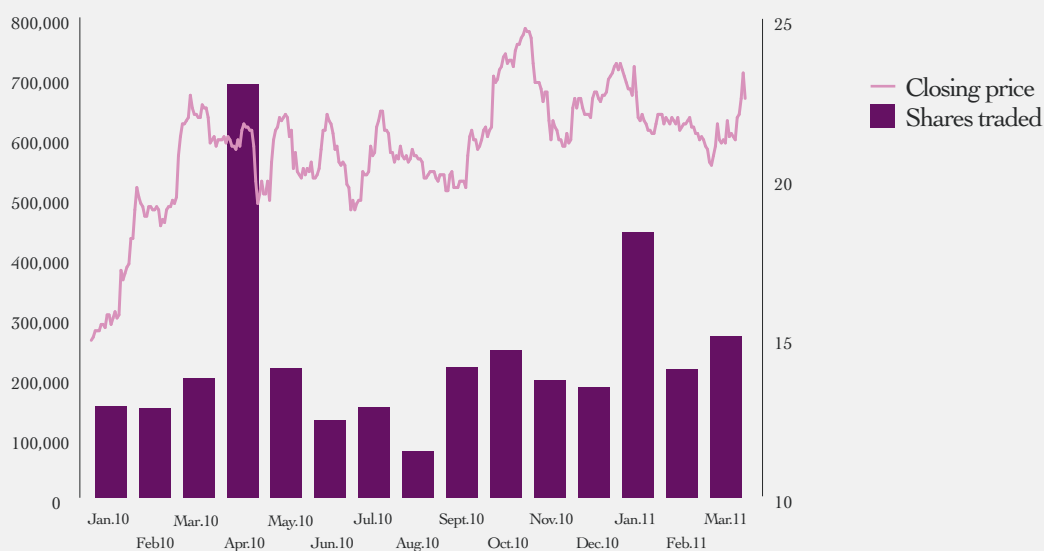
## CEGID GROUP

### DISTRIBUTION OF SHARE CAPITAL AS OF MARCH 31, 2011

Percent of shares (percent of voting rights)



## CEGID GROUP SHARE



## KEY FIGURES

€249.6 million in sales

2,000 employees

40 sales offices in France

200 resellers including 25 outside France

More than 700 Cegid Education partners

Presence in more than 65 countries

80,000 customers

400,000 users

Solutions in more than 25 languages

A hotline for every country

## THE CEGID MANAGEMENT TEAM



From left to right:

*Thierry Luthi, Valéry Tarondeau, Nathalie Echinard, Jean-François Marcel, Pierre Diantell, Patrick Bertrand, Antoine Wattine, Pascal Guillemain, Jean-Louis Decosse, Christian Loyrion and Sylvain Moussé.*

## SATISFIED CEGID CUSTOMERS

**Yourcegid**  
Software for Business

### Aigle International

- Airria • Aldebaran • Amex
- Conseils • Groupe Aoste • Arche • Articles de Paris • Astre • Atlantes • Autogyre • Base • Blanco • Borelly • Bruno Saint Hilaire • Buffalo Grill • Bugatti Station
- Burger • Bwkids • Calvin Klein Jeans • Camachos • Caroll • Carré Blanc • Cat • Chattawak • Cité Internationale Universitaire de Paris • Coelima • Comptoir de Famille • Dammann • Darco • DECIP • DG Diffusion • Digital Virgo • Dubbing Brothers • Easydentic • Eider • Emporlojas • Encuentro Moda • Esri • Etnias • Eureka Kids • Façonnable • Fidalliance • Fusalp • Gant • GGF • Gifi • Golden Point • Griesser France • Guess • Habitat • Hans et Associés • Hobie Cat • Ibernegocio • Impetus • Incanto Moda • JKR Consulting • Kathy Van Zeeland • Kusmi Tea • L'Erbolario • L'Occitane • Laboratoire Science et Nature • Laboratoires Body Nature • Lafuma • Lapeyre Optique • Le Tanneur • Léa Nature • Les Lolitas • Lido • Linedata • Linvosges • Lollipops • Louis Pion • Lovable • Luxair • Man In Italy • Marese • Mca Ingénierie • Médicis • Meunier et Associés • Moa • Modus Profumerie • Moulin de la Brague • Naf Naf • Nouvelle Expertise Groupe • Ollandini • Optissimo • Orco • Oxbow
- Past Times • Patry • Paul & Joe • Pedradura • Perroton • Planet Indigo • Premier Monde • Quiksilver • Groupe REALITES • Résinence • RSM DBA
- Sakata Vegetables Europe • Salsa • Saria Technologies • SGEL • Sogeca • Sogrape • Solola • Groupe Soufflet • STI Plastics • STVA
- Teddy Smith • Téléphones Le Las • The Phone House • Torini • Touax • UMR • V.C.M • Victoria Garden • Yacht Club de Monaco • Zama Germano • Groupe Zannier •





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