

EVERY MORNING

YOU WANT

TO CONQUER

EVERY MORNING,  
YOU WANT TO CONQUER THE WORLD.

SO DO WE.

THE WORLD

SO DO WE.

**Cegid**



# “Combining the power of an industrial company with the spirit of an inventor”



2009 was characterized by a worldwide recession and the technology sector was not spared. In this difficult context, Cegid employed and demonstrated a remarkable level of resilience. Our strategy was clearly oriented around providing our customers with specialized software tailored to their line of business and ensuring a constant balance between growth and expense control.

The motivation of all our employees was also an essential factor in Cegid's continued expansion. During the year, adaptation, initiative and imagination guided each person's quest to achieve his or her objectives. These values, together with our dynamic employee relations policy enabled us to succeed in 2009 while preserving the wealth embedded in our human resources.

2009 was also the year in which Cegid extended its international footprint in earnest. The "Cegid touch" is now present on all six continents. Resolutely international, Cegid has won some important contracts with large corporate groups that now use Cegid for homogenous solutions worldwide. We are proud to have reached this new stage in Cegid's development.

**We aim to maintain and develop our agile mindset in 2010.** The recession has encouraged us to change and adopt a more responsive organization, ever more attentive to the needs of our customers.

Companies targeted software investments better in 2009 and now expect a quicker ROI. The chances are that these new trends will

continue into 2010. Cegid is well positioned to respond to this change.

We are a provider of specialized software, diametrically opposed to the "big bang" approach that many companies, particularly mid-sized and large ones, no longer want. We make systems available in SaaS mode. We accompany our customers as they expand abroad. These are the major principles underpinning Cegid's strategy.

Our success will also depend on our ability to reconcile the power of an industrial company with the spirit of an inventor. We must combine the momentum, corporate culture and values of an agile enterprise with the leverage of a large company in a way that gives quality-driven innovation the freedom to express itself.

We will put priority on developing our local relationship with you and on creating innovative, secure solutions for you and with you. Solutions that help you grow and develop.

**The Yourcegid brand will be rolled out in 2010. It will embody this commitment.**

Jean-Michel Aulas  
Chairman

# “Capitalizing on our strengths and momentum to ratchet our ambitions up a notch”

## Cegid preserved its level of performance remarkably well in 2009. How do you explain this and what is your orientation for 2010?

In 2009, we confirmed that our Group is strong and its strategy judicious. Our resilience did not come by accident. We were attentive, as we always have been, to striking the right balance between an ambitious, long-term strategy, based on product innovation and new sales and marketing practices, and rigorous management of our expenditures and investments. In 2009 we were also successful in preserving the Group's skills and in developing an appropriate human resources policy.

For 2010, we naturally plan to stay the course and apply the fundamentals of our strategy:

**Be a specialist.** Cegid is a specialized provider, not a generalist. Our objective is to offer our customers enterprise solutions tailored to their line of business. We have always taken the view that an IT system must adapt to the needs of the enterprise and not the reverse. This is possible only if the specificities of each business or sector are integrated at the software development stage. We listen to our customers, in particular through the ties we have developed with user clubs and professional conventions. This makes it easier for us to understand the challenges our customers face. Using this knowledge, we constantly adapt our solutions, in line with changes in each business segment.

**Anticipate underlying market trends,** by maintaining a constant and ambitious policy of research and innovation. Cegid has been making its applications available to customers in SaaS mode for several years. More and more companies, both large and small, now prefer this usage mode and its numerous advantages: availability, performance, security and minimal cost.

**Propose solutions tailored to every size company.** The entrepreneur who has just created a company does not have the same needs as a multinational firm. It has always been important for Cegid to reason in terms of each company's size. This approach leads to a pragmatic, efficient and powerful solution. We are convinced that companies will reject the "big bang" mentality when they change their information systems in the future. This is because the economic context demands a quick return on IT investments. Only agile, scalable solutions adapted to the user's line of business can help companies react flexibly to change and to the requirements of their environment.

## What are Cegid's principal growth accelerators for 2010?

Apart from strengthening our fundamentals in the ways I have just described, we plan to intensify our efforts around four growth drivers that will increase Cegid's performance.

**Develop the ecosystem, whose momentum is now starting to pay back our investment.** Initiated in the

last few years, the Cegid ecosystem and the application partnerships we have developed with other providers now enable us to offer our customers even more complete solutions. The ecosystem also teams us up with the market's largest integrators in the deployment of solutions requiring extensive customer support. Finally, the relationship we have with the principal technology providers allows us to better anticipate changes in these crucial areas.

**Accelerate our multi-channel sales strategy.** Nearly 40% of sales to our new customers are now realized through the "indirect" and "influenced" sales channels. This network of carefully-selected resellers and partner-consultants and/or integrators efficiently complements our direct salesforce. We also plan to adapt the sales channel to the customer's purchasing power or the type of product sold by intensifying development of our telesales teams. Finally, the B-to-B e-commerce portal "Cegid Store" and the Comptanoo portal, managed by our joint venture with Groupama, will add to our sales and marketing impact in 2010.

**Strengthen our acquisition policy. This is central to our long-term investment strategy.** Cegid has developed thanks to organic growth, supplemented by targeted acquisitions. We have made these acquisitions so as to strengthen our expertise in our various fields of specialization and to rapidly extend our installed base and as a result, our market share. In this way, the Manufacturing, Retail, CPAs and Hospitality vertical market suites and the Finance-Accounting

functional area have been enriched by competencies that complement our original solutions. Acquisitions are an essential element of our Group's development and are especially important in a consolidating market. Cegid plans to maintain and develop this growth strategy in 2010.

**Grow internationally.** Apart from accompanying our French customers as they expand abroad, Cegid can now address essentially all companies in the Retail sector from its international offices. Supported by judicious local partnerships, this vector for expansion is now an essential component of our development strategy.

### **Cegid has made big strides over the last few years. What is the Group's ambition for tomorrow?**

Even though we have had to deal with a very uncertain global economic context, and in all likelihood will have to continue doing so in 2010, Cegid was relatively protected from the consequences of the financial crisis. Over the last 10 years, the Group has done a remarkable job of structuring and strengthening itself through the application of a meaningful strategy. This is now paying off. Our sales and earnings more than doubled over the period.

For the future, we aim to pursue our development while maintaining the level of performance that has made us successful. Cegid is prepared to push the frontier much further out. Owing to our stable and



*Patrick BERTRAND, Chief Executive Officer*

ambitious shareholders and the talented, high-quality staff that the Group plans to develop and promote, we can do this. A new generation of users whose points of reference are very different is coming of age among our customers. We will have to remain attentive to them at all times. They can only encourage us to develop our inventiveness and creativity, the essential sources of innovation.

We will remain prudent yet confident in 2010, but most importantly we will seek higher rewards in the years to come, as we can combine the potential of new technologies with the essence of our role as a software provider to deliver solutions whose functionality and usage modes respond efficiently to the needs of our customers.

With Cegid, your provider is just around the corner

# “Cegid, enterprise solutions you can call your own”

Using technologies that run in the background, delivering relevant information wherever you go, Cegid puts your needs at the core of its strategy and offers you industry-specific solutions devoted to the development of your company.

## You

What 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.

## Your Enterprise



# Us

## 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.

## 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. They cultivate a dual skillset, combining technical expertise with their knowledge of the customer's business, so as to offer customers the best fit. **They are consultants, developers, salespeople and advisors**, and their high level of training gives them the edge they need to provide high-quality service.

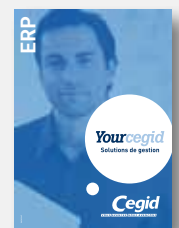
Cegid's ability to integrate a rich and varied array of people and cultures, deriving as much from our organic growth as from our successive acquisitions, gives the Group's human resources the stability needed to maintain close relationships with customers and win customer loyalty.

**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.**

**cegid**  
e solutions



"Because your company is unique, because your needs are specific to your business and your environment, Cegid has created Yourcegid\*, the integrated enterprise solution that puts your challenges at the core of its design."



# “Solutions that evolve as your company grows”

Companies are constantly changing. As a start-up, your company must have a light and agile solution. Later on, it will need the **MOST APPROPRIATE AND MOST POWERFUL SOLUTIONS IF IT IS TO GROW AND PERFORM IN LINE WITH EXPECTATIONS.**

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 ENTREPRENEURS

**These business people - individual entrepreneurs, craftspeople, 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, payroll, invoicing, etc.) and industry-specific (Hospitality, Manufacturing, point of sale, etc.). Sales and inventory management modules are also available for those who want to take the system one step further. Today, these solutions are perfectly adapted to small entities in that they are available



*For very small companies with very big ambitions.*

in SaaS mode, facilitating access and obviating the need for complex installation or deployment.

### 23,000 SMALL AND MID-SIZED COMPANIES (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 are 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

From accounting to management of property, plant & equipment to cash management, Yourcegid Finance is a comprehensive, user-oriented information system that facilitates decision-making and day-to-day management, regardless of the size of the enterprise. Yourcegid Finance includes the operating dimension and top-level coordination, all in the same enterprise software approach.



## Yourcegid TAXATION

Yourcegid Taxation, a standard in the market for many years now, offers a complete and robust solution, tailored to the legal requirements companies must fulfill: tax returns and financial publications (Etaxi), tax consolidation, other tax statements, online EDI filings and the Etaxi.fr submission portal.



Yourcegid Fiscalité 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

Cegid's products are designed to respond to a company's need for analysis and group coordination, offering consolidation and financial performance management solutions, as well as budgeting and reporting tools.

## Yourcegid HUMAN RESOURCES

Payroll, personnel administration, planning, management of skills, time and business activity, 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 and aligning their HR policy with the strategy of the enterprise.

By combining technological and functional expertise, Yourcegid Human Resources is positioned as the market's benchmark for a company with a specified budget and a limited timeframe.

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

Every industry has its special characteristics and expectations. Cegid has been offering industry-specific solutions for more than 20 years, integrating the customer's industry dimension in 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. Finally, Cegid has an in-depth knowledge of the peculiarities of each business sector, offers tailored solutions and services and maintains fully-dedicated sales, technical and support teams. Cegid leverages these advantages to offer solutions that match the needs of business professionals.

## Yourcegid MANUFACTURING

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

Yourcegid Manufacturing 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 companies and groups. With an increasing number of subsidiaries of large manufacturing groups choosing Cegid's flexible, scalable enterprise solution, appropriate for size of their operation, Cegid has become a compelling alternative to the market's very large ERP systems. Nearly 2,000 mechanical engineering, automotive

equipment, aeronautics, cosmetics and agri-food companies have chosen Yourcegid Manufacturing solutions.

## 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.

## 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.

## Yourcegid RETAIL

Our recent acquisitions in this market reinforce our position as leader in IT solutions for specialist retailers and strengthen our presence abroad. Cegid is now one of the world's major players in this market space.

Creating the product line, procurement budget and forecasts, supply, multi-channel merchandising, store management, check-out, CRM and loyalty, customer service, managing performance, etc.



From sourcing to multi-channel sales, from assortment construction to price optimization and from promotions to customer loyalty, Yourcegid Retail helps store chains of all sizes optimize their retailing processes, manage their activities and improve the customer experience. Our solutions facilitate decision-making at the head office, at the procurement level and in the store. Yourcegid Retail already meets the operational and decision-making needs of more than 1,000 retail and wholesale chains.

## Yourcegid HOSPITALITY

Calendar, online reservations and management of distribution channels, yield management, CRM and loyalty, payment, 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 CPA

Our expertise in meeting the operational needs of CPAs, optimizing their productivity and unlocking the synergies between them and their corporate clients derives from our long-standing relationship with the public accounting profession.

**Cegid is the leading supplier of IT solutions for CPA firms**, with Cegid Expert, Quadra Expert and Ccmx Expert. Above and beyond the operational tools, Cegid offers solutions for the accounting profession's other assignments, including Cegid Audit Commissariat, Cegid Juri RF and Cegid Etafi Conso. We now also have a suite of products called Cegid Expert Agricole tailored to the accounting services offered by France's rural economy centers.



Also available in On Demand (SaaS) mode, the Yourcegid CPA environment also offers platforms for collaborative data transfer, enabling CPAs and their clients to work together most efficiently via a set of online service.

## Yourcegid ASSOCIATIONS

Receipts-disbursements accounting, in SaaS mode for small associations not subject to tax.

Designed in close collaboration with association accountants and treasurers as well as CPAs, Yourcegid Associations includes, as a standard feature, the avatar Lea who helps volunteer accountants and treasurers learn the basic principles of association accounting and the corresponding software.

## Yourcegid ENTREPRENEURS

Cegid offers each of these very small companies —independent professionals and artisans, store-owners, wholesalers— enterprise solutions tailored to their profession. Thanks to SaaS mode,



entrepreneurs have access to their enterprise applications, whenever they want and wherever they are. They no longer have to update or back up and have found the freedom they've always wanted.

## Yourcegid PUBLIC SECTOR, WITH CIVITAS

With Civitas, Cegid has expanded its product range and demonstrated that it is determined to expand its presence in management solutions for the public sector. Specialized in local authorities 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 many different changes affecting the public sector, customers can also use the software in SaaS/On Demand mode, while conserving service continuity and improving the quality thereof.

# “Cegid technology supporting Cegid content”

Today's users want an information system to combine power, productivity and agility so as to provide efficient, secure but open access to their data. New usage modes do this without adding technological constraints. **THE TECHNOLOGY IS AT ONCE NOWHERE AND EVERYWHERE, TRANSPARENT BUT OMNIPRESENT AND ESSENTIAL.** Cegid understands and every year devotes considerable resources to offering its customers **THE NEXT TECHNOLOGY BREAKTHROUGH.**

## OPENNESS AND FLEXIBILITY ARE ESSENTIAL

The Cegid development platform is open to all operating systems. In addition, Cegid application modules can operate with any relational database available on the market. In this way, our applications conform to our customers' technology decisions and preserves their existing technological orientation.

## FOR THE 2.0 ENTERPRISE

Internal communication and real-time information sharing require paperless documents and processes, shared virtual space, intranet portals, Employee Self-Service and Web 2.0 tools. Deployment of Cegid's solutions in self-administered mode fosters the use of collaborative tools.

## MOBILITY IS THE WATCHWORD

Retailing and wholesaling customers expect a software provider like Cegid to help them get the most out of new technologies, such as the mobile internet and smartphone applications and services.



Now professionals too are seeking access to their applications at high speed and in real time. They want information to be available immediately wherever they are geographically, and the technology must respond to these demands. Cegid anticipated that professionals would change the way they use software and has designed solutions to accommodate these changes.

Mobile applications are creating new usage modes, transforming workflow and enabling communication by secure text messaging and cell phone payment. Enterprise applications must follow suit and incorporate the use of touch screens, intelligent objects that communicate with each other and increasingly prevalent RFID chips.

## MAKING COMPUTERS EVER MORE USER-FRIENDLY

Personal usage modes have a direct influence on the needs and demands of business users.



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



"Everywhere, every time"

For several years now, Cegid's business development strategy has involved offering solutions to customers in SaaS (Software as a Service) mode. We have positioned ourselves as a **provider and host** and have committed the human and technical resources necessary to operate our own hosting platform. We confirmed this strategy in early 2009 by creating Cegid Interactive, a business unit devoted to SaaS and internet.

## 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.



## KEY FIGURES

10,000 entrepreneurs on line  
(50 new users every week)

More than 200,000 online declarations via the Etfi.fr submission portal

More than 100,000 comptanoo.com members

## FROM ERP TO A PACKAGE OF SERVICES

A far cry from monolithic ERP systems, resource hungry and difficult to deploy, Cegid's integrated solutions are deployed module by module, without a "big bang". They adapt to the company's pace of change. Cegid solutions communicate and can be enhanced with market-leading solutions, with functionality from specialized providers or with specialized content.

Cloud computing now enables users to have their own ERP, one that corresponds perfectly to their needs. Reaching far beyond the simple software application, putting priority on access to information, integrating the most advanced functionality and the most powerful technology, tomorrow's ERP will be called upon to do even more for the enterprise.

200 mid-sized and large customers:

- from Retail, Manufacturing, Services and the Public Sector
- 4,000 users
- 205,000 pay slips per month
- 1,500 CPA firm employees
- 650 points of sale

# “Cegid, a local presence throughout the world”

Through its subsidiaries and international network of partners, Cegid solutions are deployed in more than 65 countries. VCS Timeless entered the Group and made a contribution right from 2009, significantly altering CEGID'S GEOGRAPHICAL FOOTPRINT AND POSITIONING.

## IN FRANCE



Cegid's head office

Since Cegid was founded it has built an **extensive sales network** for the distribution of its solutions and has **placed priority on 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 salesforce of nearly 420 people 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 ALWAYS AVAILABLE

**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 the country and is complementary to Cegid's salesforce.

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

As part of our internet services strategy, we launched the B-to-B e-commerce site "Cegid Store" in 2010.

Cegid Store has been designed as a new distribution channel, whose first mission is to respond to the demands of all Cegid customers and certified resellers.

Navigation is simple and intuitive and the user will easily be able to find the appropriate service or solution in the boutiques devoted to the industries and functional areas of our customers and prospects.



## ABROAD

In 2009, Cegid strengthened its presence in Europe, North America, North Africa and the Asia-Pacific region, opening a new office in Shanghai. **By combining its existing locations with newly-acquired ones and signing new strategic partnerships**, Cegid gave its international growth a boost and scored some major commercial successes, in particular in the Asia-Pacific region.

## 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, Porto, Milan, London, Casablanca, Shenzhen, Shanghai, Hong Kong and Tokyo.**

These subsidiaries can offer all of Cegid's products and manage both local and global customers.

## 25 INTERNATIONAL RESELLER-PARTNERS

To step up international 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 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

- Presence in more than 65 countries**
- Solutions in more than 25 languages**
- A hotline for every country**
- 20,000 points of sale use Cegid solutions**



*January 11-12, 2010: Cegid was in New York for the NRF trade show*

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

Now more than ever, leveraging partnerships and developing a robust economic and business environment are among Cegid's strategic objectives. Allied with Cegid's own sales efforts, this multi-channel approach to the distribution of the Group's solutions **STRENGTHENS THE EXPERTISE THAT CUSTOMERS DEMAND AND SUPPORTS CEGID'S GROWTH.**

Today's environment demands openness, alliances and partnerships. To handle today's increasingly complex projects, we must be able to count on a sound network of partners capable of enriching and adding value to our products.

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

Complementing Cegid's industry-specific solutions and direct presence in local markets, **130 certified Cegid Business Partners** make their expertise available to the small and mid-sized businesses in their regions. These partners are chosen on the basis of their skills and are specialized in enterprise software. They advise customers in their choice of a Cegid solution and in its deployment. New partners are now entering the network, focused especially on very small companies, to which they offer solutions that correspond to their line of business, their size and their needs.

**45 Cegid Partners**, created by CPA firms, propose and sell Cegid solutions and train and assist their small-company clients in the use of the software.

Finally, a network of **25 international partners**, prominent in enterprise software in their geographical region, participate actively in Cegid's international business development strategy.



### 350 INDEPENDENT CONSULTANTS, EXPERTS IN THE DEPLOYMENT OF CEGID SOLUTIONS

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** and promote them to their customers.

### 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 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 integrators, including some of the market's majors, will help Cegid put its solutions into production at customer sites.

## CEGID AND GROUPAMA-GAN, AN AGREEMENT TO DEVELOP INNOVATIVE PRODUCTS AND SERVICES

Now that the strategic agreement between Cegid and Groupama-Gan Assurances is operational, CPAs have access to innovative and comprehensive solutions that help them in their advisory role. "Owner-executive status" ("statut du dirigeant") automatically segments the customer base and simulates the impact of a change in status over five years. "CPA contract" ("Conventions Experts"), in addition to sending reminders about changes in collective bargaining agreements, offers suggestions in terms of social welfare benefits, employment & labor law news and technical information. This product line has since been enriched by **decision-support tools for** retirement indemnities, salary optimization, professional reminders and community sites such as **Comptanoo, CPA Community and the new portal devoted to associations**. Since the launch of **Cegid Agricole**, the agriculture market now also has a set of solutions deriving from this agreement.

## LONG-STANDING PARTNERSHIP WITH CPAS

More than 7,000 accounting firms use Cegid solutions and can advise their corporate customers in the choice 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 600 PARTNERS AND MORE THAN 15,000 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 500 secondary schools, business schools and professional training centers (public & private), as well as 100 universities and prestigious "grandes écoles" and trains more than 15,000 students per year. Specific partnerships have been signed with these schools. 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 its effort to make a lasting impact on its environment, Cegid is 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.

## 10 company-wide agreements enrich employee status

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, and in 2009 focused in particular on **collective performance bonuses (intéressement), planning of future skills and staffing requirements, disabilities in the workplace and senior employees.**

## Profit-sharing and saving

Cegid has always encouraged **employees to share in the company's growth and development** and has fostered employee savings by offering, in addition

to the legally-mandated profit-sharing plan, collective performance bonuses (intéressement), employee savings plans, and employer matching contributions. In addition, Cegid offers restaurant vouchers, day care, death & disability insurance and other employee services.

## LEARNING FROM THE MOST EXPERIENCED EMPLOYEES

**Infusing our youngest employees with the knowledge and skills of our most experienced** staff members is of strategic importance in maintaining and managing the enterprise's talents.



In this regard, Cegid has participated in senior employee recruitment events for several years. **In 2009 a company-wide agreement in favor of senior employees was signed with employee representatives.** The agreement calls for

specific measures to be introduced that will develop the value of senior employees' experience and change the way their careers are managed.

## OUTDISTANCING DISABILITY

Convinced that an **HR policy that recognizes diversity is a factor in performance and in building 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.

This reasoning prompted us to sign **a company-wide agreement on May 7, 2009** promoting a socially responsible policy with regard to the employment of people with disabilities, be they inside or outside the Company.

It was in this spirit that Cegid once again participated in the **13<sup>th</sup> annual national handicapped employment week**, organized by ADAPT, an association that promotes employment and social integration for people with disabilities, from November 16<sup>th</sup> to 22<sup>nd</sup> in Lyon. **The week was punctuated with job forums, interviews with recruiters over coffee and speed recruiting sessions.**

All of these events were opportunities to meet people and for Cegid to identify skills. **Six candidates joined Cegid in 2009.**

## WITH OL FONDATION, TANGIBLE INITIATIVES IN EDUCATION, EMPLOYMENT, FINANCIAL SUPPORT

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

Specifically, Cegid helped **Handicap International** by contributing its technology expertise to the redesign of the "ICOM" center's website and by hosting "Liberté, Égalité, Handicapés", an exhibit starring the French comic strip hero Titeuf. ICOM facilitates access to ICTs for people with disabilities.

Cegid also supports **APFEE**, an association that promotes equal scholastic opportunity and focuses on reading and writing skills among children in difficulty, and **ASUP Brazil**, an association that helps enroll children from the "favelas" in school.



In healthcare, Cegid supports the **IDEE foundation**, which promotes the treatment of childhood and adolescent epilepsy. And **Doctor Clown's professional entertainers** bring a moment of happiness to children hospitalized in the Rhône-Alpes region and in particular in the new maternity/pediatric hospital in the Lyon suburb of Bron.

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

**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.



*Ties formed through Sport dans la Ville: Dimitri Imache and his "sponsor", Yannick Touillon Renaud (Cegid)*

Cegid has been working with Sport dans la Ville for several years now, as part of its support for OL Fondation, because this association's mission

dovetails with the values of diversity and solidarity championed by Cegid. Cegid's employees share these values to a great extent and **14 of them** made a commitment to Sport dans la Ville in 2009 by agreeing to be sponsors. This is a significant commitment. For a full year, they each accompany a young adult on their path to learning a profession. They help them understand the rules of the business world and what employers expect of them, and they support and advise them in the various steps they take, when the young person might need a boost from someone already integrated into the business world.

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

## LE PETIT MONDE, AN ASSOCIATION DEDICATED TO THE WELL-BEING OF SICK CHILDREN



**le petit monde**

"CRÉÉ pour l'enfant et sa santé"

This association is dedicated to improving the quality of life for hospitalized children and their families at Lyon's new pediatric hospital.

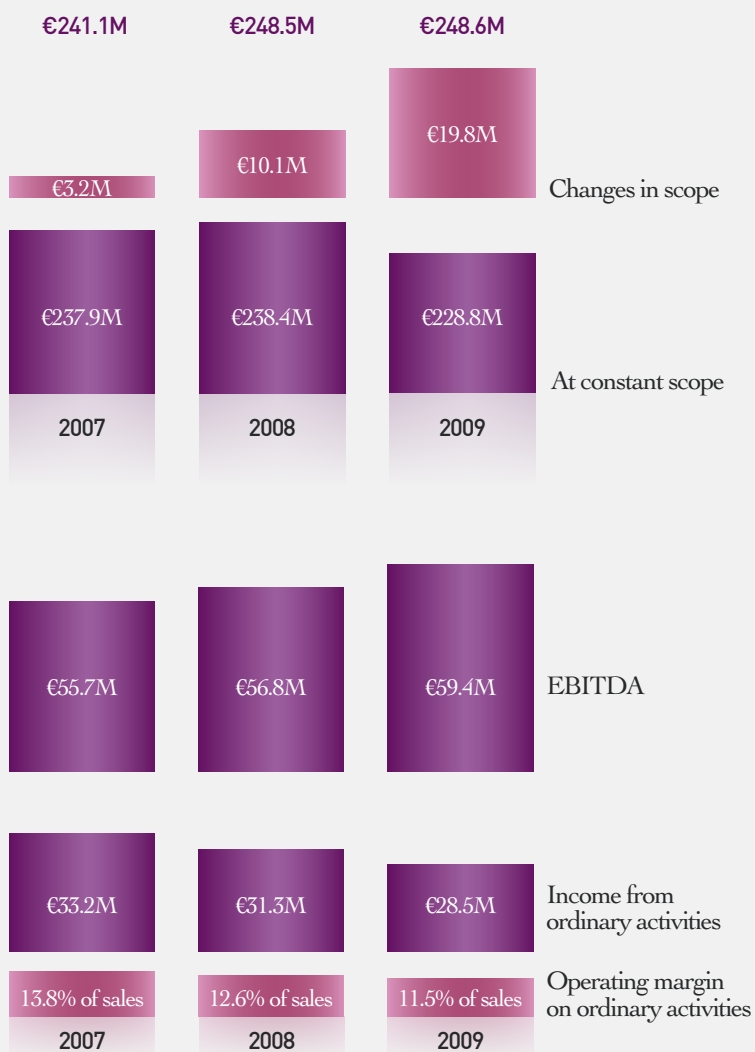
Cegid has not only supported this project financially since its inception, but also works together with Le Petit Monde in its innovative and compassionate approach to the hospital stay.

## SUPPORT FOR THE HOMELESS, TREES FOR THE CITY

Cegid has been participating in this initiative of the Foyer Notre-Dame des Sans Abri, a shelter for homeless people. A donation is made to the shelter, and a tree is planted in the city, in the name of the donor company. Cegid is proud to be part of this corporate effort to help society's least fortunate members.



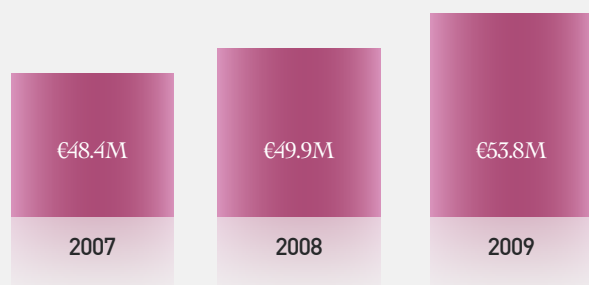
## SALES AND EARNINGS



## FINANCIAL STRUCTURE

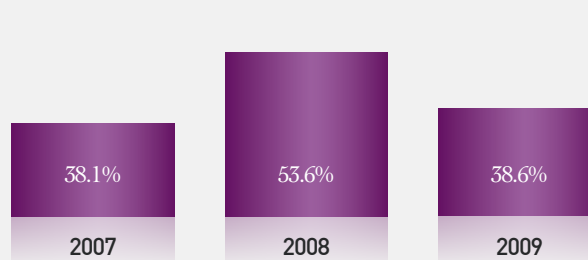
### INCREASE IN CASH FLOW

*After interest and taxes paid*

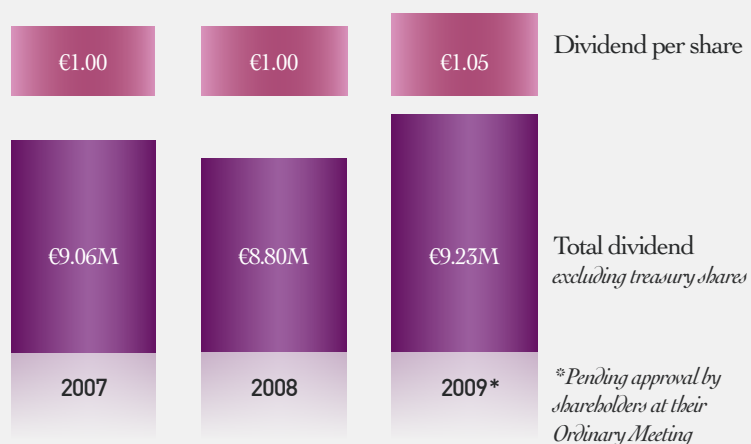


### GEARING

Gearing, the ratio of net debt (€63.5 million) to consolidated shareholders' equity (€164.3 million) was 38.6% (53.6% at December 31, 2008).



## DIVIDENDS



**Stock market: Eurolist Paris Compartment C**

**ISIN stock code: FR0000124703**

**Reuters: CEGI.PA**

**Bloomberg: CGD FP**

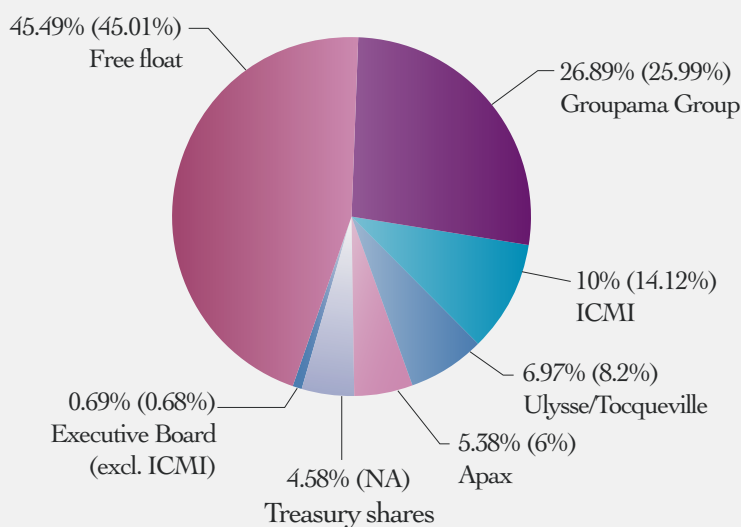
**Segment NextEconomy - FTSE: 9537 Software**

**Indices: Small 90, Mid and Small 190 and ITCAC**

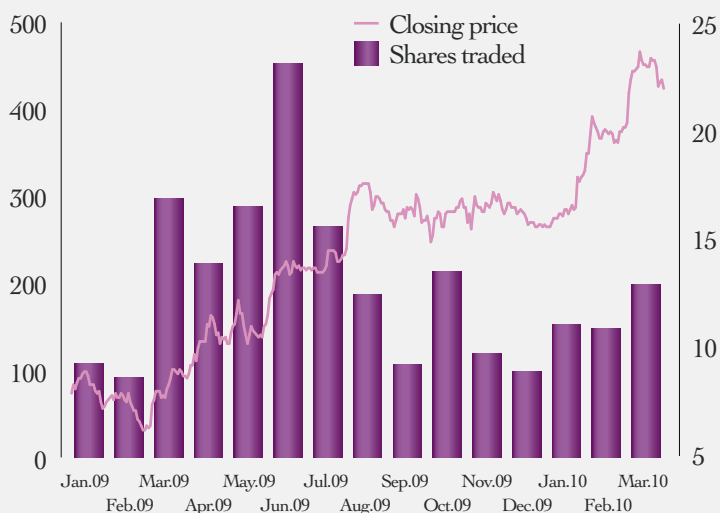
## CEGID GROUP

### DISTRIBUTION OF SHARE CAPITAL AS OF APRIL 15, 2010

Percent of shares (percent of voting rights)



## CEGID GROUP SHARE



## KEY FIGURES

€248.6 million in sales  
 2,000 employees  
 40 sales offices in France  
 200 resellers  
 including 25 international reseller-partners  
 More than 600 Cegid Education partners  
 80,000 customers  
 Nearly 400,000 users  
 Presence in more than 65 countries  
 Solutions in more than 25 languages  
 A hotline for every country  
 Nearly 15,000 international users

## THE CEGID MANAGEMENT TEAM



*From left to right:*

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

## SATISFIED CUSTOMERS

**Yourcegid**  
 Enterprise solutions

Aelia • AREVA T&D  
 • Autogyre • Base • Billabong  
 • Blanco • Buffalo Grill • Bugatti  
 Station • Burger • Bwkids • Calvin Klein Jeans  
 • Camachos • Carroll • Cat • Chattawak • Cheyenne •  
 Clive Mark Schoolwear • CNOUS • Coelima • Conseil Général  
 du Loiret • CPE Lyon • Dammann • DBA • Devanlay – Lacoste •  
 DG Diffusion • Dosatron • EKTR0 • Emporlojas • Encuentro Moda  
 • Erich Brodheim • Estee Lauder • Esri • Etnias • Eureka Kids • Gant  
 • GGF • Gifi • Guess • Habitat • Hamleys • Hermes Govantes • Historic  
 Royal Palaces • Hobie Cat • Ibernegocio • Impetus • JKR Consulting •  
 Johnstons of Elgin • Kathy Van Zeeland • KL2 • Kusmi Tea • Laboratoires  
 Body Nature • Léa Nature • Leida • Le Joint Technique • L'Erbolario • Les  
 Lolitas • Le Tanneur • Lido • Linedata • Livosges • L'Occitane • Lollipops •  
 Longchamp • Louis Pion • Lovable • Love Store • Luis Blanco • Man In Italy  
 • Manufacture d'Essai • Mca Ingénierie • Médicis • Messier Bugatti • Mike  
 Davis • Moa • Modus Profumerie • Molenat • Moulin de la Brague • Myla  
 • Naf Naf • Optic 2000 • Optissimo • Orchestra • Osprey London • Over  
 Kids • Parfois • Past Times • Paul & Joe • Pedradura • Groupe Poncin  
 • Perroton • Picar • PileJe • Piubelle • Protec • Quiksilver • Région  
 Haute Normandie • Rubafilm • Salsa • Sakata Vegetables Europe •  
 SICTIAM • Sodikart • Sogrape • Sol Concepts • Groupe Soufflet  
 • STI Plastics • Strego • STVA • The Phone House • Torini  
 • UMR • V.C.M • Villa Plancha • Ville d'Auxerre • Ville  
 du Chesnay • Villeroy & Boch • Yves Rocher  
 • Watt Brothers • Zama Germano •  
 Groupe Zannier •





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