

- - Press release - -

Geneva-based firm LABEL.ch joins Emakina Group

EMBARGO UNTIL 15/06/2012, 18:00 - Brussels, Today, Emakina Group announced the acquisition of 52% interest in the communications agency LABEL.ch, one of the leaders in digital marketing in Suisse Romande, which will now be known as Emakina.CH.

Similarities...

This merger is motivated by Emakina's strategic interest in the Swiss market and by the similarity in the positioning of both agencies. Furthermore, the structuring of their respective turnovers is very similar, with 80% in digital marketing and 20% in traditional communications. But it isn't just a marriage of convenience: "Both companies share an "entrepreneurial" philosophy, a culture based on human values as well as on the richness of multilingualism. A character trait particular to both Belgium and Switzerland!" point out Arnaud Grobet and Didier Zanone, the two partners of LABEL.ch.

... and complementarity

While Emakina is active in automotive, banking and financial services, convenience goods (FMCG), industry, telecoms and institutional sectors, LABEL.ch brings its proven experience in the luxury domain, its know-how in the management of large accounts and branding.

The Emakina Group now has a 52% majority share in LABEL.ch, with a commitment to acquire the balance of the shares held by the founders in 2018. This initial acquisition represents an investment of 1 million Swiss francs in cash. The final value of the transaction will depend on LABEL.ch's results in the period 2012 to 2017.

LABEL.ch's annual turnover in 2011 was 4.5 million Swiss francs. LABEL.ch's turnover in 2012 should be similar to the amount in 2011. Furthermore, the acquisition of LABEL.ch should have a positive financial impact on Emakina Group's consolidated EBITDA (earnings before interest, taxes, depreciation and amortization) in 2012.

For the Geneva-based agency, this integration is a fantastic opportunity to pursue its development within a group of European dimensions sharing the same vision of communication in the digital era. As regards LABEL.ch's client base, this change in reality means continuity: Arnaud Grobet and Didier Zanone will remain at the head of the new entity, which will keep its team of 25 employees.

This operation will be subject to the conditions of guarantee that are customary in this type of operation and to the final approval of Emakina Group's board of directors.

More information

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About Emakina Group SA

The Emakina Group is a European network of digital agencies that helps its clients to benefit from the the new digital communication era. The agencies within the Emakina Group are Emakina (Brussels, Paris, Limoges, Rotterdam, London), Emakina.EU and Emakina/Media (Brussels), Design is Dead (Antwerp) and The Reference (Ghent). Emakina Group has developed a service portfolio around the following four activities: strategic consultancy, brand activation, web building, and digital applications. The client portfolio includes major large organisations and international companies: Audi, Belgacom, BNP Paribas Fortis, Brussels Airlines, Crédit Agricole, Deutsche Bank, GDF Suez, ING, Keytrade, KPN, Microsoft, Orange, Panasonic, Samsung, Schweppes, Seat, Smart, Toyota, Thomas Cook, Unilever and the European Commission. Emakina achieved a turnover of 41.3 million euro in 2011. Emakina Group is listed on the Alternext market of Euronext Brussels stock exchange (mnemo: ALEMK) since July 7, 2006 2006 (ISIN :BE0003843605).

About LABEL.ch

LABEL.ch - The brand.intelligence™ COMPANY is one of the leading digital marketing agencies in Suisse Romande. It provides a consultancy service for more than 50 local and multinational companies active in all sectors. Its employees are driven by a passion for sharing and the need to be at the forefront in terms of marketing and communication. This proactive approach allows it to offer the most efficient strategies and tools to meet its clients' commercial objectives. LABEL.ch offers collaborative marketing solutions by combining the best online and offline tools, thus helping brands to better interact and communicate with their consumers. Among other things, its services include branding, publishing, advertising, institutional or promotional sites, investing in social media, social and online monitoring, e- and f-commerce, SEM (SEO + SEA). With its 25-strong team, LABEL.ch achieved a turnover of 4.5 million Swiss francs in 2011.

(The original French version is binding – this is a non-binding translation)