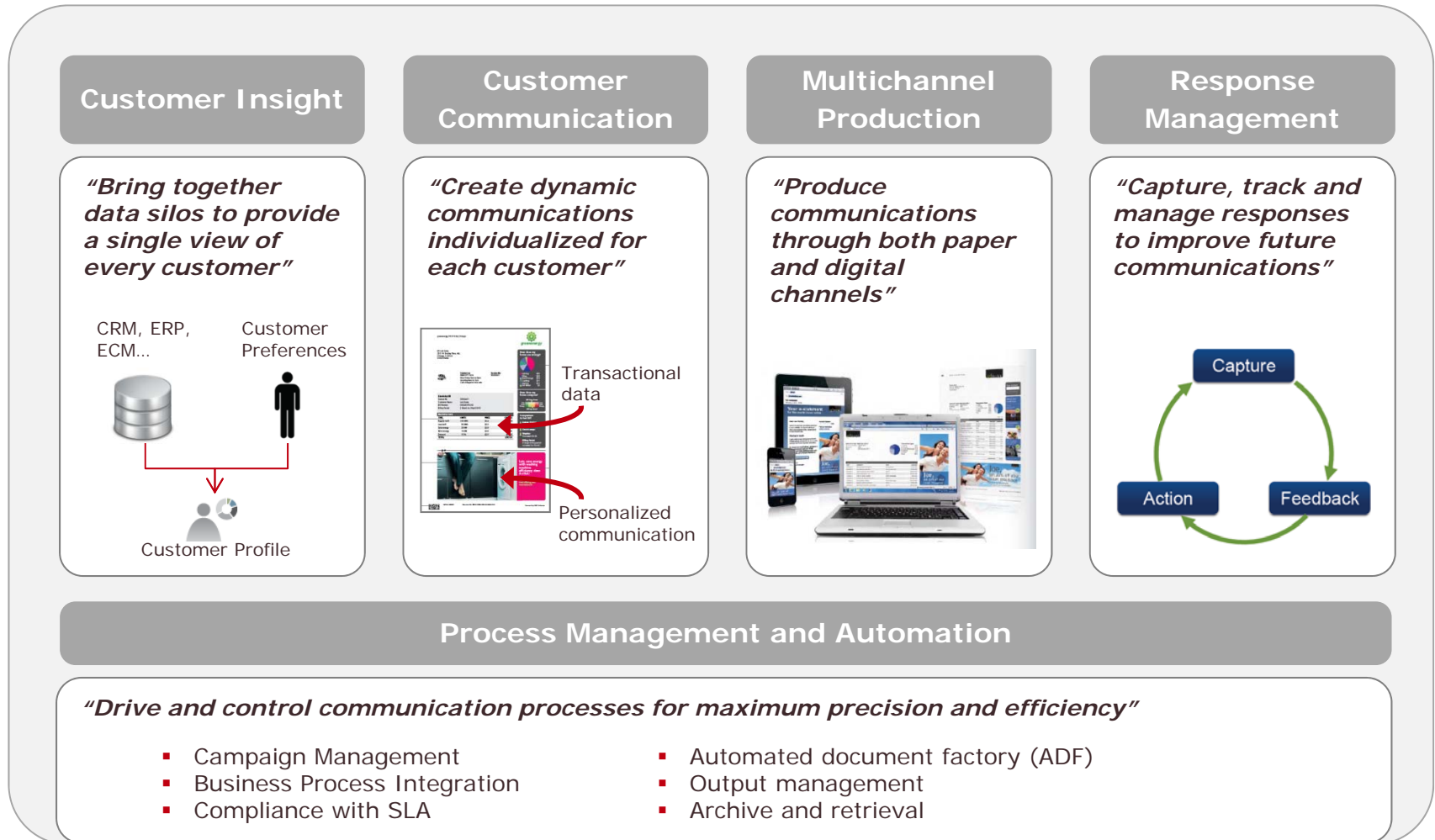# ACQUISITION OF
GMC SOFTWARE TECHNOLOGY
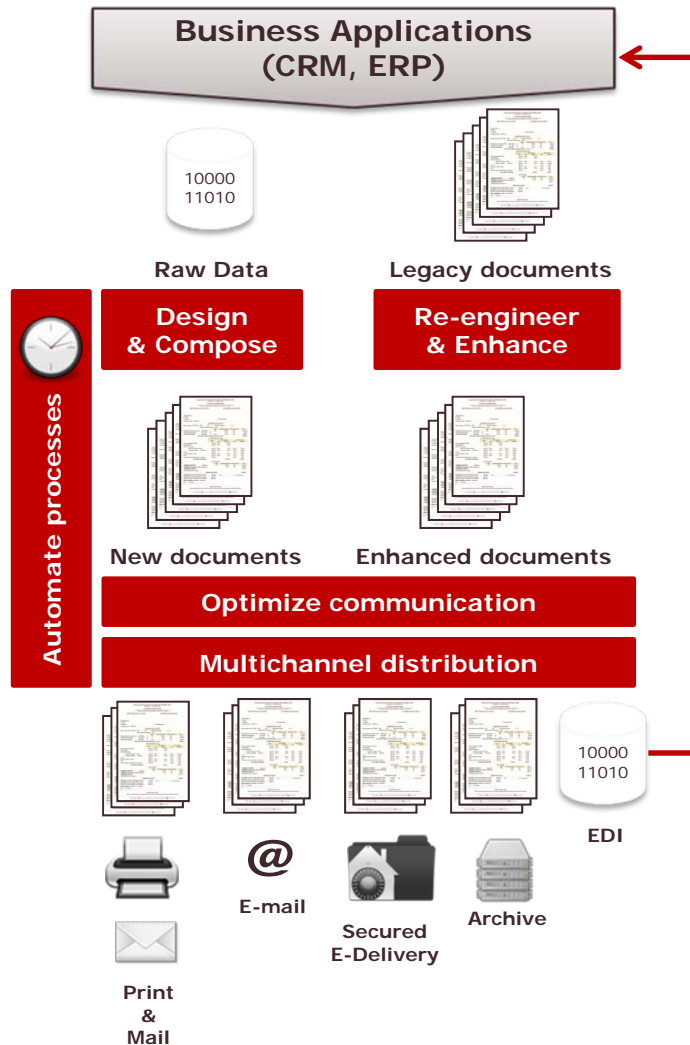
A worldwide top player in
Customer Communication Management Software

July 2012

Customer Communication Management

Customer Insight

"Bring together data silos to provide a single view of every customer"

CRM, ERP, ECM... Customer Preferences

Customer Profile

Customer Communication

"Create dynamic communications individualized for each customer"

Transactional data

Personalized communication

Multichannel Production

"Produce communications through both paper and digital channels"

Response Management

"Capture, track and manage responses to improve future communications"

Capture

Action Feedback

Process Management and Automation

"Drive and control communication processes for maximum precision and efficiency"

- Campaign Management
- Business Process Integration
- Compliance with SLA

- Automated document factory (ADF)
- Output management
- Archive and retrieval

Source : GMC Software Technology

Customer Communication Management software

Business Applications (CRM, ERP)

10000 11010

Raw Data

Legacy documents

Design & Compose

Re-engineer & Enhance

New documents

Enhanced documents

Automate processes

Optimize communication

Multichannel distribution

10000 11010

EDI

@ E-mail

Secured E-Delivery

Archive

Print & Mail

- Management of document composition and enterprise communication inflows and outflows with prospects and clients:
  - Design and Create new documents
  - Re-engineer legacy documents
  - Automate processes
  - Optimize output to reduce cost of delivery
  - Distribute through multiple channels (print & mail, e-mail, e-delivery, social networks, secured box, archiving, etc.)
  - Elaborate and support enterprise communication strategy cross BUs (marketing, sales, …)

- Suited for all communication type: Marketing, Transactional, Transpromo, On demand

GMC Technology Software company

- A Swiss company founded in 1994, privately owned

- 300 employees of which 130 engineers

- Among the top 5 of the CCM market, recognized and awarded by consulting firms

- Leader among Print Service Providers

- Recent significant successes in vertical markets (banks, insurance companies...)

- Solutions based on robust and cutting edge technology and very high level of services

- More than 1200 customers worldwide in 60 countries, served through a network of 20 sales offices
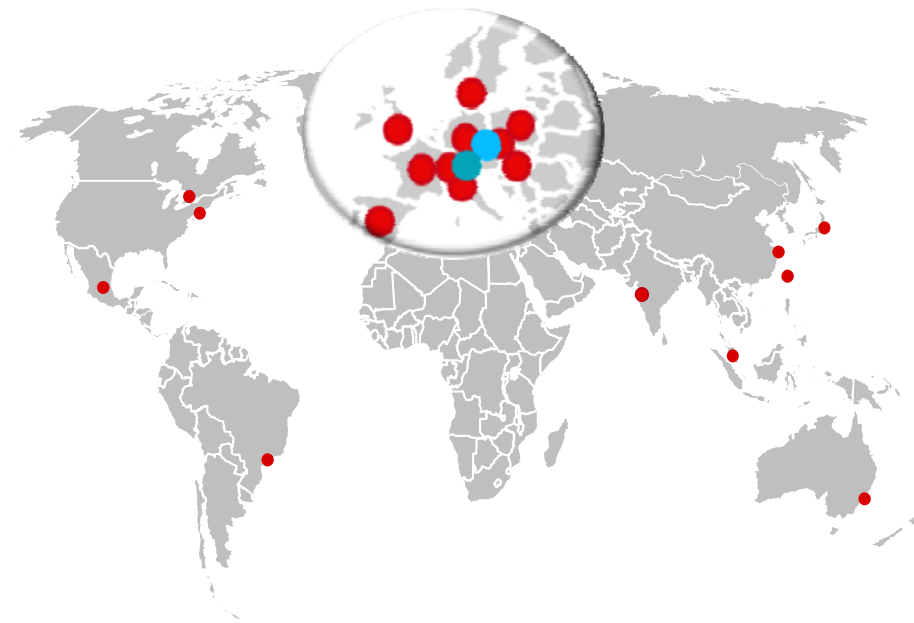
- HQ: Switzerland
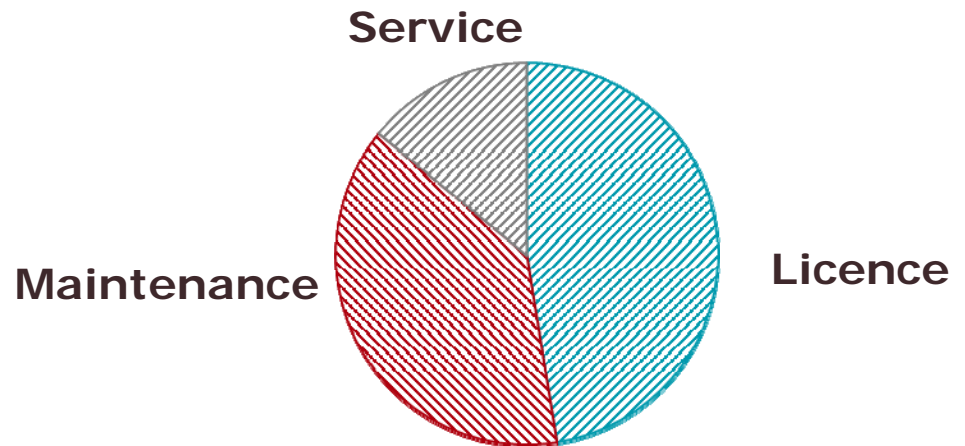- R&D: Czech Republic
- Sales Offices

GMC Technology Software key figures

- 2011 sales: CHF42m

- Double digit top line growth for several years in a row, faster than the market

- 50% recurring revenues

- EBIT margin: about 10% in 2011

Revenue split by geography
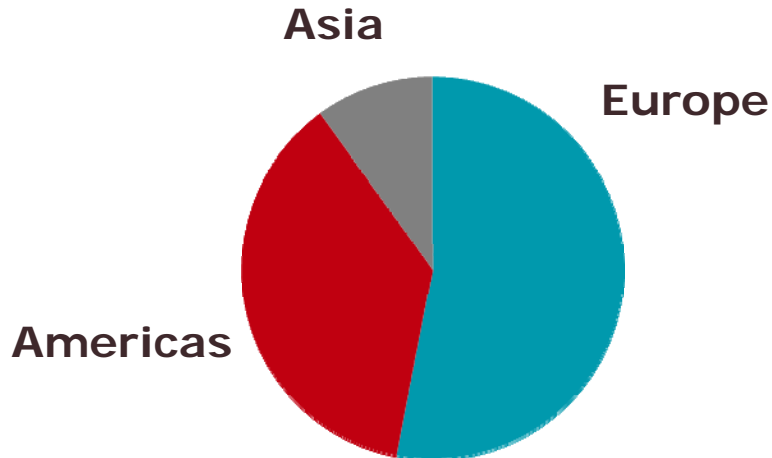
Revenue split by nature
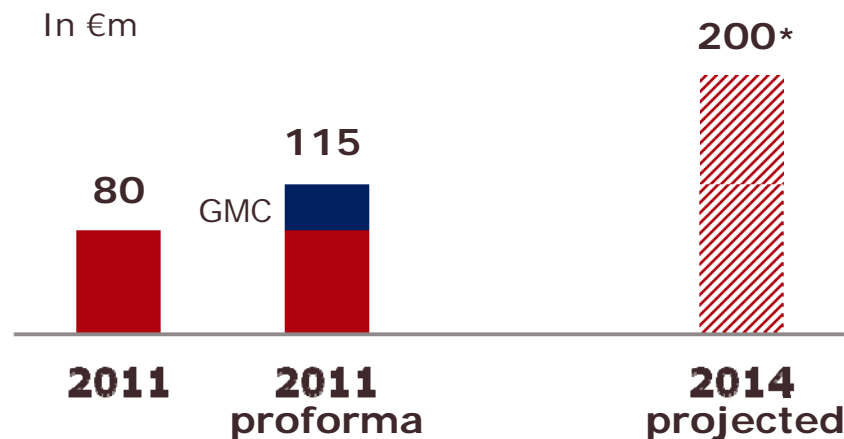
Acquisition Rationale

- In line with our ambition to grow faster in businesses beyond mail

- Better access to large mail producers

- Synergies with Neopost high-end folders/inserters

- Synergies with Satori data and address quality software

- Enlarged product portfolio: Neopost PrintMachine + GMC Inspire

- Foundation for future development of SaaS (Software as a Service) solutions to address our SME-SMB customer base

Financial aspects
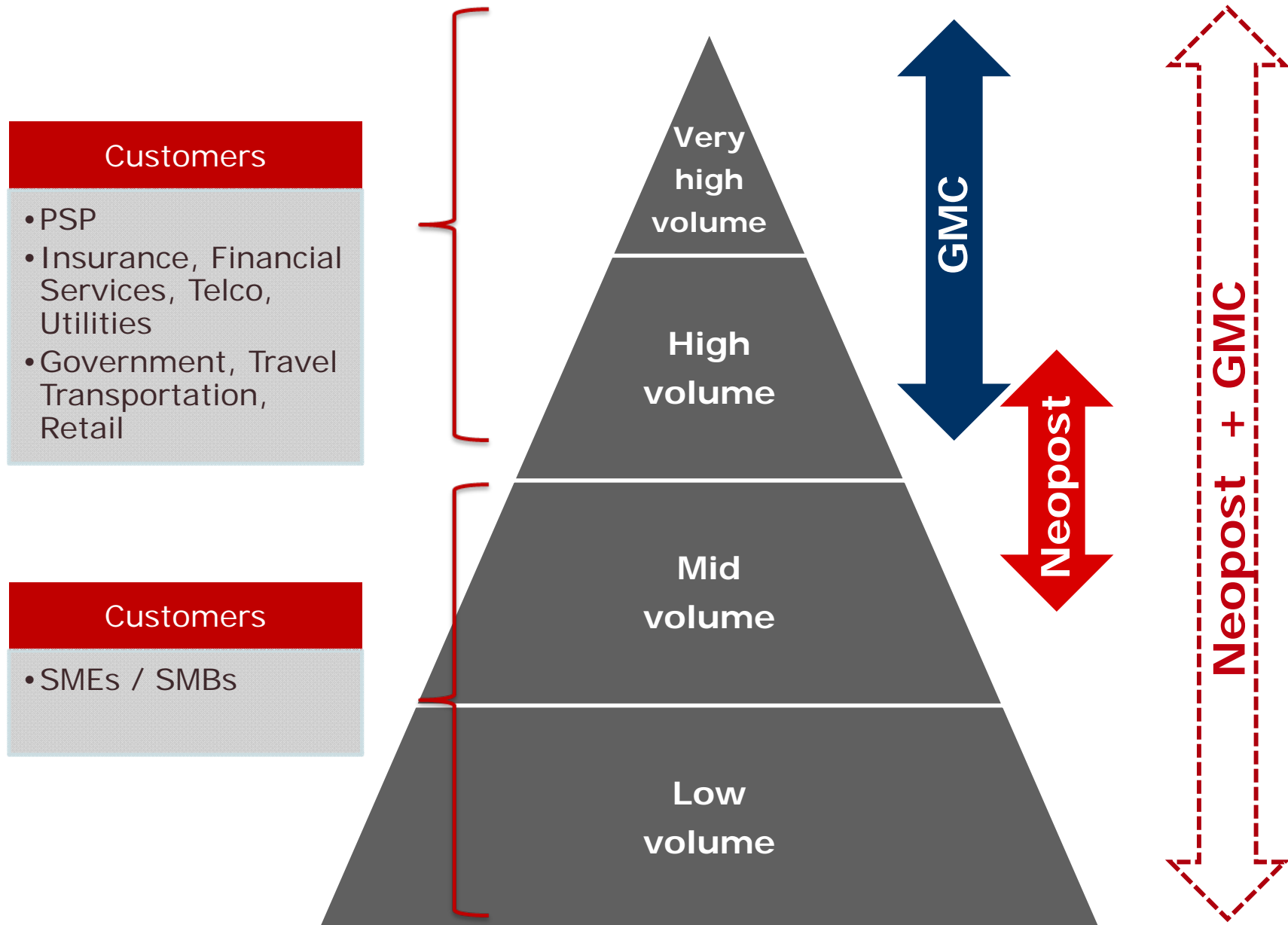
- GMC consolidated from 1 July 2012.

- GMC EBIT margin = 10%,

- After impact of intangible asset amortization in Neopost accounts GMC EBIT margin => around 5%

- ROCE target: 15% in 3 years

- For Neopost, a significant step in the development in businesses beyond mail

Neopost annualized sales in businesses beyond mail

In €m

80

115
GMC

200*

2011   2011 proforma   2014 projected

At 2011 exchange rate