

Rousset (France), July 10th, 2015

## A 25,7% STAKE IN THE CAPITAL OF BILENDI

CUSTOM SOLUTIONS (ISIN: FR0010889386 - Ticker: ALSOL) major player in France of Operational Marketing Solutions announces today *a 25,7% stake in the capital of Bilendi, company listed on Alternext Paris (Mnémonic : ALBLD)*.

### A STRATEGICAL 25,7% PARTICIPATION IN THE CAPITAL

Bilendi is a company specializing in internet loyalty programs and deployed an exclusive offer from online panels. This investment, which makes of Custom Solutions Bilendi's 1st shareholder, falls within the RIO 2016 project and confirms the orientation of the Group towards the digital, the data valorization and its deployment in Europe.

### FOCUS FOR THE FUTURE

**Cédric Reny, CEO of Custom Solutions** comments :

*"Our business is experiencing a important change towards the Big Data and Custom Solutions is at the heart of successful digital marketing innovations. We will continue our investments to accelerate this change and provide our customers with new value-added tools to develop their data and improve the ROI of their promotional and marketing investments. "*

### NEXT PRESS RELEASE

**Annual TU 2015**

**December 8th, 2015**

(After market close)



[www.customsolutions.fr/en](http://www.customsolutions.fr/en)

## ABOUT CUSTOM SOLUTIONS

Custom Solutions is a major player in Operational Marketing Solutions, based in Aix-en-Provence. Founded in 1997, the company assists its customers in designing, deploying and analysing promotional campaigns to recruit and retain consumers and motivate their sales teams.

With 18 years of expertise and diverse skills sets, Custom Solutions has acquired a solid reputation among 300 major brands, including Sony, Michelin, Nokia, Total, Kärcher, Butagaz ...

In October 2013, the company introduced a 3-year strategic plan, the "RIO 2016" Project, which aims to make Custom Solutions a leading player in Operational Marketing in Europe by 2016.

The project is based on three strategic levers: external growth, marketing and digital innovation and international expansion.

It is with this in mind that Custom Solutions sold its logistics activities and acquired 70% of the French marketing group "Securised Guarantee Promotion" (SGP, including the "Flexistart" trademark), specialized in packaged solutions, and 55% of the Finnish digital promotion agency "LOJAALI" and its Swedish antenna "LOYALTIC" in 2014.



Listed on Euronext's Alternext Paris  
ISIN : FR0010889386 – Mnemonic : ALSOL  
**Eligible to PEA-PME**  
Labelized « Innovative Company » by BPIFRANCE

## CONTACTS

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