



Carrefour Group Chooses Generix Group B2B Platform to manage its EDI information interchanges with more than 20,000 suppliers worldwide

Paris, 14 October 2009 - The Carrefour group has chosen the Generix Group integration and interchange platform to manage its EDI flows in the 14 countries where it is present. For Generix Group this agreement represents a major signing for its business in H1 2009.

Carrefour Group Project

As part of its IT system development strategy in the field of EDI, the Carrefour group has decided to overhaul its *EdiConnect* B2B interchange platform, which it currently uses in 14 countries in Asia, South America and Europe. *"With 48 million messages interchanged annually, 38% more in 2008 than in 2007, the quality of international data flow management has become a major priority in the Carrefour group's performance. Our goal is to focus on optimizing the quality and competitiveness of the services provided to our main clients, the national Supply Chain and Finance departments. For this choice, we also aim to be able to offer new services contributing to the implementation of integrated EDI systems and an alternative solution to local answers used in certain countries"*, explained Philippe Capillon, head of EDI within the Carrefour group's B2B Competence Centre. Rollout should begin end-2009 and be complete at the end of H1 2009. Carrefour's and Generix Group's teams have begun working towards this goal.

Carrefour Group Chooses Collaborative Shared Platform

The service shall be provided via the B2B TradeXpress On Demand solution using a shared platform hosted and operated by Generix Group. The principle of this service-focused, pioneering EDI-sector agreement is a single purchase of business line activities. These are described in the form of a specific, evolving catalogue of services corresponding to the current and future EDI requirements of the countries where Carrefour is established. The agreement has been concluded for a five-year term.

Generix Group, Collaborative Solutions for Managing Complex Flows

A long-standing operator in interchange and integration solutions, Generix Group is a specialist in Software as a Service solutions and already supplies 2,100 companies under leasing arrangements. In 2008/2009, On Demand management applications represented €6.4 million in revenue, up by 35%. *"On Demand solutions now represent nearly 10% of our total revenue, placing us among the most active publishers in this field"*, explained Jean-Charles Deconninck, Chairman of the Executive Board. *"The Carrefour group already chose our On Demand Collaborative systems last March to optimize its supply chain and ensure effective procurement for its outlets. It has demonstrated its satisfaction today by selecting our shared collaborative platform for its EDI flow management. The Generix Group is thus making its mark as a favoured supplier for the Carrefour Group in its operational optimization plan"*.

Generix Group solutions provide a response to cutting-edge standards set by retailers, which use numerous suppliers and manage many references.

Gartner, the international research and consultancy firm, has listed Generix Group among the major global operators in the B2B Gateway solution provider segment. As part of its agreement with Dole Food — the US agrofood industry operator — TradeXpress On Demand has obtained the SAS 70 type II international certification required for companies covered by the Sarbanes-Oxley Act. This certification substantiates not just the quality of resources used by Generix Group in the organization of its On Demand activity but also its ability to manage large volumes.

Conclusion

With the new agreement, Generix Group confirms its innovative mission in the field of leased collaborative solutions. *"After choosing our collaborative systems to equip its Collaboration and Consolidation Centres, the Carrefour group is renewing its confidence in our international EDI flow management solutions. We are happy to be a strategic partner for the world's number two retailer, which has once again chosen Generix Group systems to advance its operating efficiency. More generally, development of the SaaS model is picking up speed in the current economic context, which is feeding through into a search for optimization solutions that are immediately operational and profitable",* stated Jean-Charles Deconninck.

**Next financial press release: 28 October 2009, after market close
Revenue for H1 2009/2010, ended 30 September 2009**

About Generix Group

Generix Group is a software editor for the retail sector and offers a full range of collaborative software for knowledge transfer, supply chain management, and value chain optimization. Its applications are designed for companies in the agrofood, FMCG, food and specialist retailing, automotive, healthcare and transport industries.

With 550 employees and revenue of around €70 million, the new group has become the European market leader in retail and supply chain publishing. With customers including Carrefour, Gefco, Leclerc, Adeo, Nestlé, Unilever, Kuehne + Nagel, ID Logistics, DHL Exel Supply Chain, Louis Vuitton, Sodiaal, Metro and Sara Lee, over 1,500 retailers, global manufacturers, and logistics companies now rely on Generix collaborative software.

Company listed on Euronext Paris (ISIN- FR0010501692 - GENX) www.generixgroup.com

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