



Press Release  
October 20, 2008



## La Poste takes a majority stake in Sefas Innovation

**Paris, France - October 20, 2008** - The La Poste Group (the French Postal System) has announced its acquisition of a 51% stake in the French document software supplier Sefas Innovation, which operates from Europe and the USA. The transaction, which involves the wholly-owned La Poste subsidiary Doc@Post, makes it the largest shareholder in Sefas Innovation, leaving the existing shareholders with 49% of equity.

"The concept of building an integrated range of services around business document production is central to the plans of Doc@Post", explains the company's CEO Philippe Verdier. "We want to supply businesses of all sizes with all the services Doc@Post can offer via a single Web-based interface. Doc@Post will provide key components for all or part of a company's document strategy, and Sefas Innovation software will be the backbone of that service."

"The shareholders and management of Sefas Innovation were very excited by the compelling plan put forward by Doc@Post", says Sefas Innovation Chairman and CEO Jean-Philippe Sarraut. "The approach they adopted was a good example of how agile a large company can be when its actions are based on an ambitious strategic vision. The European dimension was also another exciting aspect in favor of the deal".

Doc@Post intends to roll out the service to all European countries in the future. "The international reputation of Sefas and the fact that its software has been adopted by many global corporations was a significant factor in the decision", adds Philippe Verdier. He also said: "in agreement with the existing shareholders, we might consider other equity investors that are inline with the strategic partnerships Doc@Post intends to establish in the near future".

### About Doc@post

Doc@post is a holding company comprised of the 10 La Poste affiliates dedicated to document related technologies and services. The company provides a unique set of expertise to the European marketplace and offers an end-to-end solution to manage documents on any medium.

To solve their document related issues, companies must often use many different vendors for document creation, composition, production, electronic delivery, traceability, archival, inbound mail processing, etc. By creating Doc@post, the La Poste group provides its customers with a unique point of contact for all their document needs from consulting to the implementation of an entire production chain.

Doc@Post is already active in many countries such as the United States, Spain and Italy offering its customers international document solutions. The Doc@Post offer is reviewed and refined by independent auditors to guarantee its completeness and effectiveness.

<http://www.docatpost.com>

### About Sefas Innovation

Sefas Innovation, a French software provider, is the European leader in document design, composition, production management, and multi-channel delivery.



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Our headquarters and R&D division is based in Ivry-sur-Seine, France, with two affiliates based in Burlington, MA and Bristol, UK. Sefas Innovation provides its international customers with an end-to-end, modular solution that spans from document creation to document production, and enables one-to-one customer communication.

The Sefas Open Print suite of products is the result of 20 years of experience in document creation and composition, advanced personalization, collaborative design, document management, postal optimization, output management, and production management. Banks, insurances, utilities, administrations, and public services around the world rely on our innovative and reliable solutions to improve the efficiency of their operations and reduce cost.

Sefas Innovation has more than 100 large enterprise customers, many of them are international groups such as: Citizens Bank, Hewitt Associates, ADP, AT&T (US) ; Nationwide, RSA, EDS (UK) ; Groupama, AG2R, la Caisse des Dépôts et Consignation, MAIF, France Télécom (France) ; LVM (Germany) – or large administrations: Inland revenue, Department of Works and Pensions (UK), ANPE, DGI, CNAM (France) and the State of California (US).

Sefas Innovation was founded in 1991 and has about 80 employees and revenues of 9.3 Million Euros in 2007.

For more information, visit our website at [www.sefas.com](http://www.sefas.com) or contact us at [contactfr@sefas.com](mailto:contactfr@sefas.com)

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