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Press release



INDEX MULTIMEDIA

A French Societe Anonyme with a capital of € 838,243.50
Registered office: 36 rue Jacques Babinet 31100 TOULOUSE
RCS TOULOUSE B 342 177 029

Index Multimedia implements a consumer knowledge and Direct Marketing tool

Identified and announced as one of the key projects for the year 2008/2009, Index Multimedia has completed the CRM project which enables Index Multimedia to

- Reduce the costs of its marketing campaigns and this optimize its returns on invest
- Increase consumers' ARPU and lifetime value
- Build a more strong relationship with consumers

Operating on a highly competitive market with a permanently evolving business model, having to face the regulatory changes and transformation of consumers' behaviour, Index Multimedia has to get means of action over all the aspects of the client relationship, from acquisition to loyalty programs. This implies that the company needs to have at its disposal a marketing solution allowing at the same time:

- Increasing the value of its contacts database via a better knowledge of consumers course and its products plans
- Customizing each message according to the profile and requirements of each client and prospect
- Managing dynamically the over-solicitation, the commercial pressure and also improving the loyalty of its clients

- Being extremely reactive in the design of its product plans and its qualification programs

Based on the Neolane software, the Direct Marketing and customer relationship management tool of Index Multimedia is compliant with the objective of re-placing the client in the core of the company and its preoccupations. It gives therefore to the company, the means necessary to obtain a true client vision and allows improving both the ARPU and the client's life time while keeping under control the acquisition and reactivation costs. Index Multimedia will be in a position to ascertain a predictive profitability model for each of its strategic operation.

This CRM tool, by the detailed analyses and the answers to each of the commercial solicitations (promotion on traditional media or direct marketing campaigns) it provides, will also be used as a decision tool which will allow refining Index Multimedia's positioning and products plans.