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## PRESS RELEASE

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# IFS appoints new Chief Marketing Officer

**IFS, the global enterprise applications company, today announces that Mark Boulton has been appointed Chief Marketing Officer (CMO) and joined IFS' Executive Committee. Boulton has held a number of marketing executive positions, including managing Global Business Development for IBM Tivoli Storage and running Global Storage Marketing for Dell.**

To further increase market awareness and strengthen IFS market position globally, IFS has appointed Mark Boulton CMO for IFS.

"IFS is in a unique situation; our reputation for product quality, fast global implementations and many satisfied customers provides an excellent foundation for successful growth. Our biggest challenge is market awareness. In this light, I am happy to announce the appointment of a strategic, senior marketing executive to work with our global marketing organization towards higher visibility in our target markets", Alastair Sorbie, IFS CEO said.

Mark Boulton highlights IFS' ability to execute on previously announced growth plans as an important reason for joining the company.

"IFS is an established alternative to SAP and Oracle, with a reputation for service excellence. I look forward to more tightly aligning the marketing strategy to support the company's aggressive growth plans and working with the excellent marketing organization already in place to develop a more global approach", Mark Boulton said.

Mark Boulton commenced his work at IFS in January 2012.

### About IFS

IFS is a public company (OMX STO: IFS) founded in 1983 that develops, supplies, and implements IFS Applications™, a component-based extended ERP suite built on SOA technology. IFS focuses on industries where any of four core processes are strategic: Service & asset management, manufacturing, supply chain and projects. The company has 2,000 customers and is present in approximately 60 countries with 2,700 employees in total. Net revenue in 2010 was SKr 2.6 billion.

More information on IFS is available at [www.IFSWORLD.com](http://www.IFSWORLD.com)

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IFS discloses the information provided herein pursuant to the Financial Instruments Trading Act (1991:980) and/or the Securities Markets Act (2007:528). The information was submitted for publication on January 9, 2012 at 9:00 a.m. (CET).