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## PRESS RELEASE

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# drom fragrances selects IFS Applications to enhance business processes

**drom fragrances, a producer of fragrances, has selected IFS Applications to increase the transparency of its international business processes and enhance its analysis, control and planning processes. The contract includes software licenses and services and has a value of approximately € 2 million.**

Headquartered in Munich, Germany, drom has creative centers and production sites on four continents. drom will replace its legacy software with the modern IFS Applications suite, including components for process manufacturing, distribution, maintenance, sales and marketing, trade management, supply chain management, financials, human resources, document management, quality management, and business analytics.

Dr. Andreas Storp, CEO at drom fragrances, said: "We chose IFS Applications because IFS understands our business needs and can deliver multi-site and international capabilities as well as local support on a global level. With IFS Applications, we look forward to achieving greater transparency in our operations worldwide, better analysis and control capabilities and enhanced planning and forecasting processes among many other modern software features."

Peter Höhne, Vice President Sales & Marketing, IFS Europe Central, said: "We are very pleased to welcome drom fragrances to our growing base of process manufacturing customers. Being selected by drom is further proof of our appeal to manufacturing companies in the process industry that want the security of having a single, integrated ERP solution that performs well regardless of where their facilities are located."

Process manufacturing is one of IFS's targeted markets. IFS provides industry-specific functionality for enterprises in chemicals, food & beverage, paint & ink, and pharmaceuticals. IFS Applications™ supports all critical business processes, including material compliance, batch balancing, recipe management, quality management and demand planning. The application suite also includes solutions for enterprise asset management, product lifecycle management, customer relationship management, finance and human resource management.

IFS process manufacturing customers include Jotun, Dyrup, Willamette Valley Company, Akzo Nobel, Sherwin-Williams, Farrow & Ball, Teknos, Imerys, Becker Industrial Coatings, ACO Hud, LGC Ltd, Neste Oil, Oriflame, Heaven Hill Distilleries Inc, Bridor, Cloetta, Boyd's Coffee, Tazo Tea, W.Grants, Bolix S.a., Diamond Pet Foods, Kettle Foods, Bronco Wine and Chingford Fruit.

### **About drom fragrances International**

drom started as a family business in Munich, Germany almost a century ago and is currently managed by the family's third generation. Today, it is present in Europe, North and South America, the Middle East, the Far East and Australia. It acts in both a multicultural and intercultural fashion, from five creative centers in New York, Paris, Munich, Sao Paulo and Guangzhou to five international high-tech production sites to all other branches in over 40 countries.

More information is available at [www.drom.com](http://www.drom.com)

## IFS PRESS RELEASE

### 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 2,800 employees in total. Net revenue in 2011 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 February 10, 2012 at 12:00 noon (CET).