

OMX Nordic Exchange Copenhagen A/S  
Announcement no. 34/2007

## **Maconomy Strategy announcement**

### **Roadmap for growth II: Maconomy goes for European leadership**

*Maconomy goes for European ERP leadership in the PSO market and sets two financial goals for 2011: Total revenue of € 100m and an EBITDA margin of 15%.*

**Copenhagen, December 6, 2007.** With almost two thirds of its 2006-2008 growth plan successfully completed, Maconomy has built a solid platform for future growth in the market for ERP to Professional Services Organisations (PSO). Maconomy has gained market share in seven consecutive quarters, leading to a strong position in North Western Europe. Maconomy aims in 2009-2011 to further expand its presence in Europe in terms of product, service and distribution capability, both organically and through acquisitions. Maconomy goes after European ERP leadership in the PSO market where industry analysts expect double digit growth rates - Maconomy expects to show annual growth rates above 30% in 2009-2011.

#### **Goals**

- €100m in revenues in 2011
- EBITDA margin of 15% in 2011
- Recognised among Top 5 ERP vendors by European PSO industry executives

#### **Core elements of the growth plan: additional segments, additional markets and new revenue sources**

Maconomy will continue to deliver strong organic growth in the existing geographies and segments. On top of this, Maconomy will use it's expertise it has gained in supporting PSO's to:

1. Expand into adjacent Professional Services Industries such as legal, engineering and design.
2. Establish presence in two additional large European geographies. The US base remains important in order to be seen as a feasible partner to larger internationally focused European companies.
3. Develop new revenue sources by selling complementary stand-alone products to the installed customer base and target segments. The first example of this strategy was launched in October – the Maconomy People Planner.

This announcement does not affect Maconomy's financial expectations for 2007.

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## **Presentation**

The new growth plan for 2009 - 2011 will be presented by CEO Hugo Dorph at an investor meeting at Danske Bank today at 11am. The presentation from this meeting will also be available at [www.maconomy.com](http://www.maconomy.com). When releasing the Annual Report 2007 in March the strategy plans will be elaborated further.

## **Further information:**

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## **About Maconomy ([www.maconomy.com](http://www.maconomy.com))**

*Maconomy is a global supplier of industry-specific business solutions for project- and service oriented companies. Maconomy provides services for approx. 600 customers in 50 countries through offices in the USA and Europe, and through a comprehensive partner network. More than 100,000 users on a global basis are using Maconomy's business solutions.*