

ANNUAL SALES 2011

2011 Turnover: +14%

100% SaaS editor, based in France, establishes subsidiary in the United Kingdom



(Paris-FR0010202606-ALBFR) the European leader in SaaS¹ solutions for Credit Management announces its 2011 turnover today.

↳ PURSUIT OF DOUBLE-DIGIT GROWTH ON 2011: +14%

Sidetrade Group (in €'000)	2011	2010	Increase (%)
Turnover (non-audited)	12,582	11,023	+ 14%

The Sidetrade Group has achieved an increase of 14% in the fiscal year 2011 of its revenues with a consolidated turnover of €12.58 M as of December 31st, 2011 against €11.02 M in the fiscal year 2010.

In 2011, Sidetrade added a number of new customers-subscribers as SIDEL Blowing & Services, AMERICAN EXPRESS Voyages France, AXIMA SEITHA (Gdf Suez), CEMEX France, RANDSTAD (Belgium, Netherlands and France), H-ESSERS Belgium, GEFCO on 7 countries (France, Belgium, Germany, Italy, Spain, Portugal, England) and the further deployment of GEODIS WILSON (SNCF Group) in United Kingdom, Belgium as part of the global project contract for deployment in over 40 countries on a worldwide basis .

↳ +73% OF GROWTH FOR THE BACKLOG

In the course of 2011, more 24 million of invoices have been managed in the Cloud of Sidetrade, in 15% progress compared to prior fiscal year.

Beyond this performance, the recurrence of SaaS revenues from multiannual contracts guarantees Sidetrade an excellent visibility in the mid-term. The order book related to Sidetrade Network's SaaS activities amounted to €16.8 million on December 31st, 2011 vs €9.7 million on December 31st, 2010. This secured revenue which will be invoiced in the coming years, shows neither the Profit & Loss nor Sidetrade's Balance Sheet for 2011.

↳ FIRST SUBSIDIARY ABROAD: COURSE TOWARDS UNITED KINGDOM

Sidetrade announces the opening of its UK subsidiary in central London with a sales and marketing team which already includes 6 collaborators. Sidetrade's web solution is available in 9 languages and used by more 38,000 users across 65 countries.

Olivier Novasque, CEO and Chairman at Sidetrade Group, has entrusted:

«These last two years, the Sidetrade's international market share increased considerably. These commercial successes recorded in United Kingdom, Belgium and Netherland pointed out the adequacy of our solutions with the huge market potential in Europe. The UK market offering a higher potential market than France has become as a natural target of our European growth strategy. This expansion represents a major step of Sidetrade's development becoming one of the few French Pure SaaS player to export its business model abroad".

↳ NEXT ANNOUNCEMENT

Annual Results 2011 and First Quarter Sales 2012 : 30th April 2012 (after Stock Market close)

¹ SaaS (Software as a Service): a model that consists in providing a software service via the Internet based on a subscription.

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↳ ENQUIRIES

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↳ ABOUT SIDETRADE (www.sidetrade.com)

Sidetrade is an independent group listed in Nyse Euronext (ticker: ALBFR). The company is the European leader in the optimization of solutions for Credit Management provided by SaaS (Software as a Service). The solutions reduce overdues and secure Account Receivables. Sidetrade's solutions are used by more than 800 medium and large sized companies across 65 countries in Europe.