

Kit Press

September 2011



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Company profile

Some facts about Oodrive

For the last 10 years, since being established in 2000, Oodrive, software publisher and pioneer of solutions in SaaS (Software as a Service) mode in France, has been developing ECM (Enterprise Content Management) solutions dedicated to the security and online management of files for its customers, distributors and partners.

Oodrive's success has spread rapidly across national borders, particularly as a result of developing strategic partnerships with major European companies such as Fnac and Darty: 11,000 business customers and over 1,000,000 private individuals across 90 countries are using Oodrive's solutions every day of the week.

Oodrive is now an unrivalled leader in online backup, file sharing and web-based collaborative working for the European market.

Today, the Oodrive Group has a head office in France and four subsidiaries strategically positioned in Northern Europe (Belgium and Germany), Southern Europe (Spain) and Asia (Singapore) thus covering the entire International market.

As a leader and pioneer in delivering SaaS solutions in France, Oodrive promotes the Cloud Computing advantages and benefits. Oodrive is an active member of the AFDEL (French Association of Software Publishers) and of EuroCloud France (Association for the promotion of SaaS solutions in France). Its commitment extends beyond borders: Oodrive is also treasurer of EuroCloud España.

Oodrive: key facts and figures

- Date established: 2000
- T/O 2010: **13 million euros**
- **150 staff**, 40% of whom work in the R&D department
- **Over 1,000 resellers and partners**
- **11,000 professional customers** and **over 1,000,000 private individual users**
- Solutions used in more than 90 countries
- Solutions published in 14 languages
- A head office in Paris and four subsidiaries based in Brussels (Belgium), Madrid (Spain), Stuttgart (Germany) and Singapore
- Investors: in 2007, Oodrive obtained 4 million Euros in capital funding from Iris Capital and 7.5 million Euros from TIME in 2011

The Oodrive management team



'The main feature of our services is that we make them easy to use.'

The founders of Oodrive

(from left to right: Stanislas de Rémur, Edouard de Rémur, Cédric Mermilliod)

Stanislas de Rémur: Chief Executive Officer

After obtaining an economics degree from Paris II and a diploma from the ESC Reims Management School, Stanislas de Rémur joined the Corporate Finance Division at JP Morgan in Paris before obtaining an MBA from the University of Melbourne and continuing his career in Australia. In July 1999, he joined General Electric where he stayed until October 2000, before founding Oodrive.

Cédric Mermilliod: Sales Director (VSE and SME Business Unit)

A graduate of EM Lyon Business School, Cédric Mermilliod began his career in Lisbon with Renault and worked on the launch of the Mégane in the Portuguese market. In 1999, he joined Unilever in France.

Edouard de Rémur: Sales Director (Medium and Large Enterprise Business Unit)

A graduate of EM Lyon Business School, Edouard de Rémur worked for two years in Hong Kong in the Organisation Department of Société Générale where he was responsible for year 2000 transition and implementation of backup systems. He then joined Andersen Consulting to provide business consultancy for companies on managing their information systems infrastructures.

Elisabeth Clément: Group Chief Financial Officer

A graduate of MSG (Management Science Master), Elisabeth Clément began her professional career as a management controller in the industry. After 7 years as Chief Financial Officer in the distribution of computer peripherals and consumer electronics for individuals, Elisabeth Clément joined Oodrive in January 2010.

Hervé Lacourt: Group Technical Director

With a post-graduate degree in informatics, Hervé Lacourt began his professional career in software development within a computer services company where he was to become Project Director. Thereafter, he was successively to run the R & D Departments of several software houses before taking part as CTO in the creation and development of two start-ups, before securing a management position within the Cloud Computing Department of a major IT Group.

Buoyed by his 25 years of experience in the IT engineering field and the management of engineering teams, Hervé Lacourt joined the Oodrive Group in 2010 as Technical Director.

Sandrine Thoumine: Group Product Manager

A graduate of ESC Clermont-Ferrand, Sandrine Thoumine began her career at Casino as Product Manager then Marketing and Purchasing Manager. She then went on to working as an organizational consultant for major international distribution organizations (Etam, Habitat, Lapeyre, Decathlon) within the company CSC. After this, she joined Darty as Director of Marketing Services. After 12 years of experience in developing product lines and services and leading projects, Sandrine Thoumine joined Oodrive in January 2010.

Damien Ferriol: Human Resources Director

A graduate of the Institute of Legal Studies of Paris Nanterre, Damien Ferriol started his professional career at Convergys (1,200 employees in France), where he was appointed Head of Recruitment, and subsequently joined the Keyrus Group (1,300 employees in 8 countries) as Head of Human Resources. He then took up a position in the Segula Technologies Group (6,500 employees in 19 countries), managing the human resources section of one of their departments.

Therefore Damien Ferriol had 13 years' of experience under his belt when he became the Human Resources Group Director of the Oodrive Group in 2011.

Anne-Sophie Clémot: Marketing Group Director

After acquiring a Masters Diploma in Economics from the University of Paris I and a Post-Graduate Diploma in Marketing from the INSEEC Business School, plus 2 years' experience in a communications agency, Anne-Sophie Clémot joined the Marketing Distribution and Advertising team at Symantec. After 6 years of working for this publisher, and after rising through the ranks in the communications department, she became the Marketing Director for France and Benelux, with her remit later extending to Southern Europe. Thus upon joining the Oodrive Group as Marketing Group Director, Anne-Sophie Clémot brought with her 16 years' experience in various marketing activities and in team management.

Oodrive's missions and ambitions

The lack of trust regarding the release of data outside the company is tending to disappear and the company regulations regarding company data security is giving a huge boost to the speed of adoption of the SaaS model; a financial module that is appreciated for its flexibility, particularly in times of crisis.

Oodrive, pioneer of solutions in SaaS mode and European leader of managed services providers for managing files online, sells solutions to professionals in two areas of operations, these being:

- Online backup with the range **AdBackup**
- Web-based file sharing and collaborative working, with **iExtranet** and **PostFiles**

Within the framework of its strategic partnerships with the big names in major retail outlets (Darty, Fnac, Auchan...) and telecoms operators (Orange, VTX, NordNet, The Phone House...), Oodrive is developing specific online backup and online file sharing services for private individuals offered mostly as part of packages available to the general public.

Oodrive is thus providing a **simple response to the specific requirements of businesses and individuals** regarding the security of their critical data, sharing of large files and collaborative working with external parties.

Satisfying the needs of customers and partners...

Oodrive puts everything in place on a day-to-day basis to meet the needs of its users. Its efforts focus mainly on the three key factors of its success:

- **Advanced technology**: ever-increasing investment in its R&D department enables Oodrive to focus on developing easy and essential functionality to constantly stay ahead of other solutions available on the market.
- **Ease-of-use**: a real asset to all Oodrive solutions. Their ease-of-use and multiple user-friendly functionalities make them immediately accessible to any user, including the new ones.
- **Security**: considering the stored and shared company data confidentiality factors, Oodrive ensures optimum protection of this information by means of the most effective systems on the market

(triple encryption, hosting in three data centres, highly secreted access to infrastructure, continual monitoring, etc.).

... combining "proximity", "service" and "understanding"

These are the three key values on which Oodrive has built its success, with one single and unique objective: to provide innovative and quality turnkey solutions that satisfy its customers and partners.

A distribution network that adds tremendous value

Since its creation in 2000, the company has attracted **9,000 companies** (small businesses, SMEs and corporates) and **over 1,000,000 private individual users**.

A success built as a result of managing multiple sales channels. By combining direct and indirect sales, Oodrive has established a network that enables companies to address the specific needs of a customer base consisting of private individuals, small businesses, SMEs and multinational corporations.

The company currently has a network of **more over 1,000 resellers and IT distributors** worldwide (IT services companies, VARs, integrators, consultants, etc.) who distribute, recommend and install Oodrive solutions for their customers.

Oodrive is always at the service of its resellers / distributors and provides them with day-to-day support at a sales, technical or even marketing level. Oodrive supports them with defining their range of products and services as well as with their market expertise in managed backup and file sharing services in SaaS mode.

These days, being an Oodrive reseller guarantees real growth, not only in terms of turnover but also in terms of key expertise.

In January 2009, in the aim to go the extra mile to support their resellers, Oodrive launched a **personalised certification programme**, setting up different levels of sales and marketing support (training, field support, back margin payments, co-marketing budgets, etc.).

Oodrive has also negotiated more than 10 **strategic partnerships** at European level with telecommunications operators, insurance companies and major specialised-distribution companies. Orange, NordNet, MAAF, Darty, FNAC and Auchan have now placed their trust in Oodrive and rely on the

company's expertise and know-how to offer their customers backup and file sharing solutions in the form of packages intended for the general public.



A complete range of software... for companies



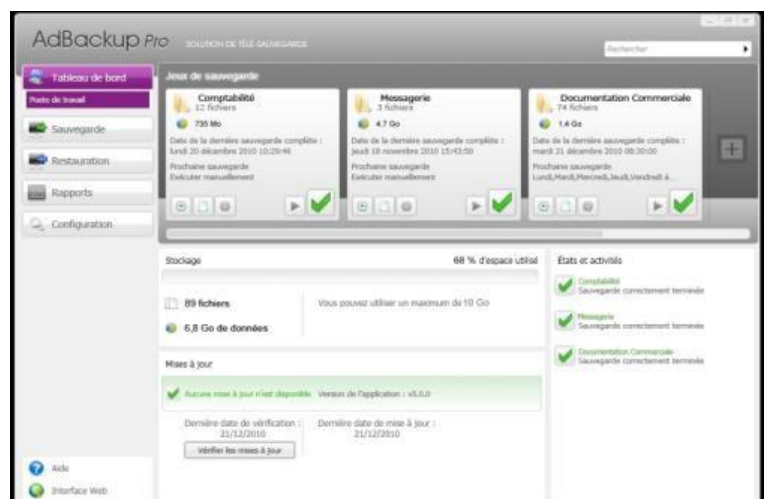
Europe's No. 1 online backup solution

Company data is exposed to many dangers: viruses, theft, fire, water damage, equipment crash, power surges, malicious attacks, and more.

To protect their files, most companies use physical support (tapes, DLT and SDLT). However **just one automatic, external backup guarantees rapid and full restoration of a company's data in the event of any problems.**

With its **AdBackup range**, Oodrive offers all businesses, SMEs and large enterprises, **an online backup solution** for an effective protection of their electronic data.

AdBackup Pro and **AdBackup Enterprise** solutions require **no equipment investment and no training** and enable users to:



- **Automate the backing up of all or part** (using the 'block' mode) **of their data, however frequently they are required** (daily, weekly, ad hoc, etc.), thus saving significant amounts of time. A simple yet detailed report is issued automatically after each backup.
- **Access a copy of their data**, retrievable at any time and from any computer connected to the Internet.
- **Restore at any time** a complete backup, a folder, an isolated file or an entire server (data, applications, operating systems and configurations) in a single and same operation. Data retrieval is contractually guaranteed.
- **Back up and recover databases and specific applications** through Oodrive's solutions many plugins (SharePoint, SQL Server, Oracle, Exchange...)
- **Ensure optimum levels of security** by means of data encryption when being transferred and whilst being hosted in three highly secure data centres.

The key benefits of AdBackup solutions

- Automatic and incremental backup
- Backup databases and heterogeneous environments
- Triple backup of data
- Guaranteed restoration
- Automatic reports and alerts



PostFiles

Large file transfer solution

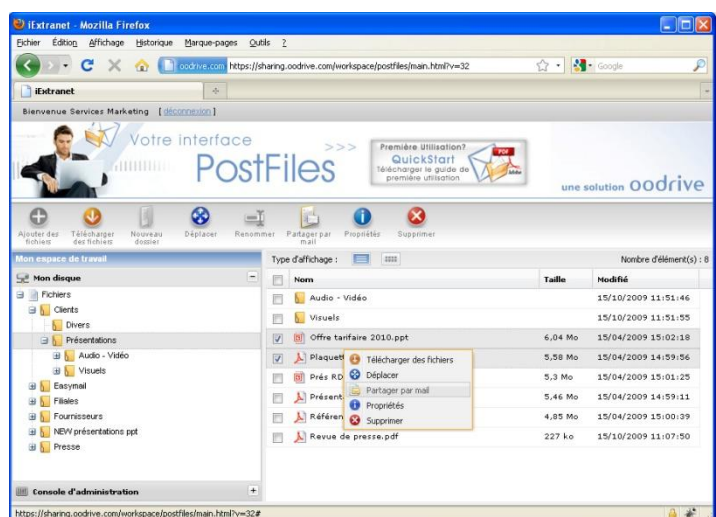
Given the proliferation of electronic communication, companies today need to be able to share large files easily and with complete security without overburdening their messaging servers and whilst enjoying a high level of traceability.

It is for this reason that Oodrive has developed PostFiles, a simple and user-friendly secure solution to send large files by e-mail.

PostFiles works on a simple and effective principle: instead of attaching the files directly to the e-mail, there is a secure link of just a few Kb, resembling an attachment, which can be used to access the files in question.

PostFiles is easy to use and enables users, even novice computer users, to:

- **E-mail any type of large file**, unlimited size or format, directly from their Outlook or Lotus email account.
- **Send any type of file via the web interface, even complete folders**, whatever the size or format.



- **Receive large files** using the 'drop-box' system. The user can authorise their external contacts to place large files on their interface within a specified period of time.
- Enjoy **complete traceability**. All actions via the interface (transmission and reception) and anything sent by e-mail is stored with full details.

The key benefits of the PostFiles solution

- **Ability to send any type of large file by email**
- **Simple to use**
- **Traceability**



iExtranet

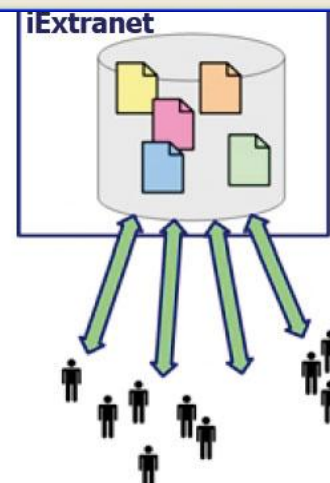
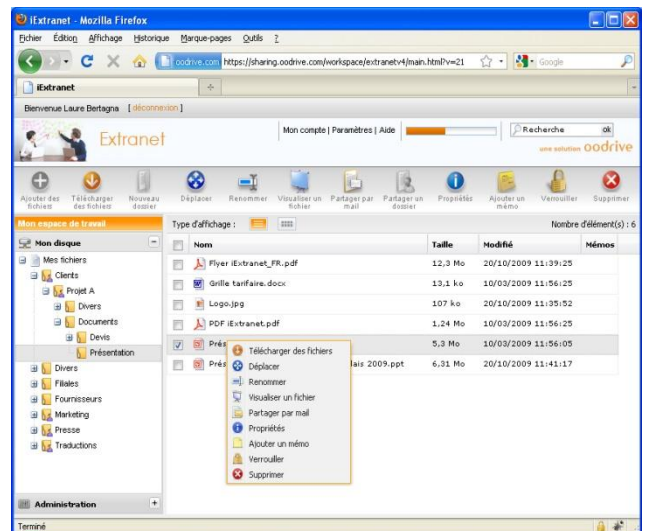
File sharing and collaborative working solution

Companies exchange information everyday with various categories of people: mobile workers, branches, partners, suppliers, customers, etc. The tools used most frequently are e-mail, FTP servers or even information recorded on CD-Roms. However, these methods generally prove to be unsuitable as the files are often too large to be transmitted and shared.

It is for this reason that Oodrive developed iExtranet, a **secure file sharing platform that can be customised and accessed by everyone working together via the Web.**

This collaborative tool requires **no equipment investment and no training** and enables people to:

- **Work easily and effectively** with external parties as well as with people within the company.
- **Share online and e-mail any type of file, whatever the size or format** (office, video, image or audio files).



- Take advantage of the **comprehensive traceability functionality** and all **security measures** necessary to ensure confidentiality and proper transmission of shared files.

The key benefits of the iExtranet solution, EuroCloud 2011 Trophy

- Customised service
- Simple to use
- Rich functionality
- Security

A complete range of software... for private individuals

Within its strategic partnerships, Oodrive is developing applications for the general public in association with the major companies involved in specialised distribution, telecommunications operators and equipment manufacturers. Each company has its own growth strategy and therefore Oodrive develops specific backup and file sharing services for each and every one of them.

Home Backup

Online backup solution for private individuals

Oodrive's online backup solution for the general public enables private individuals to **protect their personal computerised data**: family photos and videos, personal finances, etc. Intangible assets with considerable sentimental value for those individuals who are increasingly aware: a market for the general public which has been created and is growing at a rapid pace.

By using an online service, photos, videos and other personal documents are backed up externally and can be retrieved in just a few clicks. **Easy-to-use, automatic and requiring no investment in equipment, Oodrive's backup solution for private individuals is accessible to any type of user.**

Store&Share

Storage and file sharing solution for private individuals

Store & Share is a solution tailor-made for the general public, designed to **store and share any type of file online, whatever the size or format.**

This secure and personal **platform** can be **accessed simply by connecting to the Internet.** Its straightforward and user-friendly interface has been designed to be used in the same way as any operating system's File Explorer, with which the general public is already familiar.

It fulfils the expectations of the general public, who require mobility and the ability to exchange information.

Some of Oodrive's customers...





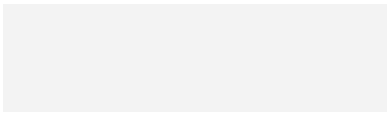


About Oodrive

Company name	Oodrive
Date established	2000
Head Office	26, rue du Faubourg Poissonnière – 75010 PARIS, France
Offices	Brussels (Belgium), Madrid (Spain), Stuttgart (Germany) and Singapore
Activity	<p>Oodrive develops SaaS solutions dedicated to the security, exchange and online management of files in the functional areas of:</p> <ul style="list-style-type: none">- Online backup with the range of solutions AdBackup- File sharing with PostFiles, and online collaborative working with iExtranet
Staff	150 personnel; more than 40% of whom work in R&D
T/O 2010	13 million euros
Investors	In 2007, Oodrive obtained 4 million Euros from Iris Capital and 7.5 million Euros from TIME in 2011.

Awards





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