

Eugène Eisenberger Entreprises

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Fusions et Acquisitions - Mergers and Acquisitions

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PRESS RELEASE – October 2004

A new operation closed by 3E in the professional training area.

Advised by 3E, METHODIS has been sold to DEMOS which thus strengthens its leadership on the French training banking market.

METHODIS, the French leading training provider for trading room specialists and a well-known provider of wealth management training, has the main banks, financial institutions and insurance companies in France as customers.

Its founder wanted to lean on the company to a party able to develop the business internationally.

This assignment given to 3E has just been closed successfully. DEMOS, a major provider of professional training in Europe which already operates business in the banking training sector with its subsidiaries FORMAT FINANCE and INSIG, has acquired 100% of METHODIS shares and has integrated its manager within its team. The financial part of the transaction was a cash payment and earn-outs.

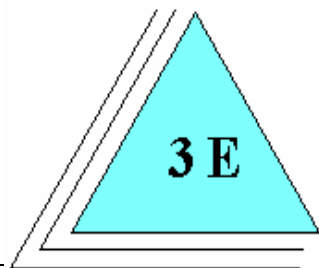
With this acquisition, DEMOS strengthens its position and ranks number one for banking training within the banks and insurance companies area.

Different companies which were approached by 3E had shown their interest for METHODIS which operates on a niche market : various players from the seminar area, professional training, financial services, publishing, consultancy... both in France and in England. Finally DEMOS was able to formulate the most motivating proposition for the company, its employees and its manager.

About METHODIS SA

Founded by Lionel PEREZ twelve years ago, METHODIS is a training company well known in the financial area which focuses on pedagogical methods (audit of needs, up-side and down-side tests, e-learning modules, training of trainers).

The company has a network of one hundred top market professional outside trainers. It provides fifty public courses in the market finance area, in-house trainings and eighty e-



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learning modules (quiz, tests...) via Internet or Intranet. The company is a specialist in distance learning.

About DEMOS SA

33 years dedicated to professional training, DEMOS is one of the leaders in this sector.

The company trains 70 000 people per year and has a turnover of 42 millions Euros.

Its 2005 catalogue includes 1 400 public courses with 190 new programmes. DEMOS has operations in the main Western European countries and more recently opened offices in Poland and China.

DEMOS CEO, Jean WEMAËRE, is also the President of the French professional training association (Fédération de la Formation Professionnelle - FFP).

About 3E

3E is a M&A Boutique created in 1985. It is managed by its founder, Eugene EISENBERGER, graduated from SUPELEC (Electronics engineer) and HARVARD. He is also a lecturer at HEC graduate school of business.

3E operates under exclusive sell-side, buy-side and advisory assignments whether industrial transactions or private equity deals such as LBO, MBO, OBO...

3E has numerous references in the IT sector, Electronics, Temporary staffing agencies, Training, Media, Consultancy but also Mechanics and Textile/Clothing.

3E closes three to seven deals per year among them 50% of cross-border deals, in these last few years with Belgium, Italy, Usa, Uk and India.

For more information :

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