



Corporate overview **2008**

Press Contact

Nexway  
**Agnès Teissier Heydari**  
+33 (0)1 55 17 31 55  
agnes@nexway.com

Axicom RP Agency  
**Sana Hales**  
+33 (0)1 41 06 18 26  
sana@axicom-france.com

**Karine Mabilie**  
+33 (0)1 41 06 18 04  
karine@axicom-france.com

[www.nexway.com](http://www.nexway.com)

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## **Our Activity : Digital content distribution (software, games, music) by legal download**

### **Our vision**

The digital content market is in constant evolution. It is still young, pushing for constant change and questioning traditional distribution schemes. On the other side of the screen, consumers are more and more aware of the advantages of purchasing digital content online: right now, more than two-thirds of software buyers declare to prefer acquiring a digital product by download rather than buying a physical product, and a number of analysts forecast that this trend will grow to 80% by 2010.

As a first mover and a European leader in the legal online distribution of digital content, we have already claimed success in our ambition to offer a better understanding of this market and maximise the exploitation of content publishers' sales potential online. Our expertise and know-how bring digital content publishers and European online players complete e-commerce white label solutions with associated services adapted to their specific needs, thus enforcing a dynamic approach to their online sales.

Our experience in the field, as well as the effectiveness and flexibility of our business model, enables us to build business relationships with our partners based purely on performance, i.e. our capacity to generate sales.

Since its creation in 2002, Nexway has been able to weave the framework of a unique digital distribution network which every player, publisher, E-merchant, portal and affiliate, is encouraged to take part of and expand on a pan-European level.

We could stick to just that, but in our trade many things remain to be invented. Because the digital content market is always in full evolution, our offer is to work certain facets of it, and thus to create new attitudes of consumption benefiting from the best of non-physical digital support.

With a new multi-content approach, we can offer our partners a unified platform amalgamating the purchase of various digital products, software, games, music and video. This new multi-content platform simplifies, but also directs, the consumer's access to a digital cluster of cultural products, whose richness is increasingly topped up with the arrival of new publishers on the network. Simultaneously, it allows our portal and e-merchant partners to fully benefit from the "long tail" effect thus initiated.

All things considered, our strategy embodies our will to continue as a player and major creator of relevant and innovatory schemes to open to you the doors of digital distribution at the pan-European level.



## **Gilles Ridel, a visionary of the digital era and dematerialization**

### **Gilles Ridel – CEO**

The founder of Nexway, Gilles Ridel who made his first footprints in the banking world started his successful entrepreneurial career in 1986. His first start up was a company specialising in data communications and the Minitel.

In 1995, he was placed among the pioneers of e-commerce by founding the company Avenda, a Web agency which achieved more than 500 clients websites over 5 years, taking a notable part in the development of the first French e-merchant sites.

In 2000 Avenda completed a successful industrial merger with the 9Telecom – Jet Multi-media group. Gilles Ridel was appointed General Manager of its Internet business, and simultaneously joined the Board of Directors.

In 2002, anticipating the expansion of online trade, he created the start-up Telechargement, the first European supplier of complete e-commerce solutions, which became Nexway in 2007.



## Our Management

### **Christian Désert – VP International Business Développement**

Christian Désert made his entry into the world of the Internet in 1996. In 1997, he co-founded Net2one, a site for distributing personalised information, where he held the position of Marketing and Business Development Manager.

In 1999 he joined EMAP France as Director of Marketing and Business Development and dealt with the deployment of an Internet strategy for all the group titles, launching the EMAP DIGITAL France, EMW company.

He joined the start-up Astrocenter.com in 2003, where he developed the business in Spain and Latin America; becoming Europe Director in 2005 he developed markets such as France, Germany and the United Kingdom for this European leader in astrological content.

Arriving, at the beginning of 2006, at Nexway, his thorough knowledge of the Internet and international markets made him the ideal player to lead the expansion of Nexway in Europe.

### **Franck Giroudon – VP Marketing**

Franck Giroudon started his professional career in the digital field in 1997 at Infogrames Europe, as Product Manager. In a 2-year span, he was appointed "Brand Manager" in charge of motor racing video games at a European level. He was in particular in charge of the famous franchise "V-Rally", which sold more than 7 million copies throughout the world.

In 2000 he joined Packard Bell as European Internet Marketing Manager, later becoming European Internet Sales & Senior Marketing Manager. In these functions, he was to set up the Internet marketing and commercial strategy for the specialist in European sales of domestic PCs, in particular the opening of ten online shops in Europe.

As of his entry at Nexway mid-2006, he employed his talents and his international marketing experience to work out a powerful and innovative marketing strategy to position Nexway as a major pan-European player in the distribution of digital content on the Internet.

### **Francis Ingrand – VP Business Développement**

Before joining Nexway, Francis Ingrand initially held the position as Product Manager at Black Orange.

Between 2003 and 2007 he moved within Alapage.com to reach the top position of IT, video games and software Director, gradually assuming a wide scope of responsibilities for cultural products.

Arriving at Nexway at the beginning of 2007, he dealt with the digital cluster and distribution network development, particularly for the video games market.



## The Nexway Group

Since its birth, the structure of our group reflects our will to expand at all levels of pan-European presence and of our range of digital content:

### France

•**Nanterre** : Our Nanterre site houses the registered headquarters, sales, marketing and technical departments

### •Nîmes :

**Our Nîmes site includes the customer support centre for Southern Europe, management services for product catalogue as well as our general services.**

**The Catalogue Production department deals with the software and video games referencing for online selling on the Nexway network.**

**The Help Desk and Customer Care department deals with calls and emails from French and foreign customers in the customer's native language (French, Italian, Portuguese, Spanish, English) to offer a unique service, localised by country.**

### Europe

#### •Stockholm :

First historic paneuropean subsidiary of the Nexway Group, it deals with the commercial development and customer service for Southern Europe.

#### •Madrid :

Based in Madrid this subsidiary manages the development of our offer in Spain & Portugal.

#### •Brussels :

This subsidiary based in Brussels provides

the Benelux countries with local commercial development and customer support.

#### •London:

Launched at the end of 2007 this subsidiary deals with the commercial development of our offer in the United Kingdom.

#### •Milan

This subsidiary deals with the commercial development on an Italian e-commerce market in full take-off.

#### •Switzerland & Germany

The acquisition of Key Technology (Nexway GmbH) allows us to cover all the German-speaking markets with commercial development and customer support.

### Subsidiaries & partners of the Nexway Group:

Starzik, 5th music distributor over the Internet in France

Extra Live, specialist in the distribution of video games on mobile phones.

Pepita, specialist of the monetization of digital creative works on social networks.



## History

2002 :  
Gilles Ridel creates the Téléchargement.fr company

2003 :  
Telechargement.fr signs up its first publisher to the E-store model.

2004 :  
The 100,000th download is delivered by Téléchargement.fr

2005 :  
Téléchargement.fr raises one million Euros in its first round of funding through Turenne Capital Partners and XAnge Private Equity.

2006 :  
The first local support centre is opened in Nimes to provide customer support in Southern Europe  
Telechargement.fr continues to expand into Northern Europe with the opening of its subsidiary in Stockholm, Sweden.  
With a turnover growth rate approaching 100% year by year, it reaches a staggering 170% between 2005 and 2006 and the company passes the milestone of 10 million Euros of turnover .

2007 :  
March: In order to localise services (marketing, sales, customer care) when doing business with consumers on the Iberian Peninsula, the doors of a new branch are opened in Madrid.

April: Telechargement.fr acquires Starzik, a specialist in online sales of music, and Evod Club operating VoD services (Video on Demand).

May: A new subsidiary is established in Brussels to cover the growing demand for localised services in the BENELUX.

June: - The company completes its second round of funding of 5 million Euros with historical shareholders Turenne Capital Partners and XAnge Private Equity, also adding a new investor, CM-CIC Private Capital as shareholders. Telechargement turns a page in its history by becoming Nexway.

October: The U.K. subsidiary is established at the heart of London.

2008 :  
March: The Italian subsidiary is opened.  
April: Acquisition of Key Technology , distributor and supplier of e-commerce solutions on German-speaking markets as well as Pepita, specialist of the monetization of digital creative works on social networks.

## Nexway in a nutshell

- **First e-content operator**
- **+ 170 %** growth in 2006 Vs 2005
- A profitable and financially healthy company
- International network in full expansion
- **+500** multi-content client publishers in France & worldwide
- **+80%** of French-speaking market reach via strategic e-Commerce partners in France
- More than **7000 software & games** referenced in the Nexway catalogue



## Distribution platform

The Nexway distribution platform is provided in white label and includes all the functionalities one can expect from an online sales site at the peak of best practice of sales, **counting 6 years experience** in the field of digital content distribution.

It is set up on equipment with fully redundant double systems and protected from intrusions and power shortages, ensuring **complete safety**.

Its three-tier structure allows maintenance in real time, and the platform remains available for customers 24/7. Completely evolutionary, it is composed of a front and back-offices associated to a secure payment gateway. Front and back offices are adapted by our own technical department to meet the requirements specs of each of our partners and delivered **ready to use, without any investment from their side**.

The front office offers the following features:

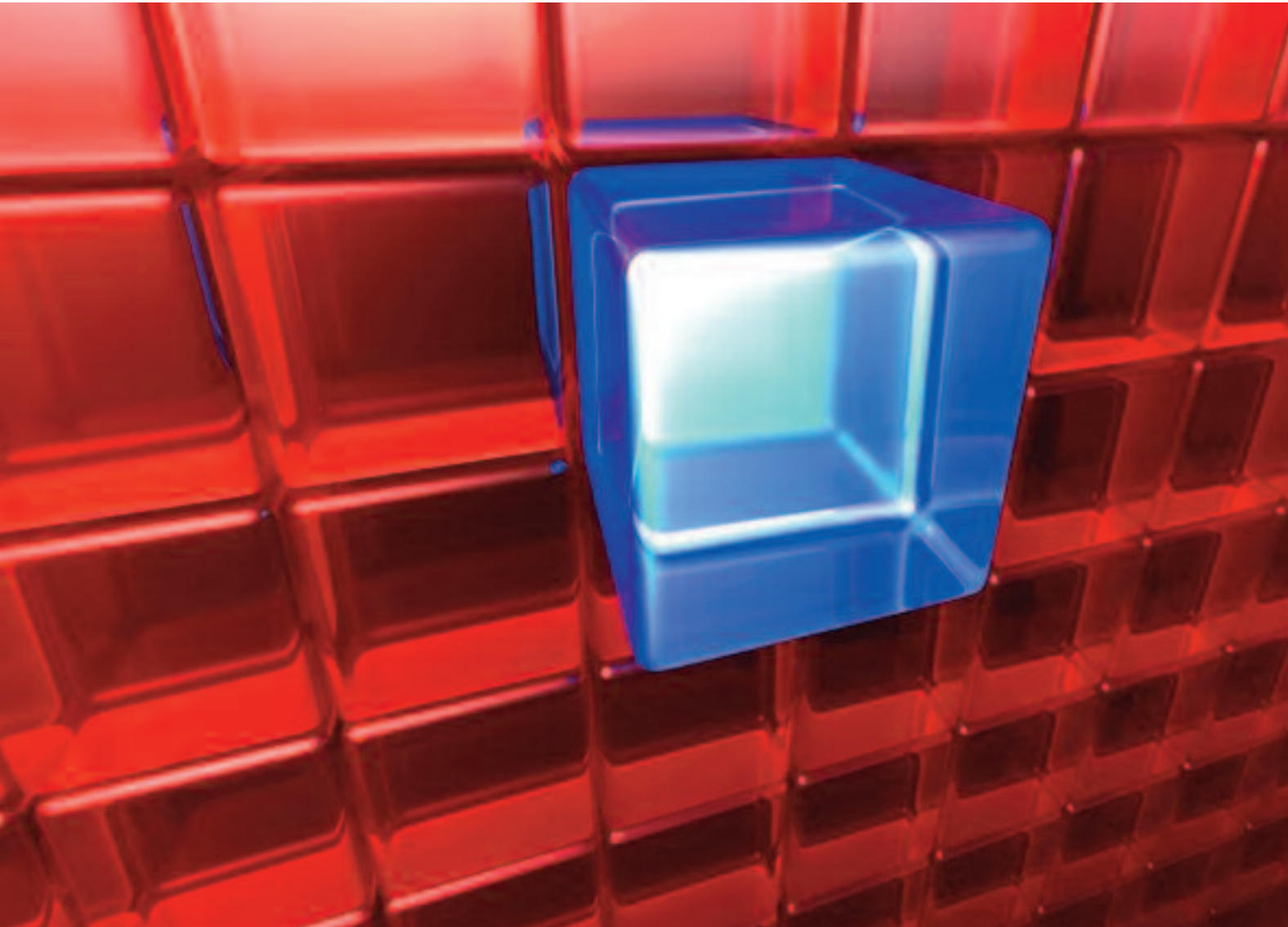
- > Completely transparent, it is adapted to the design and colours of the host site.
- > Proven ergonomics and navigation easiness.
- > Methods of payment and management of VAT rates by country.
- > The best functions of Web e-Commerce

- Latest generation applications, in particular fluent and appealing user interfaces, suitable for maximising Sales/Visits conversion rates.
- Control of key digital sales tools such as test centres (try before purchase), update centres, order channels, etc
- Dedicated applications for affiliates and resellers.
- Products distribution in any kind : unit, package or bundle, licence, by subscription, etc

- Dedicated services for marketing operations and partnerships, etc

In addition the back office provides all the necessary tools, amongst other things:

- > Management of content and master copies:
  - Management of digital rights (DRM) and protection of master copies,
  - Product updates on master copies or by patches,
- > Band-width use optimisation,
- > Management of invoices,
- > Checking of transactions and detection of fraud attempts
- > Customer and Affiliate Relationship Management,
- > Effective sales management and analysis



## Our E-commerce solutions for Publishers

### Our E-commerce solutions for Publishers

We provide adaptable e-commerce solutions, with cutting-edge technology, marketing and logistics, to each participant in the digital distribution channel with respect to their already existing network.

- E-store : a complete custom-made solution for publishers
- E-commerce First : a quick and simple to deploy online sales solution
- CommerceMe : a tool enabling publishers to build their own e-store
- E-channel : a resellers application enabling publishers to create, develop and manage their online resellers
- Nexway network: the access to a unique distribution network made up of major portals and e-marchant websites
- Services : all e-commerce services associated to our solutions.
- Our in-house marketing agency

### Sales administration

Nexway provides efficient sales management tools enabling among other things :

- to edit detailed sales reports
- to analyse sales to orientate commercial and marketing strategies.

### Customer Service

Customer relationship management is a substantial part of an effective commercial strategy and we bring to each of our partners a localized and quality customer support capable of covering each country where we operate.

## Main clients

Software publishers :

Larousse, Kaspersky, Néro, Mindscape, BitDefender, Roxio, Pinnacle, Lavasoft, ...

Games publishers:

Atari, Eidos, Sega, THQ, Focus, Empire, Nobilis, Gravity Europe, Electronic Arts, ...



## E-marketing agency for the promotion and creation of traffic

By entrusting us with their marketing budget for the online distribution of their products, our partner publishers benefit from our expertise in the field for:

Attracting and converting new consumers online,

Retaining and keeping loyalty in their current customer base.

For this purpose, Nexway's in-house marketing team propose relevant guidance and effective action adjusted to the specifications of each product and market, so that our partners can maximise their return on investment:

Mailing operations, dedicated, grouped or redirected between publishers, using the databases of Nexway, the publisher or rental databases,,

Design and implementation of marketing campaigns on search engines (SEM). A dedicated tool makes it possible to control their effectiveness in real time and the effective impact on targeted pages,

The affiliation of message sites to boost sales and increase the visibility of your products, with the possibility of choosing partner sites,

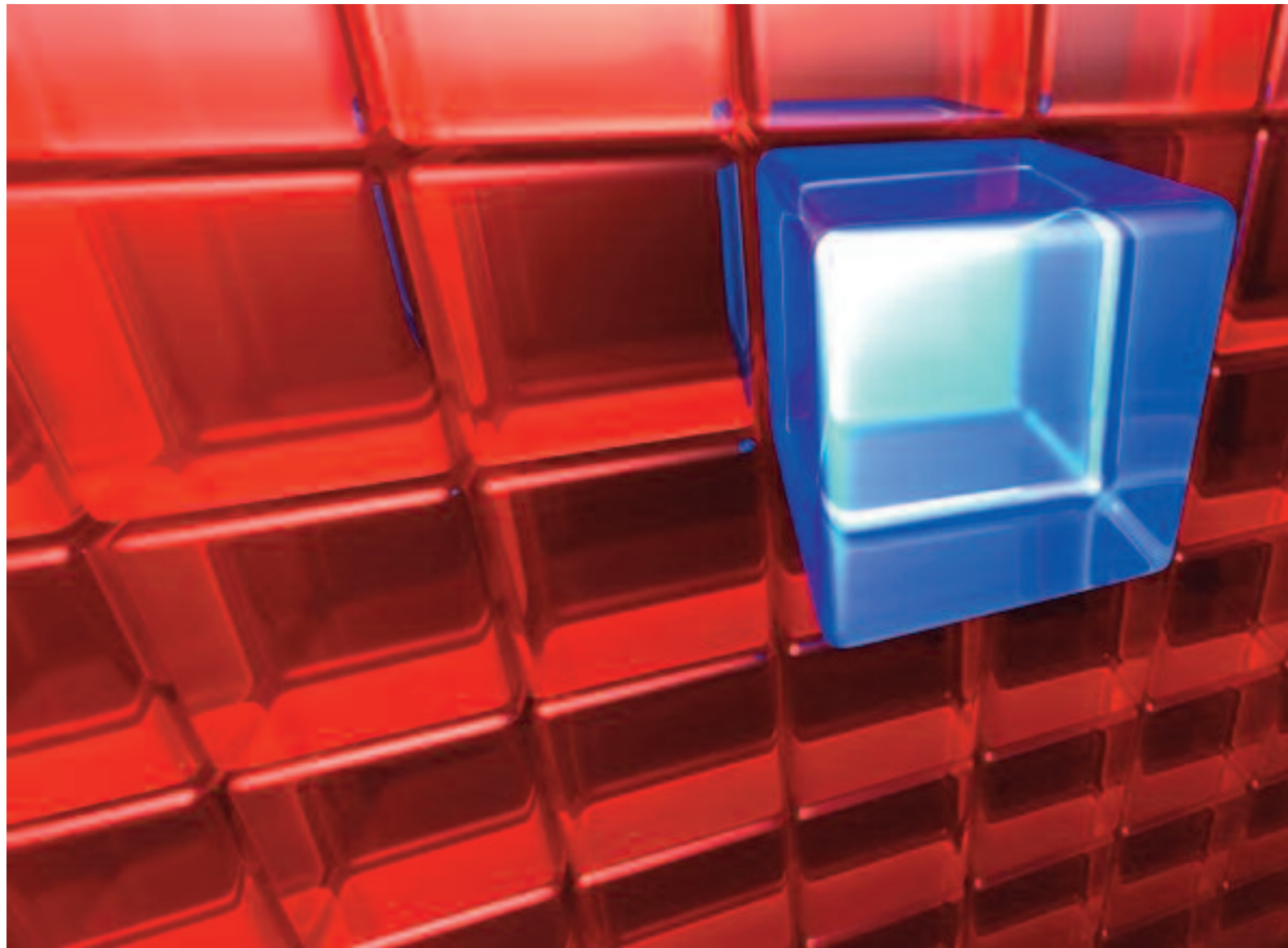
The use of our digital distribution network to carry out promotion activities, flash sales, chronologies, product launches, all developed in-house,

Online targeted advertising campaigns, managed through a powerful tool. Advertising material is developed in-house by the Nexway team.

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*« There could be no succes without an adequate means policy . »*

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## **E-commerce solutions for Portals and E-merchant sites**

### **Our E-commerce Solutions for Portals and E-merchant sites**

Our solutions for portals and e-merchant sites allow access to a digital content cluster of an exceptional richness including more than 6,000 software references, 2,500 games, 1.8 million music titles.

Moreover, the constant arrival of new publishers on the Nexway network automatically enables them to benefit from a "long tail" effect on their product catalogue.

The offer displayed on each e-merchant portal or site is entirely adaptable according to their respective needs.

### **Our services for portals and e-merchant sites**

We provide to each e-merchant, portal, and website the know-how of our sales team and our privileged relationships with hundreds of publishers enabling business offers and personalised sales events, such as special product promotions, etc.

In addition, our localised customer service ensures a first level multilingual customer support, answering in the name of each partner for all the markets in Europe where established.



## E-commerce solutions for Mobile phones

### E-commerce solutions for mobile phones

With the acquisition of Extra Live, specializing in the creation of mobile content for the digital entertainment market and brands (mobile marketing) as developer and distributor, Nexway distributes to digital players - mobile portals and operators - a catalogue made up of the most popular games. These games are entirely custom-made and adapted to their needs of added value content, via a download platform for all mobile devices of the market.

- Card games
- Brain games
- Café & Casinos
- Classical games (puzzles and arcades)

Nexway provides operators, distributors and portals of mobile content, with services and custom e-commerce solutions:

- Games channels for mobiles: We open download channels of our entire catalogue meeting the expectations of even more numerous casual consumers.
- E-stores: Complete customized white label solutions, content management and sales administration.

### Our services for mobile portals

We provide every portal and e-merchant site the know-how of our sales team to propose custom sales operations, like product highlight operations, promotions, etc.

Besides, our localized customer support assures a Help Desk of quality, on behalf of each partner on every European market where it is located.

## Major Mobile clients

The Nexway Group counts among its clients mobile games distributors and broadcast portals such as The Phone-House and mobile telephony operators such as TF1, SFR, Orange, Bouygues Telecom, Mindscape and Auchan.



## Display on the digital channels of the first European network

Through our unique distribution network, each publisher adds his products to the digital cluster Nexway offers to its partner portals and e-merchant sites, thus boosting the visibility of their products and the potential of their sales.

Via these major e-commerce players, our publisher partners benefit from visibility and potential for unique sales, thus closing the loop of an e-commerce strategy in full expansion at the service of each of its players.

The Nexway digital distribution network currently extends throughout Europe in partnership with:

- French portals classified as the top 12 visited,
- E-merchant sites classified as the top 20 in France,
- Major e-merchant sites expanding at European level

### Portals

Several French ISP portals and generalists contribute already to the Nexway digital distribution network, totalling more than 40 million visits a month.

### E-merchant sites

Many major e-merchant sites benefit from the richness of the digital content cluster offered by Nexway. Those classified among the top 20 French e-merchant sites alone total to more than 23 million visitors a month.

### A European network

Thanks to agreements with major players in distribution in Europe like Fnac and Pixmania, the network has set up quickly. The broadening of the Nexway network in Europe is a strategic axis which will also result in the signing up of agreements with the main e-merchant portals and sites in each country.

## E-commerce clients (e-merchant sites & portals)





## Games

### **Our digital content cluster**

The notion of « digital cluster » is essential to our new approach strategy of e-commerce trades.

The consumers of digital content are generally likely to make, in the same session, purchases covering multiple product categories, software, video games, music and films.

With more than 100 partner publishers, we already reference more than 2500 PC video games.

Our offer is aimed at the addicted as well as the casual gamers.



## Software

Our software catalogue includes more than 6,000 references, thanks to profitable partnerships with more than 500 publishers. All the product categories are richly represented, for domestic use or on a mobile:

- Antivirus / Security
- Bureautics
- CAO / DAO
- Accountancy / Management / Finances
- Development
- Dictionaries / Encyclopaedias
- Entertainment / Sport
- Education
- Music-
- Photo/Video
- Tourism/Travel
- Automatic translation
- Utilities
- Life styles / Home revamping
- ...



## Music

### **Music : a sector in full explosion**

Through our Starzik partner, we are able to offer downloads of more than 1.8 million music titles, including more than 350,000 in multi-format.

This offer covers 4 major catalogues and more than 100 labels in all musical genres.



## Vidéo à la demande

### **La Vidéo à la Demande : un marché émergent**

Nouvelle venue dans le bouquet numérique Nexway, la vidéo numérique en téléchargement complète notre offre multicontenus grâce à notre partenaire Evod Club. Ce spécialiste de la vidéo à la demande propose déjà plus de 600 films en téléchargement, au travers de plus de 20 éditeurs, dans tous les genres du cinéma.

### **L'innovation de l'offre pluriculturelle au travers d'un point d'accès unique.**

En intégrant les expertises et les catalogues de Starzik et Evod Club, Nexway est de fait le premier acteur européen à proposer une offre puissante innovante de vente multi-contenu en téléchargement légal, permettant d'imaginer de nouvelles opportunités marketing inédites.

**NEXWAY**

1 bd des Bouvets  
92741 Nanterre Cedex France

Tél.: 01 55 17 31 55  
Fax : 01 55 17 26 29

[www.nexway.com](http://www.nexway.com)

