



RELATIONSHIP MARKETING GROUP

Epipoli acquires Noustat

Exact science to improve CRM

Milan, 9th January 2008 – Epipoli SpA the leading CRM company has acquired 60% of the shares of Noustat srl, a business intelligence company with 15 years of experience in company data analysis and complex forecast system development.

This acquisition provides excellent basis for continuing growth in marketing strategy and customer relationship management (CRM) offering the possibility to understand and anticipate market trends through the implementation of analytical methods based on statistics, mathematics and physics.

“Nowadays it is essential to synthesize rapidly and in the best possible way the information provided by increasingly well-constructed data banks like, for instance, those produced by loyalty cards. Our experience in CRM project management and Noustat special know how enables our company to better support companies to deepen knowledge of their clients and develop and deliver tools in order to realize concrete and reasoned objectives” Epipoli’s President, Gaetano Giannetto, stated.

“Our entry into Epipoli features enormous potential and synergy. We will have the opportunity to apply our innovative scientific models to CRM. Moreover, the combination of two teams of great skill, enthusiasm and experience will certainly lead to important achievements” Noustat’s President, Maurizio Sanarico, stated.

Food and Non food retailers are the two business areas which will immediately take advantage of the new synergy with Noustat. Loyalty programmes aiming at acquiring, retaining and winning back lost customer loyalty, will be developed implementing sophisticated methods to track customer response, customer behaviour segmentation and forecast of risk of loss of single customer.

Maurizio Sanarico has become Senior Vice President of Epipoli and will lead the business unit “Advanced Modeling and Market Research”.

Epipoli is a leading company in relationship marketing specializing in CRM project management and technical solutions to achieve maximum business performance by building a profitable and long-lasting relationship with customers. Epipoli was created in 2000 by a team of senior manager who have led international top companies, and features skills and social and cultural values enriched by a vision that anticipates market and consumption trends. Headquartered in Milan, Epipoli has offices and partners in key EU countries, the United States and China.