

PRESS RELEASE

**ACQUISITION OF PRAGOEDUCA,
ONE OF THE CZECH VOCATIONAL TRAINING LEADERS**

Paris, 25th February 2008

Demos, one of the continuing education leaders in Europe, announces today the acquisition of the Czech company Pragoeduca. With this acquisition Demos is pursuing its European roll out and development of international clientele strategy.

Pragoeduca was created in Prague in 1990, and is one of the Czech leaders in vocational training. Its business model combines open and tailor made training courses, e-learning, and publishing. Pragoeduca is on a fragmented market made up essentially of small entities and has a number of plus-points:

- An excellent reputation and expertise based on 18 years' experience,
- A network of 150 external contributors,
- A large catalogue that boasts 400 seminars,
- A poorly concentrated client base of 3 000 clients,
- An e-learning offer via its EMU software. This offer already has 500 enterprise clients with around 2,400 users and displays a 99% renewal-of-subscription rate.

The company is highly profitable and generated revenue of around 1 million euros in 2007.

The integration of Pragoeduca into Demos Group will be facilitated by the extent of the business models' similarity. Moreover, Demos will be in a position to considerably favour the development of this entity by expanding its offer and by opening its international client base to Pragoeduca. Lastly, Pragoeduca operated on a flourishing and very high growth market that is supported by the dynamics of the Czech Republic economy.

This acquisition is perfectly in line with Demos' selective acquisition strategy:

- A player that is well established in its market
- A profitable company with high growth potential
- A solid and healthy financial structure
- A value-enhancing transaction

The acquisition concerns 100% of Pragoeduca shares fully paid in cash, for a figure that is not disclosed.

Jean Wemaëre, Chairman and CEO of Demos, comments: *"With the acquisition of MOS – a Swiss e-learning tool publisher - less than two months ago, we have underpinned our capacity to manage and diffuse educational content. The acquisition of Pragoeduca confirms both our will to reinforce our presence outside France and our ambition to become a European leader in operational knowledge. We were already present in Poland. This presence in the Czech Republic will therefore enable us to further the roll out of our activity in Eastern Europe and also open up development prospects in Slovakia. Furthermore, we can capitalise on our experience of the Polish market in order to gain projects that are supported by the European Social Fund (FSE). Lastly, the integration of Pragoeduca into Demos will be simplified by the closeness of our business models that will offer instant synergies."*



About Group Demos

A reference player focussed on operational skills and the economics of knowledge

Group Demos is one of the European leaders in continuing education. Based on its core business, continuing education in all its forms (actual person to person training and distance learning), Demos has developed innovative and complementary training methods such as e-learning. Other activities relevant to the economics of knowledge also enrich the Group's offer, and in particular competence-management consultancy and the distribution of educational content.

An activity whose model is a success and can be duplicated outside France

Demos is present in 14 countries and in France's major towns and cities. Indeed, the Group's external growth policy has proved itself efficient and now enables the Group to both offer its existing clients support outside France as well as develop new local international clients. The Group's market is flourishing, its offer is diversified, its standards in terms of quality are high, it is permanently innovating and the business model is both flexible and high-performance, all of which render this Group the second French player on the adult education and training market.

Regular and profitable growth

In 2006, Group Demos generated revenue of 58.5 million euros, a 45% growth compared to 2005, for an operating income of 5.1 million euros and net income group share of 2.3 million euros. In H1 2007, revenue amounted to 36.1 million euros, for an operating income of 1.8 million euros and net income group share of 0.35 million euros.

**Demos is listed on Euronext Paris' Alternext
ISIN code: FR0010474130 – Mnemonic code: ALDMO**

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