

Reinforcement of the management and governance structure to support the international development of the group

Paris, 16th April 2009

Continuing with the strategic objectives detailed with the publication of the 2008 annual results, the Demos' Board of Directors today announces the implementation of a reinforced management structure to support the international growth and development of the Group. The objective of the various measures presented below is to continue building the Group's organization in order to reinforce certain support functions and to broaden their application internationally.

Strengthening the Group's Executive Board

- **Emmanuel Courtois**, until recently the Chief Financial Officer, has been appointed as **Chief Operating Officer**, in charge of the Financial and Legal Affairs Division, the Human Resources Division, the Information Systems Division, the General Services and Logistics Departments, as well as the creation of a Sales Administration Group in France, (please refer to the nomination press release from 16th April 2009).

Emmanuel Courtois will contribute towards the implementation of strategic orientations within the Group on the international level, and will continue to manage the company's financial position which today enables Demos to develop its strategic action plan.

Optimizing the international synergies and process complementarities

- The creation of a **Group Knowledge Management function**, under the supervision of Dai Shen, who alongside his existing responsibilities as Director of Group Operations in China, will now also be tasked with ensuring an optimal distribution of knowledge and best practices between the Group's various entities.

- The creation of a **Group Marketing Division**, whose Director is currently being recruited and which will be tasked with optimizing marketing practices within the various subsidiaries and with developing a comprehensive marketing strategy in line with the expectations of a market and clients who are today increasingly focussed on new technologies (Internet and web 2 tools).
- The implementation of a **Group Information Systems Division**, which will be in charge of constructing global infrastructure and computing applications for the Group in line with Demos' strategic goals.

Strengthening the Board of Directors

This growth process of the management structures will be accompanied by an enlargement of the representations on the Board of Directors. As such, the nomination of Mrs. Iain Lovett and Pablo Claver as Directors of Demos will be proposed to a shareholders' vote during the next General Meeting, which will be held this coming June. Iain Lovett and Pablo Claver are the respective managers of Hemsley Fraser and Global Estrategias, the two largest subsidiaries of Demos.

Commenting on these various changes, Jean Wemaère, Chairman and Chief Executive Officer stated that: "These reorganisations are in keeping with the significant growth of the Group, which has doubled in size since 2006 and the international scope of which is an evident reality today. These last two years have been marked with an acceleration in our international growth subsequent to a number of external growth activities that were achieved, and it is necessary for the Group's managerial structure to evolve in order to strengthen the synergies and efficiencies in Demos' operational structures."

About the Demos group

An industry leader positioned centrally in the operational knowledge economy

The Demos group is an essential global player in professional training, Relying on its core business, professional training continues in all its forms (presential and distance trainings), Demos has developed innovative and complementary training methods like e-learning. Other activities associated with the knowledge industry similarly enrich the group's offerings, most notably including HR-driven skills management and the dissemination of educational materials.

A successful business model that is reproducible on the international scale

Located in 16 countries and in all the major cities in France, Demos has demonstrated its ability to combine strong organic growth with efficient external growth policies, an ability which enables it to assist its customers in international markets and to develop local customer bases. Operating in a growth market, the diversity of its offerings, its demanding quality standards, a continued focus on innovative research and a flexible business model have made this Group a market leader in professional training.

A constant and profitable pattern of growth

In 2008, the Demos group achieved revenues of 97.4 million euros, a growth of 24.5% over 2007 with operating profits of 8.7 million euros and group net profits of 4.0 million euros.

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