

PRESS RELEASE

**HEMSLEY FRASER, A SUBSIDIARY OF THE DEMOS GROUP,
MAKES IT TO THE TOP 20 ANGLO-SAXON TRAINING COMPANIES**

- According to the trainingindustry.com classification, Hemsley Fraser is now one of the 20 Anglo-Saxon leaders of professional training
- Intense synergy within the Demos Group has namely resulted in power build-up amongst the International key accounts

Paris, 4th February 2010,

Within the framework of its development strategy carried out since it went public, the Demos Group has announced that its subsidiary, Hemsley Fraser (a wholly-owned Demos subsidiary based in the United States and in the United Kingdom) has become one of the 20 Anglo-Saxon leaders of professional training.

Developed by trainingindustry.com, an American Internet portal dedicated to the professional training market and its main international firms, this classification system lists the most competitive companies based on the following criteria:

- Involvement and global vision of the market,
- Renown and innovation capability,
- Size of offer and public availability,
- Methodology and associated engineering,
- Critical size and growth potential,
- Geographical coverage,
- Renowned expertise.

This nomination amongst market leaders shows the legitimacy of the Demos group's strategy to efficiently meet its clients' needs, particularly international key accounts wishing to establish training programmes implemented on a large scale.

It is a reflection of the return on the investment effort made by the group to: consolidate its international development scheme, continuously seek to enhance its offer in terms of content, provide customised and innovative schemes, master new-generation tools such as e-learning, optimise internal synergies to boost global performance and heighten customer satisfaction.

In this capacity, thanks to its subsidiary Hemsley Fraser in particular, the Demos Group recently signed major contracts with big companies including:

- BAE Systems : Development of a training tool dedicated to management and leadership, service and personal development, implemented in the United Kingdom, Saudi Arabia, Sweden, the USA, India and Australia;

- British Petroleum (BP): Implementation of a global training tool integrating a multitude of content components and multimedia supports focused on the organisation's themes;
- Astra Zeneca : A vast coaching programme (counselling) accompanied by training services focused on management and leadership subjects, held on the English and American territories;
- The group has also signed numerous international contracts with companies in the banking and insurance sectors, both areas in which Demos boasts renowned expertise, as well as in various industrial fields with diverse services including training, consulting and outsourcing.

On the occasion of this acknowledgement, Jean Wemaëre, Chairman and Chief Executive Officer of Demos, comments: **“The recorded performance of Hemsley Fraser in both the USA and the UK has largely contributed to this nomination and supports the legitimacy of the strategic choices made by Demos when it integrated the group in April 2008. Owing to its international presence, and to the know-how and synergies established between the different entities, our group is now one of the world’s leading operators in the field of professional training and has the capacity to offer large-scale customised training tools to international key accounts.”**

About the Demos group

A key player in the operational knowledge economy

The Demos group is a global player in professional training. Focusing on its main trade, continuous professional training of all types (on-site and distance training), Demos has developed innovative and complementary means of training including e-learning. Other activities related to knowledge economy also enhance this group’s offer, namely skills management consulting and the dissemination of educational content.

A successful activity model that can be replicated on an international scale

Established in 16 countries and in the main towns across France, Demos has managed to combine strong organic growth with an efficient external development policy that now enables it to support its international clients and to develop its local clientele. On a growing market, the diversity of its offer, its high quality requirements, its incessant endeavour to innovate and its flexible and efficient business model have made this group one of the reference companies in the field of professional training.

Steady and profitable development

In 2008, the Demos group turnover was 97.4 million euros, an increase of 24.5% in comparison to 2007, for an operating result of 8.7 million euros and a net group income of 4.0 million euros.

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