



**Press release**

**NEOPOST ANNOUNCES THE ACQUISITION OF BTA,  
A SOFTWARE COMPANY SPECIALISING IN PRINT AND  
MAIL FLOW MANAGEMENT**

*Paris, 23 May 2005* - Neopost, the European leader and number two world-wide supplier of mailing solutions, today announced the acquisition of BTA, a software company specialising in print and mail flow management.

Established in 1986, BTA is a Swiss company located in Rüti, near Zürich, which employs about 30 employees and has annual sales close to euro 4 million.

BTA produces software aimed at making more efficient outgoing mail flow management, with applications such as:

- optimise postage cost by either grouping together different mails to the same addresses or by sorting mail by ZIP code;
- print on mail graphics, bar codes, optical mark reading (OMR) or charts which can be read by folders/inserteres to ensure a perfectly seamless process from IT production of documents to printing, sorting, folding and inserting mail.

The offer of BTA is totally complementary to Neopost's folders/inserteres. Neopost has been distributing BTA products for several years. In 2004, such sales accounted for one third of BTA sales.

“This acquisition strengthens Neopost product offering for mailrooms where customers have complex applications and need bundled solutions that implies folders/inserteres, mailing systems and software. We have been collaborating with BTA for several years and are extremely confident that this acquisition will be mutually beneficial,” said Jean-Paul Villot, Chairman and Chief Executive of Neopost.

“We are very pleased with this move. The leverage represented by the Neopost organisation and resources can only accelerate the development of the software business we bring to our customers,” said Christoph Baumgartner, Chief Operating Officer of BTA.

BTA will be consolidated in Neopost accounts starting on 1 May 2005.

## **Calendar**

Publication of Q1 2005 sales is scheduled after the market closes on 7 June 2005.

## **Neopost**

Neopost is the European leader and number two world-wide supplier of mailroom equipment and logistics solutions. Neopost offers the most advanced solutions for online or off-line postage, large volume mail insertions, occasional parcel delivery and logistics management and traceability.

Headquartered near Paris, France, Neopost has a direct presence in the world's top mailing and logistics markets, i.e. the US, France, the UK, Germany, Canada, the Netherlands, Italy, Belgium, Ireland, Japan, Norway and Spain. Neopost products are sold in 90 countries.

In 2004, Neopost posted sales of €756m and a net income of €109m. In 2002, Neopost acquired Ascom Hasler, the world number three supplier of mailing solutions, and Stielow, Germany's leading supplier of folder/inserters.

Neopost is listed on Eurolist by Euronext Paris and is a constituent of the CAC Next20 and CACIT20 indices.

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