

Press release

## Belgacom sells Extenseo to the Aegis Media Belgium Group

Brussels, 24 December 2007

**Belgacom Skynet and the Aegis Media Belgium Group have concluded an agreement for the transfer of the company Extenseo to the Aegis Media Belgium Group. The transaction will be effective as of 1 January.**

Extenseo, which was founded in 1998 by Michael Vandenhooft and acquired by Skynet in 2005, is the Belgian market leader in the field of referencing (Search Engine Marketing) on search engines, mainly Google in Belgium. With a strong team of 15 specialists, Extenseo has developed both in terms of natural or "organic" referencing (SEO) aimed at optimizing the sites of major brands and in terms of sponsored links or "keywords" (SEA).

The acquisition of Extenseo will enable the Aegis Media Belgium Group to provide brands with fast and global online solutions to improve their visibility, the traffic on their sites, e-commerce and ultimately their return on investment. Within the Aegis Group, Isobar is the world leader in digital marketing (source: Recma). Aegis anticipated the rise in referencing in the digital world by acquiring iProspect in 2004, the American leader in Search Engine Marketing, which is regarded as the pioneer in this sector.

Anne Bataille, CEO of Aegis Media Belgium: *"In today's fiercely competitive environment, which is increasingly volatile due to the fight to win customers, we should focus on the digital aspect; thanks to the integration of a team of experts, referencing techniques will become an essential added value for offering global online solutions in terms of display, viral marketing, e-commerce and measuring the return. The acquisition of Extenseo and the integration of its online teams was a major step in our development, especially since the investment of brands in search engine marketing represents 45% of online advertising in the United States today."*

Jean-Charles De Keyser, Vice President of the Belgacom Integrated Media Unit and CEO of Skynet: *"This transaction ties in perfectly with Belgacom's strategy to bring together all the Group's media activities in a specialized unit. The Integrated Media Unit focuses on content development and management and on the activities of Régie Web, i.e. content marketing through Advertising and Marketing solutions via the three platforms of the Group (Belgacom TV, Vodafone Live's mobile portal and Skynet's Web portal). As for Extenseo, the fact of belonging to a worldwide referencing group guarantees development and success."*

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**Belgacom Skynet** provides digital media and solutions to companies on platforms belonging to Skynet, the Belgacom Group and/or external media/solutions owners. In this way, the company offers and implements innovative, cross-platform cutting-edge, ROI-based media products. Skynet's activities are articulated around two strategic axes (digital media and e-solutions), each of which is divided into five platforms: Web (via its own sites: Skynet.be, Arena51.be, KidCity.be, 11online.be and WebTVs, and via sites it controls, such as Immoweb.be, MoniteurAutomobile.be/Autogids.be, Netlog.com and Zoomin.tv); DM (JustForYou, CarsForYou, BusinessForYou, Belgacom Exclusive); Search (Extenseo); Mobile (Vodafone live!); and IDTV (Belgacom TV).

[www.belgacom.com](http://www.belgacom.com) or [www.skynet.be](http://www.skynet.be)

Through the Carat and Vizeum companies and the Isobar entity, specialized in online services, the **Aegis Belgium Media Group** carries out its main task of searching for the best communication strategies for their customers' brands, both in the traditional media and digital sectors.

**For more information:**

**Belgacom Skynet Press Office:** [press@belgacom.be](mailto:press@belgacom.be) - +32 (0)2 202 82 50 - +32 (0)475 22 22 00

**Anne Bataille**, CEO of Aegis Media Belgium: +32 (0)2 663 51 11

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