

E-COMMERCE – EXECUTIVE APPOINTMENTS

NEXWAY appoints Gilles FABRE as Group General Manager

In order to further drive and develop NEXWAY above EUR100 million in revenues, mainly through international expansion and innovation, NEXWAY strengthens its executive team with the arrival of Gilles FABRE as Group General Manager.

For 2013, NEXWAY has set primary objectives such as anticipating its clients' needs to better serve them and developing further positions in new markets, both geographically and in terms of consumer patterns (mobile, social, freemium...).

In order to face these strategic challenges and meet the ambitious commercial goal of exceeding EUR100 million in revenues, NEXWAY strengthens its executive team by hiring Gilles FABRE in the newly created position of Group General Manager. He will be working closely with Gilles RIDEL, president and founder of NEXWAY.

NEXWAY is determined to reinforce its current leadership position, and confirms here its solid commitment towards its clients and partners which include software and video game editors, e-merchants as well as other online digital content distributors.

Since its creation 10 years ago, NEXWAY has been anticipating and serving the needs of digital players such as editors and distributors of software and video games looking to develop their online sales (downloads). NEXWAY offers them various integrated and innovative solutions that dispense them from functional and technological constraints. NEXWAY offers complete and safe solutions with fast implementation capabilities in order to secure and accelerate their business development. NEXWAY is also committed to developing online sales of selected clients over the long-term through close partnerships which include some consulting and other value-added services (e.g. integrated digital agency for web ergonomics, e-marketing...).

As an experienced business developer, Gilles FABRE's primary focus will be the international development of NEXWAY, identification of the most attractive business opportunities, market launch of relevant new offers (new services, new business models, new technologies...) and development of strategic partnerships that will ensure optimal long-term development for NEXWAY.

In order to succeed in these ambitious challenges, Gilles FABRE will drive an international team of 7 executives, based in Paris, San Francisco, Tokyo and Frankfurt.

- Gilles FABRE, 38, HEC Paris, began his career as a Consultant, then a Project Manager at McKinsey&Company, for 5 years, especially within the « @McKinsey lab » specializing in digital strategies. In 2000, he co-created Come&Stay, a targeted email marketing pioneer, and drove the first years of corporate development. Gilles joined Saint Gobain Group in 2005 (Lapeyre business unit) to head Ecommerce, CRM and more widely all consumer services. In 2008, he then moved to Smartbox as Group Sales Director and associated partner with the company's founders, in charge of international expansion. In January 2011, he was promoted Executive CEO for the whole Smartbox Group (800 people; EUR350Mn in sales, of which 2/3 abroad through 20 BUs worldwide). After a personal encounter with Gilles RIDEL and learning about the fascinating opportunities at NEXWAY, Gilles joined the Group as General Manager in September 2012 and is thrilled to contribute to NEXWAY's long-term development.

About NEXWAY:

NEXWAY is a global company based in Paris (France), with two main activities: digital content aggregation and e-commerce solution provider for the digital industry. Its primary client base includes software and video game editors as well as their distributors and resellers.

As a digital content provider and distributor, NEXWAY offers a catalogue of 12,000 references (software and video games) through its dedicated e-commerce platform (DistiPaas). Clients include major e-commerce and internet players such as Amazon, Orange, Intel, Fnac.com, T-Online, Telefonica, Dell... As a market leader, NEXWAY is also Microsoft's digital distribution preferred partner for the European market.

As a supplier of e-commerce solutions and services, NEXWAY serves the end consumers of software and video game editors. NEXWAY is also a pioneer in the most innovative sales models such as subscription, item-selling, In-Product Store etc... The technological modules and the value-added services provided by NEXWAY are designed to optimize the consumer life-cycle value (acquisition, retention and value optimisation).

NEXWAY operates in the main digital markets throughout the globe with 150 people and local offices in Europe, Japan, North America and Brazil.

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