

Press Release

Copenhagen, March 1st, 2012

Strategic acquisition strengthens Columbus in Manufacturing

Columbus has today acquired First Tech Direct, a leading manufacturing consultancy based in the US. The acquisition is a strategic move in line with Columbus' ambition to further strengthen its global position as an innovative consultancy to the manufacturing industry.

With First Tech Direct's deep engagement in the manufacturing industry, the acquisition allows Columbus to leverage First Tech Direct's knowledge and insights as Columbus seeks to consolidate its position in the global manufacturing industry. Additionally, Columbus is set to integrate First Tech Direct's software solutions with a focus on providing the global auto industry with world class manufacturing capabilities.

"We are thrilled to announce the acquisition of First Tech Direct as it will enable us to service our global manufacturing customers even better. Growing our manufacturing consultancy is key for our future growth and we will gain unrivalled knowledge and insights with First Tech Direct as part of our business. We are also excited about the massive global potential in their AX for Auto solution which auto companies such as GM, Penske Racing and Hi-Tech already use here in the US," says Thomas Honoré, CEO, Columbus.

Since First Tech Direct was founded back in 2002, the company has consistently increased its market share to become one of the leading manufacturing solution providers in the US. In 2011 First Tech Direct's revenues amounted to \$ 8 million, and in 2012 First Tech Direct expects revenues in the level of USD 9 million.

"We are proud to enter into this agreement with Columbus. Our first priority has always been to provide knowledge and insights to our customers. With Columbus, we will be able to continue to grow our knowledge base, expand the business and invest in our biggest asset; our people", says John S. Silvani, President & CEO, First Tech Direct.

The acquisition, for an undisclosed sum, is with immediate effect and the First Tech Direct management will continue in key management roles in the new setup.

Additional information

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About Columbus

With solid industry know-how, Columbus is a preferred business partner for ambitious companies within the food, retail and manufacturing sectors. Columbus' key deliverables include flexible and future-safe ERP, CRM, BI and related business applications that deliver competitive advantage. We know how to adapt and implement our proven Microsoft-based solution sets to maximize efficiency and overall business performance – for immediate impact. Exceeding 20 years of experience and 6,000 successful business cases, Columbus currently employs over 1,000 dedicated staff working out of 38 offices in 18 countries. Read more at www.columbusglobal.com.