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Columbus publishes strategic status report and goals

The goal is earnings of DKK 100m

Columbus is now half way through the transformation which started 2 ½ year ago under the name Columbus15. The strategic goal is still to transform Columbus from being an IT company into an industry consultancy focused on own solutions within manufacturing, food and retail.

The financial goal is to increase earnings by establishing a profitable service business and to increase the sale of own software and thereby reduce dependency on third party suppliers. Based on our half way status for Columbus15, Columbus has decided on a strategic long-term target of earnings (EBITDA before share based compensation) in the level of DKK 100m in 2015.

The key word is focusing

During the past few years Columbus has reduced the number of countries from 21 to 8 operating units. Moreover, we have reduced the number of strategic business segments to three, which are the industries we service. We have also reduced the sale of third party software with low or no earnings. This focusing and these reductions have been performed without decline in revenues, but with considerable increase in earnings and cash flow.

”Columbus has executed solidly during the past 2 ½ year and followed our strategic plan. We still have target areas where we can improve earnings and cash flow and reduce the operational risk in the company. By publishing the attached ”Half Way Home” document we wish to give investors and potential investors insight in our plans and goals for the period until end 2015”, Thomas Honoré says.

Previously announced expectations for 2013 remain unchanged.

Ib Kunøe
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Translation: In the event of any inconsistency between this document and the Danish language version, the Danish language version shall be the governing version.