

## Press Release - September 2017

UG UBIQUICK Group

BuddeComm

IT - Big Data

### UBIQUICK Group acquires Australian Paul Budde Communication

***UBIQUICK Group is a leading market intelligence solution provider***

Established in 2001 and located in Lyon (France), UBIQUICK Group provides the advanced technology that powers ReportLinker.com, a business search engine focused on market intelligence, information and reports.

UBIQUICK - a global company serving 5,000 industry sectors - is headed by 4 associates: Benjamin Carpano, Nicolas Bombourg, Karim Cadi and Julien Goncalves.

***Paul Budde Communication Pty (PBC) is unique on its market***

Paul Budde Communication is an independent research and consultancy company founded by Paul Budde 40 years ago in Sidney (Australia).

The company is focusing on the telecommunications market and its role within the digital economy. It specialises in high-level strategic and statistical research and provide consultancy services to international agencies, governments and businesses.

The research offered by BuddeComm's worldwide network of researchers and analysts encompasses 190 countries, 500 companies and 200 technologies and applications.

***A synergistic acquisition***

The 2 companies are being integrated and will fully benefit from each others know-how and technology platforms.

*« Our strategy has always been to provide technology enhanced market intelligence solutions to analysts. With this acquisition, we have the opportunity to provide the PBC research team with cutting edge content and data analytics, allowing*

*them to do more, faster and bring more value to their loyal client »* says Ben Carpano, CEO at UBIQUICK Group.

PBC will also benefit from the international outreach of UBIQUICK Group, who in return will be able to develop its own proprietary contents available for its clients.

*« It is very exciting to see the new generation taking the rein of company I started 40 years ago. It is definitely a new step forward for the company with many opportunities »* says Paul Budde, founder of PBC.

***LINKERS acted as advisor to the Buyer***

LINKERS has advised UBIQUICK Group's managers at all stages of the acquisition process, from initial approach by the purchaser to the closing.

***Advisors to the Buyer:***

*Financial:* LINKERS (Benjamin Le Guillou, Jérôme Luis)

*Due Diligences:* Deloitte Financial Advisory (Eric Boucharlat)

LINKERS draws on the experience of its partners to assist companies from all sectors and offers them personal advises concerning:

- Business Valuation
- Financial Engineering
- Divestiture, Acquisition, Transmission
- Fundraising, OBO, MBO, MBI