

## Cortix, the French market leader in small business website creation has been granted "innovative company"\* status in France and across Europe.

\*OSEO, September 2008

Cortix, the French website creation market leader, was created in 1999 by Hassane Hamza, its 38-year old president and CEO, who today heads a staff of 540. The company is still hiring, having recently participated in the latest *Paris pour l'Emploi*, and growing, finding new partners, as at the *Salon des Micro-Entreprises* that recently took place in Paris. Cortix had a turnover of €28.3M in 2008 with more than 20,000 clients to date.

The company was floated on Alternext in 2007. With the emerging economic crisis, Hassane Hamza says: "we will need to be more creative..." Thankfully help is available for small businesses in France, the professional Internet market is continuing to grow, and that Cortix's market is Europe-wide! Cortix has in fact opened not only 14 commercial agencies in France, but also around 15 European agencies, with a dedicated manager and subsidiary for each country.

The recent Vanson Bourne study commissioned by Microsoft of nearly 2.6 million SMEs in eleven countries, across all types of business confirms it: France is lagging behind. Only 58% of French SMEs think that a powerful technological infrastructure is critical or important to their business. **Over 80% of SMEs questioned think that professional communications, such as a website, e-mail etc is necessary for the growth of their business.**



### Personalised business Internet products

More than ever, businesses, from SMEs and microbusinesses to craftsmen, need powerful electronic tools to boost their sales and to promote their company image. For many, the Internet helps their business to grow. Cortix can easily meet their needs: it specialises in global tailor-made turnkey solutions for business website creation, on a large scale (design, hosting, referencing and maintenance), and offers a tailored finance plan for micro and small businesses with monthly payment options. It assists companies' online development, not only in its local region (its HQ is in Bordeaux/Mérignac), but in the whole of France and across Europe. Cortix has developed a rich offer, based around more than 170 templates offered in its electronic catalogue. The templates can be combined with different modules (e-commerce, catalogue, photo library etc). It also has a commercial workforce close to its clients.

**Cortix holds a position in fast-growing market with no real competition where helping small businesses, true generators of employment, is more than just news!**

## Cortix floated on the stock exchange: nearly 1 year ago

Hassane Hamza, president and founder of Cortix, recognises it: floating the company on Alternext allowed him to raise funds necessary for developing the businesses. Despite a difficult economic context, Cortix predicts more than 70% growth for 2008/2009. To react to the ever-changing current predictions, Cortix is adapting: with more flexibility in its development and recruitment plans, better productivity and most importantly paying more attention to gaining customer loyalty backed with a reactive marketing and commercial strategy. **Its turnover as of 30 June 2008 was €28.3M, versus €14.3M in 2007, an increase of 98%!**

## Cortix is recruiting and continues International growth

As a major employer, the company participates at various regional and national trade fairs, whether in France or even across Europe (with 271 of 540 employees in the group) with, for example, 5 to 6 sales representative posts in Cortix's Paris agency to be filled. Cortix is spreading across the whole of Europe to gain new customers with many new offices being opened: 10 European agencies in 2008 in Spain, Switzerland, Belgium, Ireland, Italy...each according to the country's rhythm and Cortix's investment Calendar. In December 2008, Spain will see the opening of its 6<sup>th</sup> Cortix agency, in Madrid.

## Cortix, a company with deep regional roots

Since its creation - **10 years ago next year** - Cortix has been involved in the economy of Bordeaux and the entire region, taking part in trade fairs and demonstrations on companies and employment. It has also received many awards such as the *Trophée Deloitte Technology* (2006 and 2007) and OSEO has also just granted it **"ANVAR innovative company" status**, which will allow it to be eligible for the FCPI for 3 years (Fonds commun de placement dans l'innovation - Innovation mutual fund). This will give Cortix an additional boost! In 2007, Cortix opened its new offices in Bordeaux/Mérignac, a modest and modern space that encourages communication between employees and work development.

## Cortix: Group logic

Cortix has the support of the 2H Technologies group, with Hassane Hamza at its chair. This holding company regroups a call centre (*Proxitel*) and a referencing company (*Gold Référencement*), and has two particularities: an overseas centre of expertise and a strong commercial network. Moreover, its young president Hassane Hamza, whose journey seems like a real success story, has the ambition to create and constantly innovate while always remaining aware of market trends and responding to his customers' needs. The number of Internet users in Europe is growing exponentially, particularly in France (this has doubled in 6 years - source: IPSOS September 2008) and shows no signs of stopping, as commercial contact is increasingly taking place via Internet.

*Cortix Internet Solutions helps respond to company commercial growth with the ever-increasing use of e-marketing the Internet has brought about.*

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## Cortix: key info

- French market leader for website creation
- Established: 1999
- Headquarters: **Mérignac** (33) – France
- Group staff: **540 employees**
- More than **20,000 clients** to date
- Turnover: **€28.3M** (30/06/2008)
- **30 commercial agencies in Europe**