

CALYPTUS

CALYPTUS, FINANCIAL COMMUNICATIONS AGENCY OF THE YEAR

Paris, January 31st, 2008

The Jury of the 28th “Grand Prix des Agences de l’Année” has officially designated last month Calyptus as the winner in the Financial Communications category.

Placed under the high patronage of Christine Albanel, Minister for Culture and Communications, the Grand Prix des Agences de l’Année designates the best advertising, marketing services, corporate communications and design agencies of the year. The Jury has namely honoured this year Vincent Bolloré, the Havas Group Chairman with the title “ Communications Personality of the Year”.

It is the first time since its inception that the Grand Prix awards the Financial Communication prize to an independent agency. Calyptus was chosen namely for its growth rate, whether in terms of billings (+ 20% between 2005 and 2006) or new business activities (16 new clients in 2006). The agency has also been noticed for the originality and the relevance of the proprietary tools it has developed such as shareholders identification or sustainable development know-how.

Lastly, the performances achieved in IPO activities by Calyptus have been taken into account. The agency has contributed in 2006 to the listing of 10 companies: Proximanía, Parfum d’Image (today renamed Maesa), Voltalia, Sovep, Weborama, Parrot, Ober, Assima, Proméo and Rentabillweb. On the occasion of the MidCap Trophy ceremony last November, Parfum d’Image was ranked second best Alternext IPO, same as Harvest, another Calyptus client, the year before.

Calyptus has maintained in 2007 a solid growth with 30 active clients. The “Grand Prix des Agences de l’Année” today confirms it can be considered as one of the leading independent Financial Communications agencies in its country.

Re. the “Grand Prix des Agences de l’Année

The prize winning Agencies and Groups have been chosen on the basis of a survey containing several series of 10 questions relative to mainly objective criteria: new business activities, client loyalty, awarded creativity, state of business, all items being measured in 2006 vs 2005.

This survey reviews 500 different agencies (targeted by the DOC MARKETING company). It is conducted through Internet among their key managers, then sorted out by an independent commission regrouping market experts centred on the contenders’ corporate merits. Henri-Christian Schroeder, a leading M & A adviser, chairs the Committee.



Les Agences de l'Année

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