

PRESS RELEASE

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Infopro Digital acquires international events specialist DISTREE Events

Infopro Digital has continued its expansion with the recent acquisition of DISTREE Events, a global leader in the organisation of ICT and consumer electronics (CE) events.

DISTREE Events helps more than 400 ICT and CE brands grow their channel reach across 120 countries each year. More than 1,000 retailers, e-tailers and distributors attend the company's events around the world. These events facilitate more than 10,000 one-on-one meetings between vendors and channel partners per annum.

Operating a unique 'invitation only' event format, DISTREE Events offer all delegates a compelling mix of pre-scheduled one-on-one meetings, presentations, interactive workshops and networking opportunities. The company currently stages five events per year: DISTREE EMEA in Monaco, DISTREE Middle East in the UAE, DISTREE Russia & CIS in St. Petersburg, DISTREE Latin America in Brazil and DISTREE Asia-Pacific in Singapore.

Infopro Digital will integrate DISTREE Events into its Retail Division, reinforcing the unit's position as an international events organiser and expanding its coverage across new markets and sectors.

"The acquisition of DISTREE Events widens our international presence and allows us to create new shows with the founders of DISTREE Events," said Christophe Czajka, President of Infopro Digital.

Created by Frédéric Simard and Farouk Hemraj, DISTREE Events still has significant expansion potential. *"We are pleased to join Infopro Digital, which will accelerate the growth of DISTREE Events across the globe,"* commented Farouk Hemraj.

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DISTREE EVENTS

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ABOUT INFOPRO DIGITAL

Infopro Digital is a leading player in the business-to-business information media in France. We address five key sectors: automotive, industry, insurance-finance, tourism and retail, offering our clients a full range of media and services.

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ABOUT DISTREE EVENTS

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. The team at DISTREE Events has successfully organised such events for the past decade, gathering more than 10,000 senior executives from 80 countries during that time. DISTREE Events spans the entire EMEA region and Latin America with employees based in Paris, Dubai, Moscow, London and Latin America. For more information, visit www.distree.com Follow company updates on Twitter @DISTREE_Events