

itelligence AG acquires British SAP consulting company

Chelford SAP Solutions Ltd.

- **itelligence expands in one of Europe's most important markets**
- **Basis for accelerated growth**

Bielefeld, 3 August 2010 – itelligence AG is today announcing the 100% acquisition of British company Chelford SAP Solutions. The acquisition creates the largest SAP consulting company for Small and Medium Sized Businesses in the UK. The British SAP consulting company Chelford SAP Solutions employs over 60 people and has been successfully active for more than 13 years in the distribution, manufacture and the consumer goods industry. itelligence AG is one of the most important midmarket SAP consulting companies in the world.

Chelford SAP Solutions is the one of the leading SAP Gold Partner and most successful SAP value-added reseller on the UK market. Chelford SAP Solutions has also been one of the first SAP Business Objects Partners. As a full-service provider, Chelford SAP Solutions offers the complete IT service for SMEs, from SAP licensing through consulting right up to maintenance and support. Its customer base includes well-known British companies such as the Edrington Group, Inverhouse, Hafele UK Ltd, the Markit Group and Kingspan, but also the Irish company Ryanair.

Norbert Rotter, CFO of itelligence AG: "With the acquisition of Chelford SAP Solutions, itelligence UK will grow to a local size that is matching the importance of the UK market."

Stefan Ellerbrake, Director of Western Europe for itelligence AG: "I see numerous synergies between our UK subsidiary and Chelford SAP Solutions. We have sector alignments which complement each other and can benefit from each other's product portfolio. itelligence has now reached critical mass in the local market".

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itelligence Press Release
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Justin Brading, Managing Director, Chelford SAP Solutions: "I am delighted that we have gained a globally renowned partner in the SAP environment. Our existing customers can benefit from itelligence's services, just as itelligence can now benefit from our expertise in the British market. In addition we are now able to deploy sophisticated ERP solutions globally where in the past we required partners to do so".

About Chelford SAP Solutions Ltd.

Chelford SAP Solutions successfully provides consultation to more than 60 renowned companies, including Betterware, the Edrington Group, Frank Roberts Bakeries, LDH La Doria, Ryanair, Wilts Electrical Wholesale, RBS Mentor and Markit and offers a comprehensive spectrum of services ranging from SAP consulting through implementation to maintenance and service. With more than 13 years of experience in SAP consulting, Chelford SAP Solutions Ltd. is one of the most successful value-added resellers in the British market – partner of the year in 2008 and 2009, particularly in the sectors of retail, the consumer goods and manufacturing industries and the service sector.

About itelligence

itelligence is one of the leading international full-service providers of solutions in support of SAP solutions, employing more than 1,650 highly qualified employees in 19 countries and in five regions (America, Asia, Western Europe, Eastern Europe and Germany/Austria). As a frequently awarded SAP partner itelligence realizes complex projects in the SAP solution-based environment for over 3,000 customers worldwide. In 2006, itelligence obtained gold-level status as an SAP channel partner as part of the SAP PartnerEdge™ program in Germany, and in the U.S. in 2007. The company's services in support of SAP solutions range from consulting and licensing to outsourcing and services to proprietary industry-specific SAP. In 2009, itelligence generated total sales of EUR 220 million.

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