

## AKTOR Interactive resists the crisis

### **Aktor Interactive announces a turnover of €6 million for 2010.**

The economic crisis can be felt everywhere in Europe. Everywhere? Not quite. In one small part of France, a company of "invincible Gauls" (with a sprinkling of other nationalities) still holds out against the effects of the economic downturn which commenced two years ago.

As most of its European neighbours, France had to cope with a 40% decline of the recruiting market. However, the international communications and e-recruitment agency Aktor Interactive has resisted this downward trend. With a €4 million turnover in 2009, Aktor Interactive merely dealt with a 14% decline in comparison to its turnover of €4,65 million in 2008. François de Boutray, CEO of the Aktor Interactive, elucidates on Aktor's 'magic potion': "We have resisted the crisis better than our competition, because we have a wide variety of products. Furthermore, we are not limited to one market, but provide our service in the whole of Europe and wider afield".

Aktor Interactive has over 120 clients worldwide, spanning Europe, the United States, Asia and the Middle East. Specialised in e-Recruitment, Recruiting Software, employer branding, communication and HR solutions, Aktor Interactive has been able to offer a wide array of products since its foundation in 1999.

With the acquisitions of both the communications agency Sang Neuf in late 2009 and the software-developer Kioskemploi in January 2010, the product range will be further diversified, helping to achieve the envisioned turnover of €6 million for 2010.

### **AKTOR Interactive...**

Specialised in international e-recruitment, communication and multi posting, Aktor Interactive was founded in 1999. B2B focussed, we advise and carry out on-line HR communication campaigns not only for global corporate companies but equally for HR advertising agencies and recruitment firms. With our expertise in e-recruitment Aktor's Research Department publishes 3 market reports examining job boards on the international, German and French e-recruiting market.

The Aktor group with Aktor Interactive, Sang Neuf and Kioskemploi counts more than 30 employees based in Lyon and Paris (FR).

About us...

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