

## Press Release

# Aktor Interactive joins forces with Sang Neuf

At Rillieux-la-Pape, 22<sup>nd</sup> January 2010

Aktor Interactive, the French-based communication agency that specialises in international e-recruitment and multi-posting, has started 2010 with a boost of “Sang Neuf\*” (\*new blood), a general communication agency.

Finalised late December 2009, this acquisition forms part of Aktor’s external growth strategy initiated by the Siparex capital fund in June 2009.

The aim of this operation for both agencies is to develop synergy in offering their respective clients a wider range of services spanning corporate communication, product communication, HR communication, web marketing and press relations.

**“This merger gives Aktor interactive the possibility to expand their creative potential and their press relations, which are essential in terms of HR communication. Equally, it also gives us the opportunity to strengthen our local presence having, until now, focussed more on the Paris region and internationally (Great Britain, Germany, Netherlands...)”** Says François de Boutray, Aktor Interactive’s CEO.

Sylvain Vaillau, who took over Sang Neuf in 2005 and remains their Director, adds: **“Aktor Interactive’s expertise in web development and software, web marketing and media buying, constitutes a technical and strategic advantage that assures the expansion of Sang Neuf. Furthermore, the combination of both our expertises will allow us to respond to various tender calls concerning multi channel communication on a European dimension.”**

The group now counts thirty employees and represents a turnover of 5 million euros.

The two entities remain based in their respective headquarters in the Lyon region: Sang Neuf in Caluire and Aktor Interactive in Rillieux-la-Pape.

---

### About us

#### **AKTOR**

Specialised in international e-recruitment communication and multi posting, was founded in 1999. B2B focussed, they advise and carry out international on-line HR communication (largely Job Posting) campaigns not only for global corporates but equally for HR advertising agencies and recruitment firms.

#### **Interactive**

...

#### **SANG NEUF ...**

Created in 1986, Sang Neuf is a communication consulting agency specialised in all strategic branding and general communication. They integrate all communication activities (advertising, press relations, web sites, graphic design ...) and support many business markets BtoC and BtoB.