

PRESS RELEASE

Softline continues its international expansion course in Belgium

Softline establishes its Belgian subsidiary Softline Solutions N.V. - in Zaventem near Brussels

Leipzig, 24 January 2011 – Softline AG expands its European presence by establishing a Belgian subsidiary, Softline Solutions N.V. In line with the expansion strategy decided on at the Annual General Meeting in 2010, the Belgian subsidiary is now the fourth company - in addition to Softline Solutions in Germany as well as its subsidiaries in the Netherlands and Norway - to provide its customers with high-quality solutions in Cloud Computing.

The recent launch of the office in Zaventem, a suburb of Brussels, has opened doors to new economic areas for the Softline Group. After establishing Softline Solutions Netherlands B.V. in the middle of October 2010 and the takeover of the Norwegian Stover AS, this is already the company's third subsidiary outside Germany.

"I am eager to accept the challenge of successfully developing the company together with Ilse Decat and I am really looking forward to further expanding our already well-founded team of excellent IT specialists." says Ronny Brumagne, Director of Softline Solutions N.V.

In the same way as its sister companies, Softline Solutions N.V. will focus on providing top-quality IT services and support services. Brumagne sees the first task as building up and positioning the competence focus of Software Asset Management in association with software licensing consultation and acquisition optimisation as well as cross-vendor support in Belgium. This is combined with all consultancy services and services related to Cloud Computing and virtualisation. "As an independent consultant we hold a unique position in the market. In the course of a migration to Cloud Computing we will be a reliable partner for our customers in the Benelux region as we offer high-quality solutions in the optimisation of IT processes that contribute towards increased efficiency and cost reduction", Brumagne adds.

A pleased Prof. Knut Löschke, Board of Directors Softline AG adds: "With Ronny Brumagne we were able to secure an outstanding expert in the market for the new Softline Solutions in Belgium." After gaining his Bachelor of Arts degree in the field of Marketing, Brumagne successfully worked in leading positions for various IT companies such as, for example, Benelux-Systemhaus CSS.

Contact details n the new location:

Softline Solutions N.V.
Fountain Plaza 2
Belgicastraat 7
1930 Zaventem
Belgium

www.softline-group.com

About Softline AG

The Softline group is a company with its head office in Leipzig and which is active all over Europe. The group consists of Softline AG, which acts as the holding company, and its 100% subsidiaries Softline Solutions GmbH, Softline Solutions Netherlands B.V., Softline Solutions N.V. Stover AS and Prometheus GmbH. The Softline group is an economically stable, permanently growing European company which has developed into a recognised service provider in the information and communication technology (ICT) market. Since its foundation in 2001, the Prometheus GmbH has been one of the leading "service providers of service providers" for systems houses, hardware and software manufacturers, distributors and other ICT service providers. The Softline Solutions companies provide IT consulting, support and service for the highest of quality requirements. In doing so, information technology, business processes and communication are also addressed. Softline AG was founded in 1983 and has been listed since February 2000.

You can find more information at www.softline-group.com.

You can find images to download on Softline AG's homepage

www.softline-group.com/presse/

For more information and photographic material, please contact

Agency: Bivista GmbH, Helga Herböck
Email: helga@bivista.de
Tel.: +49-(0)8122-8474640, Mobil: +49-(0)171-4770925

Softline AG: Rita Löschke, Marketing Director
Email: rita.loeschke@softline-group.com
Tel.: +49-(0)341 24051-103

www.softline-group.com