



## **NEXWAY ANNOUNCES COGEN MEDIA ACQUISITION AND COMMITS TO ASIAN MARKETS**

**Nanterre, December 14, 2010** – Nexway, leading e-commerce service solution provider for software and computer games, today confirmed its international commitment by announcing that it has entered into an agreement to acquire CoGen Media, a Japanese digital software distribution platform provider.

The completion of this acquisition comes less than 5 months after raising 14 million Euros from CDC Entreprises and Oddo Asset Management, which joined the long-term shareholders of the company.

The acquisition will allow Nexway to gain access to new territories and will enable its clients in Europe and in the U.S. to market their products to Japanese and other Asian consumers. Furthermore, Nexway will be able to establish new partnerships with local publishers, particularly in the video game industry, offering digital distribution opportunities for their products worldwide. Nexway Asia aligns Boonty Japan's expertise in digital game and software distribution with Nexway Group's clients, providing them with services comparable to those offered in Europe. Nexway Asia will operate primarily in Japan, but also in Southeast Asia, India and China. Nexway Asia already has key partnerships in Japan with companies such as Yahoo Japan, Excite and Softbank.

This acquisition is part of Nexway's international strategy and reaffirms its position as a global e-commerce player. The group's goal is to be able to deliver the same value-added services to all consumers on the world's largest markets.

Gilles Ridet, president of Nexway says: *"The acquisition of CoGen Media constitutes a strategic move for our company. Through this business partnership, Nexway Group becomes more competitive and is better positioned to supporting our clients in high-potential countries. Asia is an important market where the gaming and entertainment industry is one of the most thriving in terms of content production."*

**About Nexway:**

As a leading e-commerce service provider, Nexway offers an innovative distribution platform for online sales and download of computer software and games. Nexway's value-added service offer targets major e-retailers and web portals, as well as leading software and computer game publishers worldwide.

Portals and e-retailers rely on Nexway's services to respond to online consumption behavior and demand expressed by the general public on the net. Nexway assists and guides its partners, putting them at the forefront of the new industry of product digitization. Offering white label e-commerce and download channels, Nexway puts its unique catalogue of more than 15,000 game and software titles, in more than 10 languages at its partner's fingertips. Publishers and software development studios benefit from Nexway's expertise and customized services, which provide the best chances to succeed on the emerging market of digital distribution. Nexway's digital e-commerce platform (Digital Cocoon) processes all major international payment methods, as well as state of the art e-marketing features and services for sales optimization. Thanks to a worldwide presence via its 15 local offices in Europe, America and Asia, Nexway positions itself as close as possible to its partners and to demand of their local consumers.

Nexway Games is Nexway's business unit dedicated to the leisure industry; encompassing all types of online games: Free to Play, Causal, MMORPG and Hard-core gamers.

Nexway's download platform provides an environmentally-friendly approach: Products are delivered digitally and instantly, shipping-related CO2 emissions are eliminated.

Nexway's headquarters are on the outskirts of Paris with offices in the main European capitals, San Francisco and Brazil, as well as Japan and Southeast Asia. For more information, go to [www.nexway.com](http://www.nexway.com)

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