



PRESS RELEASE

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ASSIMA GO FOR GROWTH IN FAR EAST

Assima Plc has taken a major step into the training market in the Asia Pacific region with the signing of partnership deals with two leading training organisations based in China and Singapore.

The partnerships with eLearn Consult Ltd (ELC) and Knowledge Platform (KP) will enable the companies to market and resell Assima products and services, including its pioneering Software Simulation tool - the Assima Training Suite.

ELC is one of China's leading e-Learning consultancies, and the move will combine Assima's solutions and technology with ELC's local knowledge and consultancy experience within the Chinese e-learning market. This combination is designed to offer added value to ELC's bluechip customer base of Fortune 1000 companies, and provide an opportunity to drastically reduce the cost and time associated with application rollouts while improving user adoption and ROI from IT systems.

Similar benefits will follow the agreement with Singapore-based Knowledge Platform which also operates in Australia, Japan, India and Pakistan, providing innovative learning solutions to organisations seeking to enhance their knowledge capital.

Founded in early 2000, KP also enjoys a rapidly growing bluechip client base, and provides services such as content development, instructional design and learning technology solutions. Assima's Training Suite and other services will now be offered as part of KP's comprehensive and integrated solution that aims to ensure a high return on its customers' investment.

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Commenting on the new partnership agreements, Michel Balcaen, Chairman; said; "Assima Plc has enjoyed a remarkable period of growth in the UK, Europe and America, and this move into the Asia Pacific region is part of our strategic plan to expand our relationships with partners around the world.

"The market for training solutions in the region is expanding rapidly, and these agreements will allow us to offer our technical products and services, together with our consultancy expertise, in partnership with successful, dynamic organisations with sound local knowledge."

Assima's Asia Pacific development comes after it was named in 2006 as the fastest growing company in the UK, with Library House research showing an eight-fold increase in sales, with turnover up from £1 million to £9 million following the acquisition of DACG in the UK and SystemLink in the USA.

This year Assima's work with Xerox Ltd was presented with the Gold Award from the UK Institute of IT Training for designing and delivering a blended learning solution for a simultaneous multi-country, multi-language ERP implementation. The award followed similar success in the USA where the company also won a Gold Medal for 'Excellence in Learning' in the prestigious annual Brandon Hall Excellence Awards.

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