



For immediate release:

Optimisa plc

Excellent interim results provide strong base for acquisitions and appointments in the second half

[London]: 21st August 2007

Marketing services group Optimisa plc (EPIC: OPS) today announced its interim results for the six months ending 30th June 2007.

The highlights demonstrate continued organic and acquisitive growth and a strong platform for further additions to the group.

With record sales in core and acquired companies, the Group is looking to strengthen senior management teams and emphasise joint selling opportunities.

Highlights

- Turnover of £4.7m up from £2.8m: an increase of 68%.
- Gross profit of £3.5m up from £2.2m: a rise of 60%.
- Pre-tax profit of £780,000 has almost doubled from £415,000.
- Fully diluted EPS of 72.8p up 61% from 45.3p.
- Shareholders' funds of £4.9m include net cash of £1.4m.
- Interim dividend of 10p up 33% from 7.5p.
- Second half trading has commenced strongly.
- The board is proposing to implement a 6 for 1 scrip issue.
- Report International acquired in May 2007.

Chairman's statement

The excellent results for the six months to end June 2007 reflect the continuing success of our strategy of investing heavily in the off-peak second half of 2006 to produce well-above average organic growth in 2007. This performance has been enhanced by the acquisition of nxtMOVE and Andrew Irving Associates (AIA) in 2006. We also acquired Report International Limited (RIL) in May 2007 and are confident that RIL will be earnings-enhancing in the second half.



KAE, nxtMOVE and AIA all produced record sales and profits in the first half. KAE was able to take full advantage of buoyant trading conditions by increasing professional staff numbers and focusing senior management's time on new business development. KAE's pipeline for the second half is strong and we will continue to expand the headcount in anticipation of further strong progress in 2007. nxtMOVE has maintained the momentum achieved in the second half of 2006 and having improved the operational efficiency of the company, we are now focusing on top-line revenue growth. New senior management have been recruited recently and nxtMOVE is now well-placed to benefit further from the joint selling opportunities provided within the group. AIA has outperformed our demanding targets and has been the major beneficiary of work sourced from KAE, with a consequent dramatic impact on sales and margins. As with nxtMOVE, we are now strengthening the senior management team to maintain this momentum.

We continue to seek acquisitions that meet our strict investment criteria, which include the requirement that any acquisition is earnings-enhancing in the first full year.

We have exceeded our expectations in the first half and this momentum has been carried on into the second half. This gives us the ability to continue to invest in our people and maintain the momentum into 2008.

R F Littleboy
Chairman

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---NOTES FOR EDITORS---

Optimisa plc (www.optimisapl.com) is an AIM-listed holding company in the marketing services sector (EPIC: OPS). Optimisa Group is positioned in the space between the large management consultancies and the traditional market research, market intelligence and business intelligence providers. The Group companies share a common desire to deliver high-value, commercial market and marketing advice to help clients to grow their businesses profitably. The Optimisa Group continues to grow, organically and through acquisition. The Group currently comprises kae: marketing intelligence (www.kae.com), nxtMOVE (www.thenxtmove.com), Andrew Irving Associates (www.aiaresearch.com) and Report International (www.reportinternational.com).

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