



For immediate release:

Optimisa plc Preliminary results for year ended 31st December 2006 provide strong base for further acquisitions in 2007

[London]: Thursday 29th March, 2007

Marketing services group Optimisa plc (EPIC: OPS) yesterday announced its preliminary results for the 12 months to 31st December 2006.

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

In order to increase the breadth and depth of services offered to clients in existing and target sectors, Optimisa is actively searching for further acquisition opportunities in:

- Market Research - B2B and B2C
- Market and Competitor Intelligence
- Data Analytics

Highlights

- Revenues rose from £2,263,000 in 2005 to £5,894,000 for the full year 2006.
- Operating profits of £763,000 were achieved for the year, a 119% increase on the results for 2005.
- Shareholders' funds rose from £2,851,000 to £4,458,000 and included net cash of £1,596,000 (at end December 2006).
- Two acquisitions were completed in the year:
 - On 3 March 2006, USA based nxtMOVE was acquired for \$1,567,000 (£895,000 - based on the exchange rate at date of acquisition of \$1.75=£1.00) plus acquisition costs paid in cash.
 - On 2 October 2006, Andrew Irving Associates was acquired for a mixture of cash and shares.
- A placing of 105,000 shares in May 2006 raised £937,000 net of expenses.
- Fully diluted earnings per share of 80.7p were reported for the year to end December 2006 an increase of 31%.
- A final dividend of 15p is recommended making a total of 22.5p for the year.



Chairman's Statement:

I am very pleased to report that the year under review has exceeded even our high expectations. The excellent results reflect strong underlying growth from KAE throughout the year and a significant contribution from nxtMOVE and Andrew Irving Associates (AIA) in the second half. We have an exceptionally strong balance sheet with significant net cash at end December 2006.

The current year has started very well and the operating pipelines for all three business units are well ahead of the previous year at this stage. We have increased our professional staff numbers substantially to maintain our ability to grow our core KAE business organically. We are budgeting excellent returns on our investment in nxtMOVE and AIA in their first full year in the Company and expect to make further add-on acquisitions in 2007.

Chief Executive's Review:

I am pleased to report that 2006 was a year of solid growth and strong performance in all areas of our business. The core business of KAE exceeded expectations and we are very pleased with the progress made with the two acquisitions completed during the year – nxtMOVE helping to develop our operations in North America and Andrew Irving Associates adding strength to our business in the UK.

The integration of nxtMOVE has largely been completed and several significant new client wins in both the UK and the US came as a direct consequence of our presence in both markets. Integration of Andrew Irving Associates is also going well and they are now handling a considerable amount of business previously outsourced to other companies.

At the beginning of 2006 KAE had 27 employees. By virtue of both the acquisitions and strategic recruitment the Group expanded to 56 employees at the start of 2007. As part of the overall business development plan we expect to increase this further to 66 by the end of the current year excluding further acquisitions.

Moving forward we are focused on expanding both the breadth and the depth of our offer to further build on the client relationships we already have and to leverage these in adjacent sectors. We have set very demanding targets for each of our business units in the current year, but are confident that the results will confirm our status as a genuine growth company.

Our strategy is to produce well above average organic growth from each of our business units and to accelerate this growth with earnings enhancing acquisitions. The overall Optimisa business focus remains on delivering high value, commercially based market and marketing advice to help our clients grow their businesses profitably.

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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 help their clients be more successful by delivering evidence-based commercial advice focused on customers, markets, competitors and channels. This advice allows clients to identify and capitalise on market opportunities, avoid or counter market threats and stay ahead of competitors. The Optimisa Group continues to grow, organically and through acquisition.

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