



**For immediate release:**

## **Revenue up 94%, Profit up 81% - Preliminary results for year ended 31<sup>st</sup> December 2007 testament to effective growth strategy**

**Board confident of continued success through 2008**

**[London]:** Wednesday 9<sup>th</sup> April, 2008

Marketing services group Optimisa plc (EPIC: OPS) today announced its unaudited preliminary results for the 12 months to 31<sup>st</sup> December 2007. Optimisa's commitment to both organic growth and growth through acquisition is reflected in the strong headline numbers.

Despite the current uncertainties in the market, the Board remain confident of delivering above average growth in 2008. A combination of proactive risk mitigation measures, the strengthening of the executive management team and the full integration of the recently acquired eq group companies (EQ), together with the continuing search for acquisition opportunities home and abroad, mean there is an achievable expectation that the business can double in size again in the coming year.

Simon Dannatt, CEO of Optimisa noted: "As a consequence of both further organic growth and the full impact of the acquisition of EQ we expect the business to double in size in the coming year. Our ability to advise on 'defence' as well as 'attack', means we are very well placed to withstand sector or market downturns and are continuing to win business in sectors already under pressure from the credit crisis. Optimisa's success is driven by our people – with their continued hard work, high quality outputs and commitment we can once again exceed expectations in 2008."

Ron Littleboy, Chairman of Optimisa, commented: "2007 has been a year of significant achievement for the Company with strong organic growth from KAE and the successful integration of nxtMOVE and AIA. We are already seeing significant group benefits from the acquisition of EQ and the Board looks forward to 2008 with confidence."

The full preliminary results, Chairman's Statement and Chief Executive's Review are available here:

[http://www.optimisapl.com/wp-content/uploads/2008/04/optimisa\\_prelim07.pdf](http://www.optimisapl.com/wp-content/uploads/2008/04/optimisa_prelim07.pdf)

---MORE FOLLOWS---



**Highlights:**

- Revenue up from £5.89m in 2006 to £11.42m in 2007, an increase of 94%
- Gross profit growth from £4.62m in 2006 to £8.09m in 2007, an increase of 75%
- Adjusted profit before tax up from £0.75m in 2006 to £1.36m in 2007, an increase of 81% (see note 1)
- Profit before tax in 2007 increased to £1.26m from £0.73m in 2006
- nxtMOVE Corporation (nxtMOVE) and Andrew Irving Associates Limited (AIA) strongly earnings per share enhancing in 2007
- Adjusted earnings per share up 34% to 18.37p (2006: 13.69p) (see note 1)
- Basic earnings per share up 27% to 16.65p (2006: 13.15p)
- On 19 October 2007, eq group plc (EQ) was acquired for a total consideration £13.13m (including debt of £6.16m)
- A placing of 600,000 shares in October 2007 raising £7.45m net of expenses
- A 6 for 1 scrip issue in October 2007
- Total equity (shareholders' funds) rose to £12.65m at 31 December 2007 (2006: £4.43m)
- Net debt of £3.72m at 31 December 2007 (2006: nil)
- 2007 final dividend 3.0p; total 2007 dividend 4.67p, an increase of 25% (2006: 3.75p)
- Excluding acquisitions, headcount increased by 27% to 71 in the year ended 31 December 2007. Including acquisitions, headcount increased to 200 (115 at EQ and 14 at Report International Limited (RIL))
- Integration of EQ financial and IT back office systems including the launch of a group wide intranet for knowledge management
- We have strengthened the executive management team with the recruitment of a group business development director in 2007 and new CEOs for Quaestor Research & Marketing Strategists Limited (Quaestor), Buckingham Research Associates Limited (Buckingham) and kae: marketing intelligence Limited (KAE) in 2008

**Note 1**

**Reconciliation: reported profit before tax to adjusted profit after tax**

	2007	2006
	£'000	£'000
<b>Reported PBT</b>	<b>1,257</b>	<b>728</b>
Amortisation of customer contracts and relationships	104	26
<b>Adjusted PBT</b>	<b>1,361</b>	<b>754</b>
Taxation	(253)	(97)
<b>Adjusted PAT</b>	<b>1,108</b>	<b>657</b>

Adjusted EPS	pence	18.37	13.69
Basic EPS	pence	16.65	13.15

---NOTES FOR EDITORS---

Optimisa plc ([www.optimisapl.com](http://www.optimisapl.com)) is an AIM-listed holding company in the marketing services sector (EPIC: OPS). Optimisa 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. Optimisa continues to grow, organically and through acquisition. The Group currently comprises kae: marketing intelligence ([www.kae.com](http://www.kae.com)), nxtMOVE ([www.thenxtmove.com](http://www.thenxtmove.com)), Andrew Irving Associates ([www.aiaresearch.com](http://www.aiaresearch.com)), Report International ([www.reportinternational.com](http://www.reportinternational.com)), Quæstor ([www.quaestor.co.uk](http://www.quaestor.co.uk)), Buckingham Research Associates ([www.buckingham-research.com](http://www.buckingham-research.com)) and Summit Studios ([www.summitstudios.co.uk](http://www.summitstudios.co.uk)).

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Simon Stocks  
 Group Marketing Manager  
 +44 (0) 20 7960 3351  
[simon.stocks@optimisapl.com](mailto:simon.stocks@optimisapl.com)

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