



PRESS RELEASE
NOVEMBER 28, 2002

The European Association of e-Marketplaces presents the first Ranking of e-marketplaces in France

The AEPDM (Association Européenne des Places de Marché, or European Association of e-Marketplaces) and the industry community Placesdemarche.net joined together to design and produce a quarterly status report on e-marketplaces in France.

Two rankings have been drawn up that separate general MRO marketplaces from focused marketplaces, dedicated to specific industry sectors.

This initial ranking takes the industry's pulse and will be released on a quarterly basis. In the past, this sector has often seen unsubstantiated, outlandish or simply erroneous statistics published. **It needs a rigorous methodology that enables clients, operators and suppliers to objectively measure themselves against, on a regular basis.**

This ranking is therefore drawn up based solely on factual criteria and both financial and non-financials figures, with a particular focus on transparency. A grid is provided that will allow comparison of statistics over two periods such as sales, net income, number of transaction or leads, transactional volumes, number of clients and number of qualified suppliers, etc. All of these criteria will be weighted and a relative grade given that will be used to rank the operators and publish the ranking.

General e-marketplace Ranking

# 1	Hubwoo
# 2	Answork
# 3	Achatpro
# 4	Avisium
# 5	Seliance

Hubwoo is an established e-marketplace, since 1999. Hubwoo is the first and only listed e-marketplace in France. It has a policy of total transparency and forecasts 2002 sales of approximately 5 M €. 9M02 figures support this target. Hubwoo also expects to be profitable in 2002. Over 370 M € worth of transactions on its website, during the first 9 months of 2002, representing 28,600 individual transactions. Based on its transparency and stable growth, Hubwoo appears to be one of the marketplaces best positioned to ensure its long-term viability and ability to implement such e-commerce infrastructure solutions.

Answork, the e-marketplace established by a number of major bank, should also be profitable this year and expects sales of a few million Euros, based on over 18,000 transactions.

Focused e-marketplaces Ranking

# 1	Hitechpros
# 2	CPGMarket
# 3	VerticalWine

Hitechpros, which focuses on professional services offerings, came in top of the rankings for the second straight year, proving that pragmatism coupled with a viable business model are the keys to success in the e-marketplace business. Hitechpros generates monthly transactions worth over 69 M € and has become an invaluable tool for the 5,000 suppliers and 1,900 clients that use its platform. Likewise CPGMarket that operates in the distribution sector, now has 5,000 suppliers signed up and has overseen over 2 Bn € in transactions since its inception. Once again their first-mover advantage is clear, coupled with a streamlined organisation that meets clients' needs.

Section of e-marketplaces

All of the e-marketplaces known to AEPDM are systematically included in the e-marketplace ranking. Hundreds are analysed each quarter, whether or not they are members of AEPDM. The following three data types are used for the ranking:

- Accounting data that is published by the companies and therefore verifiable,
- Unaudited data that are released by the operators throughout a quarter to give sense of their underlying business trends. These data are double-checked with the companies' auditors and their clients,
- Other data compiled by AEPDM in the course of its quarterly data-collection from users, analysts and solution providers, used to cross-check the afore-mentioned data.

2002 Trends and outlook : a recovery year

After a high-point in 2000 when there were 1,200 registered operators, the sector was hard hit by the collapse in investor trust and ended up paying a high price for the excesses committed by some industry pioneers. By 2001, only 400 e-marketplaces remained across Europe. 2002 is expected to be a comeback year, with renewed sector growth. With around 500 e-marketplaces now registered, growth is once again the name of the game. AEPDM has noticed a monthly increase in the number of new e-marketplaces opened, both private and public, as well as horizontal and vertical. The big difference this time around is their low-profile and deep desire to become rapidly profitable.

It is expected that in a few years, it will become obvious that e-marketplaces will have made a lasting impact on economic flows in many industries. For some of the first movers that started with a viable business-model, profitability is now near, with some having made the e-marketplace business very profitable. However, burnouts remain high, especially amongst those with high cash-burn rates that investors now shun.

"We are now entering a mature market phase. The quarterly publishing of this ranking will enable us to review the main actors' business trends", indicated Philippe Nieuwbourg, AEPDM President.

About the European Association of Marketplaces (AEPDM) – www.aepdm.org

AEPDM is a non-profit organisation set-up in January 2001 by Philippe Nieuwbourg and Hubert d'Hondt. Its mission is to promote and develop the concept of e-marketplaces, to foster the exchange of knowledge and experiences between e-marketplace operators, and a lobby and representative for its members with outside institutions. The association now has approximately 50 members, such as: Achatpro, Bearing Point, Answorq, Avisium, Commerce One, Double Trade, FranceBTP, HiTechPros, Ilog, IPS Distribution, PackinLine, Synerdeal, Solucom, Axcen Consulting, and Gaz de France.

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