



cc-hubwoo becomes Hubwoo

Change of visual identity

Paris – February 26, 2008: cc-hubwoo, the world's leading provider for SaaS electronic purchasing solutions today announced the change of its commercial brand from cc-hubwoo to Hubwoo.

Created in 1999, Hubwoo has become a global market leader in electronic purchasing solutions operating in more than 40 countries, and employing more than 200 e-purchasing experts.

The company has successfully driven its growth in Europe and in the United States through targeted acquisitions, including the recent acquisitions of Intersources and blueSolutions, and been transformed from a pure technology player to a **full procurement solutions provider**.

Hubwoo's commercial brand and visual identity illustrate the company's progression and will provide stronger visibility and unity to the brand.

- Hubwoo offers now a **complete suite of technologies and services** covering the entire source-to-pay process (from sourcing to invoicing), in addition to connectivity applications and supplier enablement capabilities.
- Hubwoo delivers its **technology as a service (Software as a Service - SaaS)**, giving customers tremendous competitive advantages compared to "behind the firewall" solutions – where technology licences are purchased up-front and installed on hardware on client premises - in terms of accelerated implementation and adoption and return on investment.
- Hubwoo's unrivalled **Services expertise** enhances not only the technology offering but also the full support to customers in Business consulting, Implementation, Change management, Education, Support and Outsourcing.

Mark Williams, Hubwoo CEO commented: *"In line with our strategic plan, announced in 2006, the company has acquired strong expertise in procurement services in addition to technological solutions. The acquisitions of Intersources in August 2007 and blueSolutions in January 2008 have allowed us to enrich our offering by developing a full suite of e-purchasing solutions. Our new commercial brand reflects both our fully integrated and efficient organization and our reinvigorated business drive. This positive move affirms our worldwide positioning as a full solutions provider and illustrates our mission to enable our customers to enhance their procurement performance."*

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About Hubwoo ([www. Hubwoo.com](http://www.Hubwoo.com))

Hubwoo is the world's leading provider for SaaS electronic purchasing solutions. The company manages the largest Business to Business Community with more than 100 worldwide buying corporations (50 of them among Fortune 1000) and over 13,000 connected suppliers. Clients include Total, BASF, EDF, Gaz de France, Michelin, Shell, Bayer, Henkel, Evonik, Alcatel, Safran, ConocoPhillips, The Dow Chemical Company, ENI, Repsol YPF, Solvay and Statoil. Hubwoo's trading hub annually processes 4,5 million transactions representing € 7 billion in customer spend value. The company operates internationally, and has a strategic partnership with SAP AG.

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