



PRESS RELEASE

TELEMAK presents ambitious strategy: 'Digital Media Leadership'

European leader in streaming media wants to more than quadruple its turnover the next three years

Zaventem, 28 November 2006. Today, TELEMAK, the European leader in streaming media, presents its strategic plan 'Digital Media Leadership'. The cornerstones of this plan are a more precise positioning, a completely new company structure and further international expansion. This way, TELEMAK wants to more than double its staff and more than quadruple its turnover.

Recently, TELEMAK has moved to new offices in Zaventem, which offer the needed technological infrastructure. "Our relocation was definitively a necessity, especially in the light of the challenges that are facing us, such as mobile TV and webcasts", says Christophe Lenaerts, founder and CEO of TELEMAK.

In order to be able to meet the future in a stronger way, the streaming company introduces a structure of four lines of business: Consulting, Productions, Services and Solutions. "Not only is this structure necessary for our growth, it will enable us to service more customers with greater efficiency and to realize more substantial returns based on our experience and know-how", says Lenaerts.

Currently, TELEMAK is present on the Belgian and Dutch markets. The company wants to expand its activities towards two extra European countries around 2009. Every country will have a general manager, whereas Lenaerts will become the CEO at corporate level. He will determine TELEMAK's course together with the Briton Martin Davis, the former vice-president of NTT Europe Online and TELEMAK's new chairman of the board.

Not only in terms of staff - an increase from 6 to 20 - will TELEMAK grow substantially the coming three years. The company also expects its turnover to rise steeply in the near future. "Based on our strategic plan, we anticipate our turnover to grow from about 750.000 euros in 2006 to 4 million euros in 2009", concludes Lenaerts.

TELEMAK is the Belgian leader and a European top player in streaming solutions. The company was founded in 1994, is active in Belgium and the Netherlands and employs a total of 6 staff. Its customers are, among many others, Apple, Jean-Paul Gauthier, ESA, Atlas Copco, RedBull, Telenet and Mobistar.

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