



Activeo expands in Singapore

French company Activeo takes significant stakeholding in 2 Singaporean companies

Kasturi and Jusfeedback

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Press Release:

Activeo, a leading French Customer Experience Consulting & Technology Company has recently acquired:

- Majority stakeholding in **Kasturi**, a Singaporean company specialised in Unified Communications & Video. With this acquisition, Activeo consolidates its position and expertise on the **Customer Collaboration** market and provides businesses with the best innovative solutions to ensure a strong Customer and Employee Experience and workflow management.
- Equity participation within **Jusfeedback**, a Singaporean based company specialised in Customer Feedback Management based on an efficient hosted environment. Activeo reinforces its skills and knowhow in the Customer and Employee Engagement within the **Customer Analytics** market.

Joseph Kort, CEO of Activeo, said of these acquisitions “A great step forward for Activeo. The combined skills of Kasturi, Jusfeedback and Activeo will provide a lot of added value and successful synergies for customers in Singapore. We can now enhance the Activeo group portfolio and value-creative expansion on both Customer Collaboration and Customer Experience markets. Equiteq has played a key role in helping us establish and effectively transform our growth strategy.”

Moses Wong, MD of Kasturi Technology, said of these acquisitions “Helps broaden and strengthen Kasturi in the field of ICT (Info-Communication Technology) to provide a wider scope of ICT and AV (Audio Visual) services to our combined customers. It is indeed an exciting development for Kasturi.

Ken Tan, MD of Jusfeedback, said of these acquisitions “We look forward to the synergistic collaboration with Activeo and Kasturi as a group to offer a wider suite of products and services to our customers in Singapore and the region. Exciting development for us ahead!”

Jean-Louis Michelet, who led the deal team at Equiteq, said: “Activeo is a successful example of a company that manages to stay ahead of technology developments and growing customers’ expectations in a fast moving industry. Thanks to this strategic initiative in Singapore, Activeo is now in a position to provide local support to its international customers while bringing its know-how and expertise to a dynamic Asia-Pacific market. It has been a pleasure to work with Joseph and his team and we are looking forward to continue helping them in their growth expansion plan.”

About Activeo: www.activeo.com

Established in 1993 and having offices in Paris, Geneva, Singapore and Bangalore, Activeo is a recognized leader in customer relation technologies and in customer experience management consulting. Activeo helps customers achieve immediate measurable efficiencies using innovative contact center strategies and technologies and provides expertise and solutions necessary to monitor performance that will enable companies to excel. Activeo is member of the LimeBridge global Alliance.

About Kasturi: www.kasturi.com.sg

Kasturi Technology began in 1998 as a start-up marketing premium, high-end video conferencing solutions. Since then, our group of information technology (IT) professionals, network support specialist and AV technician teams have grown and expanded over the years to incorporate a wide ranging array of communications and IT solutions.

With an accumulated industry experience in Singapore, we possess comprehensive expertise in providing solutions and maintenance contracts for video conferencing, audio visual integration, network design and installation, PBX, security access, monitoring and recording system, as well as integration of other communications systems into existing ones. From integrating of small to large-scale systems, Kasturi Technology is well-positioned to provide one-stop solutions beginning with consultation, design and implementation, as well as technical support. For the best system integrators Singapore has, look no further than Kasturi Technology.

About Jusfeedback: www.jusfeedback.com

Founded in 2008, Jusfeedback serves organizations from diverse industries to turn valuable insights from employees, customers and the general public into actionable information in order to create long-term relationships, increase profitability and facilitate time-critical actions that drive business results.

Jusfeedback's team of technical and research professionals also provide research services to clients who have limited resources for feedback projects. These programs come with a comprehensive plan, expert opinion, in-depth analysis, detailed execution, and professional reports.

The combination of software-as-a-service (SaaS) model and the most open feedback platform of any feedback tool on the market make it easy to integrate feedback processes directly into systems and applications. We deliver the enterprise-class requirements demanded by the world's largest organizations in a secure, reliable, and efficient hosted environment.

About Equiteq: www.equiteq.com

Equiteq is a consulting sector M&A specialist. We work with consulting firm shareholders, helping them to achieve their business objectives and exit strategies. Our services are designed to deliver great returns for our clients, by accelerating revenue, profit and equity value growth, and ultimately realizing that value in a trade sale or other type of liquidity event.

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