



# **ELECTRONIC BUSINESS GROUP**

**Create, innovate and act**

## 1- What is the EBG?

The Electronic Business Group is a professional community of businesses that are active in industry, services, the media, marketing, telecommunications and IT. What they all have in common is that they are concerned with innovation, movement and new technology.

The EBG comprised 500 companies and 40,000 staff, 3,000 of whom have VIP status, which means that they are: chairmen, managing directors, departmental directors and/or members of executive committees. Members of the EBG include all of the companies listed on the CAC 40 and 97% of those listed on the SBF 120. This makes the EBG the leading business club of the internet, innovation and new-media sector, and one of the leaders of all sectors generally.

➔ Up to date information about the EBG is available at: [www.ebg.net](http://www.ebg.net)

Events held by the EBG include:

- 13 monthly committees, each one attended by 50 to 300 people;
- a quarterly event reserved for upper management;
- an annual general assembly, which brings together members and top-level speakers.

The EBG has hosted most of the chairmen of large French and international companies, such as Bill Gates, Gerhard Zeiler, Michael Dell, Maurice Lévy and Luca di Montezemolo, as well as many top-level politicians and scientists.

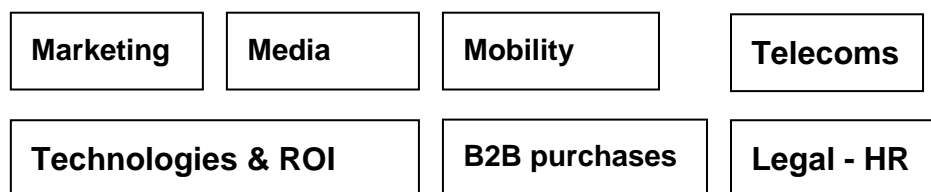
## **2- Activities: encourage innovation and movement within companies**

The EBG runs high-content activities both locally (committees) and continentally (general assembly). The goal of these activities is to organise frameworks for communication, which will allow upper management to share their experience in France and then progressively abroad.

### **The committees**

The committees of the EBG are monthly meetings held in Paris, which are open to all staff of member companies, and which concern six subject areas relating to the internet, innovation and the new technologies.

On average, each of the committees attracts between 100 and 400 people a month.



⇒ *The Marketing and E-commerce Committee* is attended by all of the major advertisers active on the interactive marketing and publicity market (Renault, L'Oréal, Chanel, BNP, Air France, Michelin, Masterfoods, Nestlé, etc.), as well as the managers of agencies and central purchasing agencies. Its mission is to develop interactive marketing with advertisers and to prioritise this means of communication in media plans.

⇒ *The Media Committee* involves the press (*l'Equipe*, *Argus*, *VNU*, *Gpe Tests*, etc.), audiovisual (TF1, France Télévision, M6, etc.) and music (Virgin, Warner, etc.) sectors. It discusses the various elements that are transforming the sector: economic model, DRM, DTT, broadband TV, etc.

⇒ *The Mobility Committee* is a forum for young companies working in the area of mobile internet. Several hundred people attend its meetings each month, which are held in the former NATO council chamber, now a lecture theatre belonging to the Paris Dauphine University.

⇒ *The ROI & B2B Committee* is attended by managers of IT systems.

⇒ *The B2B purchases Committee* involves purchase managers.

⇒ *The Telecoms Committee* is a forum for all those working in the area of company telecommunications, including users, IT-system managers, consultants, operators and regulatory authorities.

⇒ *The Legal and HR Committee* is attended by companies' legal staff and human resources managers.

## **VIP dinners**

The quarterly VIP dinners are attended by the members of the boards of management of member companies. On average, 300 people come to these events to listen to top-level guest speakers.

## **General assembly**

The General Assembly of the EBG, which will be held in June in Paris, will be attended by leading people from the world of business, politics and research. The discussions will be broadcast both in English, German and French simultaneously.

## **3- Institutional operation**

The EBG is composed of two entities:

- ❖ The EBG itself, which is a French non-profit association.
- ❖ A limited company – Elenbi – which handles the costs (salaries, rents, event management, etc.) and which receives subscriptions as a service provider subject to VAT. This organisation was set up in order to separate the political decision-making of the association from the operational tasks handled by the company. The shareholders of Elenbi SA are companies (3 Suisses, GIE CB, etc.) who were members of the association in June 2000, when this organisation was set up. The decision-making structures that follow concern only the EBG association.

### *- The International Board of Directors*

The EBG board of directors is composed of top-level European, American and Chinese individuals.

#### List of directors

- Stéphane Richard, CEO of France Télécom-Orange, Chairman of the EBG
  
- Didier Quillot, Chairman of Lagardère Active
- Jean-Bernard Levy, Chairman of Vivendi
- Steve Ballmer, CEO of Microsoft
- Sir Martin Sorrell, CEO of WPP
- Patrick Le Lay, CEO of TF1 Groupe
- Grégoire Olivier, VP Programm Director of Peugeot Citroen
- François-Henri Pinault, Chairman of PPR
- Guillaume de Posch, Chairman of ProsiebenSat-1
- Nicolas de Tavernost, Chairman of M6
- Jean-Daniel Tordjman, Ambassador at large and Inspector General of the Treasury
- Wang Yan, Founder of Sina.com (the “Chinese Yahoo”)
- Wu Janmin, Chairman of the Beijing Institute of Diplomacy, chairman of the International Office of Exhibitions
- Philippe Rodriguez, Treasurer
- Pierre Reboul, Secretary General

### *A national Strategic Council*

The Strategic Council is composed of directors of national member companies. It decides the activities and programme. The Council is made up of six sections: Marketing, Media, Mobility, Purchases and Telecommunications. The list of members of the Strategic Council is available at: <http://www.ebg.net/institutionnel/strategic.php>

## **4- Publications**

Since 1998, the EBG has published documents, books and reports that have sold several thousand copies.

### **The Little Red Book of Interactive Marketing**

The Little Red Book of Interactive Marketing aims to encourage advertisers to devote more of their budget to online material and, in the second edition, to mobile terminals. The first edition sold 6,000 copies and can be found on the desk of all advertisers and agency directors. The fifth edition was unveiled in October 2008. It has been circulated to everybody in the world of marketing: advertisers, agencies, central purchasing agencies, etc. The title of the fifth edition : Internet Marketing 2009.

## How to subscribe

When a company joins the EBG, it pays a subscription of 3605 euros exclusive of VAT, which is invoiced by Elenbi. This allows the company to register its staff (without restriction) for all activities for a given country, with the exception of dinners reserved for upper management. If the company wishes its staff to take part in activities run in another country, then it must pay another subscription for this country. To join the EBG from France, fax the subscription form with its list of staff to (33) 1 48 01 66 05, or e-mail it to [adhesion@ebg.net](mailto:adhesion@ebg.net)

Subscription for a country\*: € 3605.00 exclusive of VAT

VAT † € 706.58

EBG association\* € 20.00

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€ inclusive of VAT € 4351.58

\* The subscription for a country gives access to all EBG activities and a reserved access to the Elenbi.com website.

\* Subscription to the EBG association is not subject to VAT.

† 19.6% for the subscription.

## Form

**Company:**.....

**Surname:**.....**First name:**.....**Position:**.....

**Invoice address :**.....

**Post code:**.....**Town:**.....**Email:**.....

**Date:**

**Signature:**

Persons authorised to take part in the activities. This list is not limited. The VIP box concerns upper managers who should receive invitations to seated dinners.

Surname	First name	Position	Email	VIP

Contact details:

**EBG France**

10 rue Mercoeur, 75011 Paris.  
Tel : (33) 1 48 01 68 05  
Fax : (33) 1 48 01 66 05  
[www.ebg.net](http://www.ebg.net)

Mail : [Stefani.morelli@ebg.net](mailto:Stefani.morelli@ebg.net)



## 500 members

### RETAIL

24H00.FR  
2XMoinsCher.com  
Auchan  
Boulangier  
Brico Dépot  
Carrefour  
Casino  
Castorama  
Cdiscount  
Champ'market  
Club des créateurs de beauté  
Conforama  
Darty  
Ebuyclub  
Espace Max  
Fnac  
GACD  
Galeries Lafayette - Laser  
Groupe Beaumanoir  
Groupe Pixmania  
Groupement Edouard  
Jean Delatour  
Leclerc  
Hellopro  
La Redoute  
Leboncoin.fr  
Leroy Merlin  
Ludendo / La Grande Récré  
Lyreco  
Marionnaud  
Monoprix  
MPO France  
Parrot  
PPR  
Presstalis  
PriceMinister  
Printemps  
Raja  
Relay (HDS)  
Sephora  
Shopping.com  
Show Room Privé.com  
Système U  
Télécommande

Express  
Tokers  
Vaillant Group  
Vente-Privée.com  
Yves Rocher  
Laboratoires

### SEARCH

Alpha CDI  
Aravati  
Big Fish  
Clementine  
International  
Futurestep  
Lincoln associates

### AUDIT

Deloitte & Associés

### LOGISTIC

Chronopost  
DHL  
La Poste  
Mediapost Services

### LEGAL

Baker & Mc Kenzie  
Charlotte Paoli  
Clifford Chance  
CMS Bureau Francis  
Lefebvre  
Gide Loyrette Nouel  
Julie Huchette  
Ulys

### INDUSTRY / BRANDS

Air Liquide  
Alstom  
Areva  
Armand Thiery  
Beauté Prestige  
International

Bongrain / SB Alliance  
Bose  
Boucheron  
BSH Electromenager  
Célio  
Chanel  
Chantelle  
Christian Dior Couture  
Clarins  
Coca Cola France  
Coty  
Danone / Blédina  
DCNS  
Diagnostica Stago  
Direct Energie  
EADS  
Electricité de France / ERDF  
Essilor  
Estee Lauder  
Fagor Brandt  
GDF Suez  
Hermes International  
Imperial Tobacco Group  
Kraft Foods europe Services  
L'Oréal  
Laboratoires  
Expanscience  
Laboratoires Juva  
Santé  
Lafarge  
Lafuma  
Longchamp  
Mc Cormick France  
Nestlé  
Novartis  
Panasonic  
Parfums Christian Dior  
Philips  
Pimkie  
Playtex  
PSA Peugeot Citroën  
Puig france  
Renault  
Rhodia  
Richemont International  
Safran - Snecma  
Saint-Gobain

Saint-Louis Sucre  
Samsung  
Sanofi - Aventis  
SCA Hygiene Products  
SGS MANGAGEMENT  
SERVICE  
Shell - Butagaz  
Sony  
Technicolor  
Thales  
Total  
Via Michelin

### **AUDIOVISUAL PRODUCTION**

Brainsonic  
Relaxnews  
Visigo

### **SERVICE**

Accor  
Adenclassifieds  
Aéroports de Paris  
Affilinet  
Afnic  
Alliance Hospitality  
Altares  
Arval  
Arvato services  
Avis  
AXA Assistance  
Bazaarvoice  
Betclik Everest Group  
Bouygues Immobilier  
Bureau Véritas  
CanalCE.com  
Carlson Wagonlit  
Club Med Gym  
Club Méditerranée  
Coface  
Concur France  
E-santé  
Edenred  
Egencia  
Europ Assistance  
Europages  
Expedia  
Extra Film  
Facebook France

Fédération Française  
de Football  
Fédération Française  
de Tennis  
Française des Jeux  
France Loisirs -  
Voyages Loisirs  
Go Voyages  
Groupon  
IDTGV  
LeGuide.com  
Limonetik  
Linkedin  
Look Voyages  
Maximiles  
Meetic  
Météo France  
Michael Page  
Mondial Assistance  
Nexity / Sagel  
Ogone  
Opodo  
Orpi  
Oscaro  
Pages Jaunes  
Parship  
Paypal  
Pierre et Vacances  
PMU  
PRO BTP  
RATP  
Reunica  
Sara Lee  
Scenarios  
SNCF  
Sodexo  
Thomas Cook  
TV Numéric  
Twenga  
Veolia Environnement  
Vivetic  
Voyages-SNCF.com  
Zed France

### **HOLDINGS**

AXA  
Bouygues SA  
FaberNovel  
Vivendi

### **BANKS & INSURANCES**

American Express  
Aviva  
AXA Banque  
AXA Private Equity  
BforBank  
BNP Paribas  
BNP Personal Finance  
Boursorama  
BPCE  
Caisse des Dépôts  
Caisse Nationale des  
Caisses d'Épargne /  
CNCE  
Cofidis  
Confédération  
Nationale du Crédit  
Mutuel / CIC  
Cortal Consors  
Crédit Agricole  
Consumer Finance  
Fortuneo  
Generali  
HSBC  
I-CDC  
ING Direct  
LCL  
MAIF  
Macif  
Malakoff-Médéric  
MMA  
Oney Banque Accord  
Scor  
Société Générale  
Swisslife

### **PUBLIC ADMINISTRATIONS**

AFM - Téléthon  
Agence Régionale de  
développement  
Apec  
CNCC  
Digiport  
Entreprise Ireland

IGN / Institut  
Géographioque  
National  
Ministère de l'Éducation  
Nationale  
Ministère de la Défense  
ONISEP  
Pôle Emploi  
Premier Ministre / DDM  
Syndicat Mixte Manche  
Numérique  
Team Côte d'Azur  
Ubifrance

**MEDIA /  
PUBLISHERS**

Adconion  
ADLPartner  
Advideum  
Agence France Presse  
AlloCiné  
ApreslAchat.com  
Arte  
Assurland  
Auféminin.com  
Bayard  
Bestofmedia  
Car & Boat Media  
CBS Interactive  
Conde Nast  
Dakota Editions  
Deezer  
Editis  
Editions Atlas  
Editions Dargaud  
EMI Music France  
Eurosport  
France 24  
France Télévisions  
Gaumont  
Gisi Interactive /  
InfoPro Digital  
Google  
Groupe Amaury  
Groupe Express-

Roularta  
Groupe France Agricole  
Groupe Moniteur  
Groupe Sud Ouest  
Hachette Livre  
INA  
Kewego  
L'Argus  
Lagardère Active  
Lagardère Publicité  
Le Figaro  
Le Monde  
Leduc. s Editions  
Les Echos  
Les Editions d'Après  
M6 Web  
Marc Dorcel  
Météo France Regie  
Métro Publications  
Mondadori Magazines  
France  
Musicmatic  
MyFanGroup  
NetMediaEurope  
Notrefamille.com  
Odyssey Music Group  
Ouest France  
Multimedia  
Oxygem  
Prisma Presse  
Psychologies Magazine  
Radio France  
Sony Music  
Specific Media  
Spir  
Syndicat de Presse  
Régionale - SPQR  
TF1  
Tigerlily  
Ubisoft  
Universal Music  
Viafrance  
Viapresse  
Walt Disney Cie  
Warner Home Vidéo  
France  
Yahoo!

**VENTURE  
CAPITALISTS**

Aelios Finance  
Chausson Finance  
Orkos Capital  
Time Equity Partners  
XAnge Private Equity

**MARKET SURVEYS**

GfK Retail and  
Technology France  
Ipsos  
Kantar Media  
Médiamétrie  
Nedstat / Comscore  
Quali Quanti

**MOBILITY**

Apocope  
Buongiorno  
Cellfish  
Clicmobile  
Digiplug  
GEODIO  
Haïku  
Jet Multimedia  
LD Mobile  
Phone Valley  
Prosodie  
Pureagency.com  
Rentabiliweb  
Tedemis  
Telmap

**MEDIA PLANNERS**

1000mercis  
Activis  
@position / Totem  
Innov.  
Acxiom  
Advertisement  
Advancia-Krealinks  
Aegis Media France  
Affilinet  
Agence one - Passion  
Company One

Altavia  
Base & Co  
BETC Euro RSCG  
Business Lab  
Cabestan  
Captain Dash  
Care  
Citynéo  
Clear Channel France  
Come & Stay  
Compuware  
CoSpirit  
Dagobert  
DDB  
Digitas  
Dilecom  
DIPLOMATIC-COVER  
Directinet / WDM  
France  
Disko  
Dps Monébak  
Dufresne Corrigan  
Scarlett  
Duke  
e-Mazarine  
Ebb and Flow  
EBG  
EDDI & SON  
Effiliation  
EMAKINA  
Epsilon International  
eSearchVision  
Eto  
Euro RSCG 360  
Extreme Sensio /  
Sensio Labs  
Fifty-Five  
Figaromedias Digital  
People  
Fifty-five  
Fullsix  
Groupe Concoursmania  
Groupe Ficade  
Groupe Média  
Participation  
Groupe Plan créatif  
Havas Digital (Havas  
Media)  
Heaven  
Hi Media

Horyzon Media  
Hub' Sales  
Images & Stratégies  
INFOFLASH  
J.Walter Thompson  
Keyline  
Kreative  
Le Public Systeme  
Ligatus France  
linkfluence  
LongTailValue  
Magic Garden Agency  
Makemereach  
McCann Erickson  
France  
Mec  
MEDIAMIND  
Mediaprisme  
Mediastay  
Message Trust  
Mille et un Rêves  
MNSTR  
Montana & co  
Net Booster  
Next Idea  
Nurun  
Ogilvyone  
OMD  
Périscope Créations  
Pollen 42  
Publicis consultants  
Quintess  
Rapp France  
Relaxnews  
Résonéo  
SAATCHI & SAATCHI  
SPLIO  
Synodiance  
Tequilarapido  
The Rubicon Project  
Tribal Fusion  
Uniteam  
Uzik  
Waggener Edstrom  
France  
Wunderman  
X-Prime  
Zanox  
Zenith Optimedia

## **SOFTWARES / TECHNOLOGIES**

Adobe Systems France  
Adventori  
Ariba  
AF83  
AT Internet  
ATG  
AXA Technology  
Bravo Solution  
Brightcove  
Ciel / Sage  
Compario  
Courtanet  
Criteo  
Edatis  
Emailvision  
Emptoris  
ESR  
FIA-NET  
Gemalto  
Get'it  
Hubwoo  
Improve digital  
Ingenico  
Matiro  
Microsoft / MSN  
Neolane  
Nokia Siemens  
Network  
Omniture  
Perfect Commerce  
Performics  
Qliktech  
Qualcomm Europe Inc.  
SAS Institute  
Scanbuy  
Selligent  
Serensia  
SynerTrade  
Webloyalty  
Wedia  
Weka Entertainment

## **HARDWARE / INFRASTRUCTURES**

Acer / Packard Bell  
Alcatel - Lucent  
Apple

Bull  
IBM  
Intel  
Ipanema  
LG Electronics  
Nokia  
Ricoh

**TELECOMMUNICATIONS**

Avenir Telecom  
Bouygues Telecom  
Colt  
Comptel  
Coriolis  
Debitel  
France Télécom  
GROUPE DEGETEL  
Hub Télécom  
Institut Télécom  
Iliad - Free Telecom  
Niji  
Numéricâble  
Observatoire des  
métiers des  
télécommunications  
Optimitel  
Orange  
SES - Astra  
SFR  
Tata Communications  
TDF  
TelecityGroup

**CONSULTANTS**

Affinion International  
LTD  
Altran  
Arvato services France  
Atos  
Axance  
Bearing Point  
Beijaflore Stratégie &  
Business  
Boston Consulting  
Group / BCG  
Bureau des Nouveaux  
Medias  
Capgemini

CSC  
D. FI  
Devoteam-Siticom  
Ecommera  
Equancy  
Fontaine Consultants  
GFI Informatique  
Greenwich Consulting  
Hopscotch  
Inoven Consulting  
JCL Consulting  
Kalane Consulting  
Lincoln Associates  
Logica  
LowendalMasai  
Micropole  
MMV Consulting  
Novedia Group  
Octo Technology  
Open  
Pitchville  
Pricewaterhouse  
Cooper Advisory (PwC)  
PRTM  
Reed Business  
Sofrecom  
Sogeti  
Solucum  
Teletech International  
Think Market  
Transcom Worldwilde  
Valtech  
Velvet Consulting  
Vertone  
Webhelp  
Will Be Consulting