



***Press Release  
For Immediate Release***

**Neusoft and Boxalino to establish a strategic partnership  
for the Chinese Marketplace**

**China – June 2nd, 2008 – Boxalino**, a Swiss high-technology company, announces the establishment of strategic partnership with **Neusoft**, the largest software company in China. With around 13,000 employees in China alone Neusoft also has offices in Japan, USA, Hungary and United Arab Emirates. The partnership will allow Neusoft to offer Boxalino's cutting-edge Customer Experience Management (CEM) software innovations to their customers.

Boxalino's proprietary technologies provide a Guided Search Engine that offers a new type of search experience by enabling step-by-step guidance within the search process, while Boxalino's Profiling & Recommendation Engine offers a new level of real-time recommendation by leveraging user communities within a social framework.

"We believe that Boxalino's pioneering 'customer centric' technologies will enhance our current solutions and Boxalino's innovative approach in Customer Experience Management is a great fit with our customer base. In essence Boxalino's technological innovations enable our clients better manage their business growth by serving their customers more effectively – and that makes business sense." said Mr. Wang Feng Lie, VP of Neusoft.

Boxalino's vision is to provide a standard platform to create reliable software-products integrated with self-learning engines devoted to enhancing the user experience, deployable on all media.

"We are delighted to have Neusoft as a business partner. We share a similar customer driven vision and we look forward to working together. Bringing our innovation to Neusoft's solutions and driving forward in the Chinese market not only enhances the customer experience but also lays the foundation for a new standard in customer service. Innovation alone doesn't drive business success, customers do." said Erick Caron, CEO of Boxalino.

## **ABOUT NEUSOFT**

Founded in 1991, Neusoft originated from Northeastern University. After more than a decade of development, Neusoft has grown to become the largest software company in China, with around 13,000 employees and over 40 branch offices in China alone. Neusoft also has offices in Japan, USA, Hungary and United Arab Emirates.

Neusoft is a comprehensive solution provider with software technology as its core, with industry solutions that include Electric Power, E-Government, Social Insurance, Telecom, Tobacco, Finance & Securities, Education and Taxation. Neusoft provides their customers with integrated business solutions through research, design, development, production, sales, training and services.

## **ABOUT BOXALINO**

Founded in 1994 and headquartered in Zurich, Switzerland, Boxalino is a high-technology software company offering advanced Customer Experience Management (CEM) tools and technologies in the fields of intelligent search, customer care, personalization and profiling.

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To address the local needs of our global customers, Boxalino has established R & D and business development subsidiaries in Asia Pacific (Beijing, Greater China) and North America (Montreal, Canada).

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