

Press release

Acrelec records double-digit growth

Bussy-Saint-Georges, May 26th, 2009 – boosted by the success it has enjoyed with its order kiosks in the fast-food sector, Acrelec, a French company based in Bussy-Saint-Georges (77), has shown double-digit growth for the fifth year running. Since its takeover in 2004, Acrelec’s turnover has been multiplied by eight.

An innovative company with strong growth

Acrelec is the inventor and market leader of order kiosks for the fast-food industry. The company, which was founded by two experts in new technologies and fast-food, has achieved success through its ability to innovate and its anticipation of market needs.

In 2008 Acrelec generated turnover of €15 m – representing a 20% increase in comparison with

financial year 2007. According to Jacques Mangeot, Acrelec’s Managing Director, “the development of the fast-food sector in France and our overseas development strategy enables us to envisage 30% growth for 2009.”

In order to maintain its position as a leader – through offering industrial solutions focused on the future – all of Acrelec’s profits are reinvested in R&D projects. Moreover, to meet the increasing demands of its French and international customers, Acrelec, which currently employs 100 members of staff – representing 7 times more than in 2004 – envisages the creation of 50 additional jobs in France and abroad by the end of 2009.

Due to its growth in turnover and its sustained rhythm of job creation, Acrelec has been recognized, for the third year running, as a “Gazelle” company by the French Ministry of the Economy, Industry and Employment. This program, which was introduced in 2005, aims to “assist small & medium-sized companies with strong growth and is dedicated to the 2,000 most dynamic French companies.”



Acrelec's order kiosks: more than 20 million users in France

Transport companies such as Air France, the SNCF or the RATP ensure order or check-in kiosks are made available to users - in order to meet developments both in consumer expectations and in the operational constraints of companies.

Acrelec's order kiosks can be used to make an order on a touch screen in just a few seconds, thanks to an intuitive and user-friendly software interface; they can also be used to pay by credit card, and to immediately pick up a meal at a dedicated counter. These kiosks – which are established in the major fast-food trade names present in France – seem to be becoming a mode of consumption in their own right – like the “drive thru” was in the past. These kiosks appear to be complementary to check out lines and are not intended to replace them.

According to a study carried out by Acrelec, 94% of users note a significant speed-up in service; 83% have more time to order and feel “freer”; and 73% appreciate the user-friendliness of the kiosks.

Customer satisfaction is translated into a boost in business activity. Customers can order at their own pace and feel freer in making their choice. For those restaurants which are equipped with the technology, Acrelec's order kiosks represent about 30% of sales during peak hours and, on average, 10 to 20% of daily turnover in restaurants. For most trade names, this technology has significantly increased the turnover of restaurants and has enabled them to absorb a greater flow of customers.

With almost 1,000 kiosks established with the main players in the fast-food industry – including McDonald's, KFC & Quick – Acrelec is currently pursuing its development by proposing tailor-made solutions to different business sectors, including mass distribution, catering and floriculturists... it also envisages the development of its solutions to meet the demands of all places which have to manage attendance peaks: stadiums, amusement parks, etc...

About Acrelec

Acrelec, the inventor and leader in the field of fast-food order kiosks, proposes turnkey solutions – equipment, software and service – which meet the problems faced by catering chains, mass distribution and all types of businesses. Acrelec's solutions aim to improve sales and assist in the operational management of activities. The Group employs 100 people around the world, including 15 engineers in charge of software and 10 in charge of the engineering department at Head Offices in Bussy-Saint-Georges. Three executives out of four are IT professionals from the fast-food sector. In 2008, the company generated turnover of €15 m and employed 100 people. Acrelec is established in 8 countries (Belgium, Denmark, England, France, Holland, Morocco, Romania and Taiwan). Production is based in France – in Bussy-Saint-Georges, Seine-et-Marne. Today, Acrelec is the leader on its market with more than 3,000 sales outlets equipped in 29 countries around the world.