

Reed Business Information acquires Adaptris Group Limited, an integration software and eSolutions company.

Reed Business Information (RBI), part of RELX Group's Risk & Business Information division, announced today that it has acquired the entire issued share capital of software business Adaptris Group Limited.

Adaptris Group Limited is a fast-growing supply chain integration and e-solutions company. It has a focus on the agriculture and food industry network via its First 4 Farming brand as well as through DBT, a division that provides solutions to the animal health sector. Other industries, such as aviation and electronics, are also served via its Adaptris brand.

David Wilson, RBI Managing Director said: "Reed Business Information is excited about expanding its e-solutions business. Our Agriculture Group has had a long-standing partnership with Adaptris, its First 4 Farming and DBT divisions, and the two businesses are a perfect fit. We feel that by combining our technologies and industry knowledge we can create new products and services and provide the best solutions for our customers.

"This acquisition continues RBI's strategic priority of focusing on data services business, paid content and growth markets."

Nick Evans, Managing Director of Adaptris says: "We are very excited by the opportunities that RBI's acquisition of Adaptris Group presents. Since the formation of F4F Agriculture and Adaptris in 2000 the business has grown rapidly and now delivers services and products to nearly 2500 customers around the world. However the pace and scale of change that we are seeing in the agricultural market at present is delivering huge opportunities to provide our newly combined customer base with new and exciting products and solutions.

"With the backing of the RBI global organisation and its immense agricultural pedigree and market leading brands we will be able to execute on those opportunities faster than we could do alone, whilst remaining an independent and objective partner for our customers."

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About Adaptris Group

The Adaptris Group (Adaptris Ltd, F4F Agriculture, DBT Ltd) is a rapidly expanding international software and services business where innovative on premise and cloud based integration services are combined with software solutions and data management capabilities to deliver best in class impact and value solutions. We have 2500 customers in the global agricultural and animal health sectors including many major seed, pharmaceutical, crop protection and fertilizer businesses. The Adaptris Group business model enables customer engagement on multiple levels with the objectives of working together as closely as possible to overcome customer business challenges.

www.adaptris.com
www.f4f.com
www.dbt.co.uk

About Reed Business Information Agriculture Group

The Reed Business Information Agriculture group provides information, tools and analysis across the agriculture industry. The portfolio includes our flagship media brands Farmers Weekly and Boerderij as well as the leading farm management software under our Farmplan and Gatekeeper umbrellas. Our customers use our products as their day-to-day tools to manage and improve their productivity and efficiency.

About Reed Business Information

We provide information and online data services to business professionals worldwide. Customers have access to our high-value industry data, analytics, information and tools. Our strong global brands hold market-leading positions across a wide range of industry sectors including banking, petrochemicals and aviation where we help customers make key strategic decisions every day. RBI is part of RELX Group plc, a leading global provider of data, information and solutions for professional customers.

www.reedbusiness.com

About RELX Group

RELX Group is a world-leading provider of information solutions for professional customers across industries. The group employs about 28,500 people of whom half are in North America. RELX PLC, the London Stock Exchange listed shareholding vehicle, holds 52.9% of the shares in RELX Group. RELX NV, the Amsterdam Stock Exchange listed shareholding vehicle, holds 47.1% of the shares in RELX Group. The shares are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX and RENX. The total market capitalisation is approximately 24.0bn GBP / 33.3bn Euro / 36.8bn USD.

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