



## **Aramex Subsidiary InfoFort Acquires 51% Stake in Leading Turkish IT Company**

- **Acquisition in line with InfoFort's business strategy**

**Dubai, UAE; April 2<sup>nd</sup>, 2015:** InfoFort, a subsidiary of Aramex and the leading records and information management solution provider in the Middle East and Africa, today announced the acquisition of a 51% stake in Turkey-based CBKSoft Software Inc. CBKSoft is the leader in the Turkish electronic content management (ECM) market, developing custom software solutions to empower businesses and improve the bottom line.

Aramex first entered the Turkish market in 1998 and now has 12 offices across the country. The acquisition of CBKSoft provides significant opportunities for Aramex and InfoFort to continue their regional expansion, taking advantage of increasing demand for innovative information management and business solutions.

CBKSoft offers a range of innovative IT services including its state-of-the-art enVision® document and workflow management system. These services complement InfoFort's comprehensive suite of records and information management solutions.

The acquisition will further expand InfoFort's reach in the region by giving Turkish customers greater access to its client-focused, technology-driven solutions. InfoFort services, including physical records management, electronic records management, media and tape vaulting and rotation and secure data destruction will be gradually introduced to the Turkish market. At the same time, enVision® and other CBKSoft services will also be exported to InfoFort's markets across the Middle East and Africa. Since enVision® is available in five different languages and can be easily integrated into routine business operations, the service can be adopted in diverse market environments. The management of CBKSoft will remain the same and continue to manage the company following the acquisition.

Commenting on the acquisition, Hussein Hachem, Chief Executive Officer of Aramex, said: "We're excited to join forces with CBKSoft as we expand our reach in one of the world's fastest growing emerging markets. The acquisition of CBKSoft demonstrates Aramex's commitment to expand into high-growth markets to deliver shareholder value and incremental growth and revenue. CBKSoft's services and solutions align well with InfoFort's offerings and represent an excellent strategic fit for our overall global business, which will benefit from greater reach in a major emerging market."

Abed Shaheen, Chief Executive Officer of InfoFort, said: "CBKSoft is one of the most exciting and successful software boutiques to emerge in the Turkish IT industry over the last decade. The company, with its great team and advanced technology, is a perfect strategic fit for InfoFort and the acquisition presents a unique opportunity to leverage the complementary strengths of our respective services. This will be a critical move in enhancing our range of information management solutions for all of our customers. InfoFort believes that corporations need to securely, efficiently and professionally store their records in order to ensure confidentiality and business continuity. We will continue to stress the need to

our existing and potential clients to invest in digitisation and in automating paper driven processes and the acquisition of CBKSoft will make this service even more accessible to them.”

Salih Kanli, Chief Executive Officer of CBKSoft, said: “Our reach across Turkey, in addition to the range of information management solutions we provide, have resulted in significant competitive differentiation for our business and brand. We believe InfoFort is the right partner for us to expand our presence, both locally and in the Middle East and Africa. Our customers will now also be able to benefit from InfoFort’s wider network, breadth of information management solutions and its innovative, customer-focused technologies, whilst still being able to enjoy our services.”

With the Middle East and Africa expected to post the world’s highest cloud traffic growth rate by 2018, customer demand for digitisation and secure data storage will continue to increase rapidly. CBKSoft and InfoFort are aligned in their efforts to help regional customers meet this increased demand, making the deal a logical, strategic fit.

Established in 2004, CBKSoft provides a range of IT solutions including business process management, project management, software development, archive management, record management, form integration and electronic signatures. Its in-depth IT experience is driven by a highly qualified team of computer and industrial engineers who have successfully implemented projects in Turkey and Silicon Valley in the US.

-End-

#### **About InfoFort**

InfoFort is the leading records and information management solution provider in the Middle East and Africa. Established in 1997, InfoFort remains committed to providing secure and innovative Information Management solutions that are customized to meet current market requirements.

InfoFort aims to continuously strengthen its service proposition, offering clients services which cover the full information management life cycle. These services include physical records management, electronic records management, media and tape ‘vaulting’ and ‘rotation’ and secure data destruction.

InfoFort plays a key role in supporting strong and sustainable corporate and economic activity through its commitment to efficiently protecting information and data and preserving intellectual capital. It aims to raise awareness amongst corporates in the Middle East and Africa on the importance of information governance and innovative information management solutions in preserving their intellectual and knowledge capital.

For more information, visit [www.infofort.com](http://www.infofort.com)

For more PR information, please contact:

Public Relations Team; Weber Shandwick MENA; Tel: +971 4 445 4222; Email: [gwittenberg@webershandwick.com](mailto:gwittenberg@webershandwick.com)

OR

Adeti Changulani, Aramex International Team, Tel: +971 600 544 000, E-mail: [adeti.changulani@aramex.com](mailto:adeti.changulani@aramex.com)