



NEWS

Businessman Gabriel Popoviciu, an investor in the Baneasa project, was held overnight and questioned by anti-corruption investigators
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ANALYSIS

Romania will receive a EUR 20 billion package from a group of institutions led by the IMF - but the loan comes with several conditions attached
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ANALYSIS

Oil companies are trying to compensate for lower fuel consumption in Q1 of this year by developing the non-oil side of their business
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BUSINESS REVIEW

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MANAGEMENT U-TURN

Romanian companies have started to re-shuffle management and bring in turnaround leaders to fix what has been done wrong, making of the crisis an opportunity for local managers to learn from their past mistakes

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La Poste pierces Romanian market by acquiring Hit Mail

The French Post has entered Romanian market through its subsidiary Mediapost, after it acquired 60 percent of the Hit Mail group from its owner Marian Seitan, who will control the remaining 40 percent of the company's social capital after the transaction. Hit Mail, which specializes in direct marketing services in Romania and posted a turnover of EUR 7.8 million in 2008, consists of five companies, according to the firm. Before this transaction, Mediapost previously made two other acquisi-

tions, in Portugal in September 2008, and Spain in December 2008. Last year, La Poste had a net profit of EUR 529 million, representing a decrease of 44 percent, and does not expect an increase for this year, according to the company. Overall, the group turnover rose to EUR 20.83 billion in 2008, up 0.2 percent versus 2007, according to the group's financial report.

Within the newly formed company Mediapost Hit Mail, Marian Seitan will lead managing operations as managing director, while Nathalie An-

drieux, general manager of Mediapost in France, will be a board member.

According to Seitan, Mediapost will bring the necessary investment and expertise to the newly established company, which plans to develop services of relationship marketing for offline and online direct marketing.

The two companies were assisted with the transaction by Irina Anghel law firm for Hit Mail, while Vilau & Mitel provided legal consultancy for Mediapost.

Magda Purice