

# INTERACTION

## PRESS RELEASE

---

### Encouraging first half year for Q-CONNECT

INTERACTION, the European alliance of OP Distributors reports a 7% growth of its house brand Q-CONNECT in the first 6 months of this year versus the same period last year.

The brand which is distributed in over 20 countries in Europe, saw a relatively slow start at the beginning of the year, but sales accelerated towards summer.

Jan Van Belleghem, the MD comments:

The growth is partly coming from members shifting other house-brand volumes onto Q-CONNECT. But to a large extent it has been organic growth. Eastern Europe, Spain, Switzerland and France are developing particularly well for us. We are confident to reach a turnover of 140 million EUR at the end of the year.

Ghent (BE), 1 August 2013

---

Contact info:

Mr. Jan Van Belleghem  
INTERACTION  
Maalte Center - Blok G  
Derbystraat 373  
B-9051 Gent (Belgium)  
tel: +32 9 380 8248  
fax: +32 9 380 8249  
[info@interaction-connect.com](mailto:info@interaction-connect.com)  
[www.interaction-connect.com](http://www.interaction-connect.com)  
[www.q-connect.com](http://www.q-connect.com)

