



COMMUNIQUE 18|12|2019

## **BIRGER. acquires 100% Shareholding in Blanche, Birger Madagascar**

**BIRGER. the regional Technology, Security and Resiliency service provider has acquired 100% shareholding of Blanche, Birger Madagascar from its founding members.**

Blanche, Birger Madagascar (BBM), incorporated in 1955, is one of the oldest IT and Office equipment suppliers to the banking and enterprise sectors in Madagascar.

BBM head office is located in Antananarivo , the capital city of Madagascar with four satellite offices in Tamatave, Majunga, Fianarantsoa and Antsiranana. BBM is the oldest NCR distributor in Madagascar since 1955 and today installing and servicing NCR ATMs . NCR is the world's enterprise technology leader for restaurants, retailers and banks solutions.

Jacques Harel, Chief Executive Officer of BIRGER. says: «Blanche, Birger Madagascar is the leading ATM service provider in Madagascar, positioned for a strong development driven by the demographic growth in the country».

BIRGER. Madagascar (BM), another wholly owned subsidiary of BIRGER., was incorporated in April 2012 to accompany its customers in Madagascar in the banking, retail and call centre sectors providing value-added solutions and services in the fields of Technology and Cyber Security. BM is also a distributor of NCR in Madagascar since 14th May 2018.

The 100% acquisition of BBM by BIRGER. is effective since 2nd December 2019. The current activities of both BBM and BM will continue to be managed as two separate legal entities providing complementary services to their customers, whereby BBM will continue to provide technology solutions and BM will continue to provide value-added services in the fields of Technology, Security and Resiliency.

Jacques Harel: «Managing both companies side by side will provide complementary benefits to our customers whereby Blanche, Birger Madagascar will provide its hands-on understanding of the Malagasy market coupled with its national presence and BIRGER Madagascar will complement the later with its in-depth expertise in the fields of Technology, Security and Resiliency».

E : [B\\_contacted@birger.technology](mailto:B_contacted@birger.technology)  
[www.birger.technology](http://www.birger.technology)