

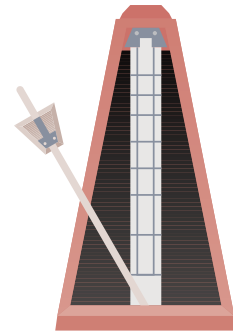
CRBD

COMPANY INFORMATION

CONNEXIO research & business development GmbH
1040 Wien, Karlsplatz 7/1st floor, Austria
T: +43 1 523 8148, F: +43 1 523 8148 99
office@connexio.at, www.connexio.at

History

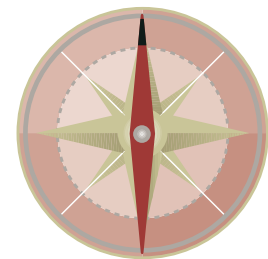
CONNEXIO research & business development GmbH (CONNEXIO) was founded in 2002 by Patrick Lieben-Seutter and Christian Tomaschek, a former employee of Nomura Securities. The basis of the new company was the client list of Christian Tomaschek's personal consulting business at the time. The initial core activity of CONNEXIO was general management consulting. In early 2004, Pádraig Murray joined as a partner and extended the capabilities of CONNEXIO into the areas of business planning and management controlling. In early 2006 CONNEXIO's competencies were further broadened into the area of information technology after Alexander Herzog joined the company also as a partner.



To bring greater clarity to CONNEXIO's activities, a dedicated private equity company, CONNEXIO alternative investment & holding AG, was founded in June 2006, which resulted in a number of significant transactions in Austria in the areas of mining & building materials, metals, tourism (with reference to the Turkish market) and information technology.

Mission

To build and deliver value through using and leveraging knowledge, experience and networks.



Philosophy

Creating connections

Social psychologist Stanley Milgram (1933 – 1984) claimed that anyone on the planet could be linked to anyone else by a chain of only six other people -- the famous "six degrees of separation."

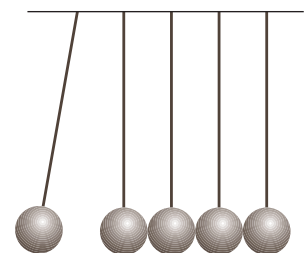
We believe that the combination of different networks increases exponentially the possible number of successful linkages.

Connecting differences

Different personalities with different skills are connected in each project to the benefit of our customers. The ability to integrate and leverage differences is the basis of our service portfolio.

From plan to work

Concepts are not enough. Often, the right ideas fail at implementation. Connexio takes this step with our customers through either leading or actively participating in the implementation process.



Consulting

Connexio's consulting activities focus on:

- **Strategy & Business Development**
- **Mergers & Acquisitions (M&A)**
- **Marketing & Public Relations**
- **Finance & Operations**

We offer our clients the possibility of a full, end-to-end service. Based on our network and the bundling of our different competencies, we strive to develop innovative and integrated solutions for our clients. As a private concern, we also guarantee independence and objectivity in determining such solutions.

No matter how large or small the task or responsibility, we always measure our success and ourselves against pre-defined and agreed goals. In this way, our clients get full visibility, accountability and transparency on our work.

Research

Connexio specialises in researching, analysing and editing market, company and product data both in Austria and abroad. We use multiple sources in both the public and private domain including company and business databases, government institutions, representative associations, banks and other financial institutions. Data and information is also sourced through our extensive network of local and international contacts. Connexio also undertakes primary i.e. on-the-ground, research to validate results and/or complete our research, should that need arise. In the case of an M&A-type project, we can furthermore make contact on a no-name basis, with a potential target(s).

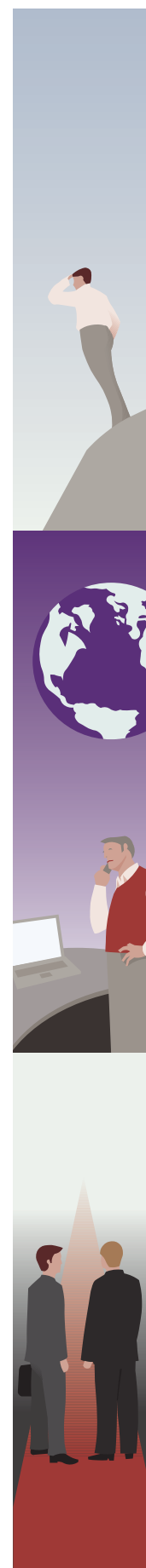
The output of our research provides our clients with a solid foundation for strategic decision-making e.g. in the case of a market entry via an acquisition or product launch. Furthermore, our research often forms the basis for scenario building, a critical component of business planning.

Business development

The success of a company is often determined by the realisation of its business development plans.

Business development can therefore be considered the key and ultimately most decisive activity undertaken by a company and its management

Connexio assists its client in this critical activity through a variety of means ranging from identifying and overcoming market entry barriers to finding partners or targets and from evaluating needs and risks to and scouting out market opportunities.



Management

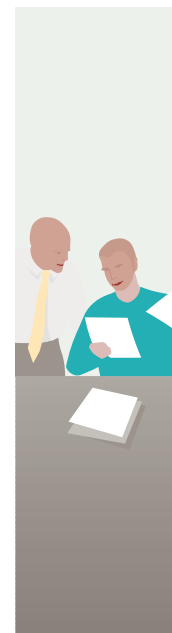
We take responsibility. In connection with a consulting project or indeed independent of it, the Connexio team is available for assignments in the areas of:

- **Interim management**
- **Turnaround management**
- **Project management**

It is our experience that an outsourced interim solution often best fits a client in times of exceptional demands e.g. large projects, new positioning, product entry, acquisition or restructuring.

Our team covers a wide area of business with expertise in areas such as finance, marketing, controlling, HR-management and legal. The team also has considerable know-how in several sectors such as banking, e-business and media.

Through our extensive network, we also have the ability to quickly provide appropriate resources for special requirements.



Ownership structure

Changing ownership structure can be a significant event for any company. CONNEXIO assists its clients to manage this process by providing expertise in Mergers & Acquisitions (M&A), management buyouts/ins (MBO/MBIs) or in selling a company in total or in parts. CONNEXIO can structure and complete deals from end-to-end, and also assist in their financing.

As part of its own development program, CONNEXIO has also invested in and successfully exited a number of companies. Such investments have been done in its own right or as part of a consortium.

As owner and manager of its daughter private equity fund and using its expertise and experience from around 70 transactions in different countries and industries, CONNEXIO has also managed a number of acquisitions and divestitures over the last years. A particular success was the acquisition of Moldan Baustoffe GmbH & Co KG (a building materials company, including underground & open mines, based near Salzburg and valued at EUR 25M) in 2008 and its subsequent sale in 2010 to Salzburger Sand & Kieswerke (SSK) a major industry player in Austria and neighboring countries.





Mag Christian Tomaschek

SPECIALIST AREAS:

- **Business consulting**
- **Mergers & Acquisitions**
- **Finance**
- **Business consulting**

Christian Tomaschek studied economics at WU-Vienna and also undertook a number of study programmes in France and Switzerland (HSG-St Gallen) in the areas of marketing and the Modern Portfolio Theory.

Following the completion of his studies, he worked for several international banks in Vienna, Tokyo, Frankfurt and London, mainly in the field of investment banking. He subsequently founded a Vienna-based asset management and business-consulting firm, which executed several national and international consulting projects and interim management mandates.

His client base was transferred to Connexio research & business development GmbH in 2002.



Pádraig Murray, MBA, ACMA

SPECIALIST AREAS:

- **Accounting & Controlling**
- **Business consulting**
- **Research**
- **Project management**

Pádraig Murray studied Business and Applied Finance in Ireland at the University of Limerick and the Irish Management Institute, Dublin. Thereafter he successfully passed the exams of the Chartered Institute of Management Accountants (UK) and became an Associate Member (ACMA). He completed his formal education with a Masters of Business Administration (MBA) at the Rotterdam School of Management (Erasmus University) in the Netherlands.

Pádraig spent many years working with the Jefferson Smurfit Group, one of the world's largest paper & packaging concerns. During his time with Smurfit, he held planning, controlling, finance and IT positions in several European countries. His last position was as Head of Projects in Smurfit's European IT-group. In 2003 he left Smurfit and moved to Austria where he worked on a number of projects with Connexio. He became a partner in Connexio in 2004.



Mag. Patrick Lieben-Seutter, MBA

SPECIALIST AREAS:

- Law & personnel
- Mergers & Acquisitions
- Project management
- Business development

Patrick Lieben-Seutter studied law at WU-Vienna and later went on to complete his education with a Masters of Business Administration (MBA) from the Donauuniversität Krems, Austria. His career over the years went from auditing and tax consultancy to HR-management and legal matters, which he was responsible for at both the Vienna Trade Fair and Blue C New Economy Consulting & Incubation AG. In 2002, he co-founded Connexio. Since 1996, he has been a member of the Board of CliniClowns – a Vienna-based charity working with the sick, particularly young children and the elderly.



Mag. Alexander Herzog

SPECIALIST AREAS:

- Business investment and related government grant aid
- Project Management
- Sales & distribution advice and consulting
- Private Equity

Alexander Herzog studied economics at Karl-Franzens-Universität in Graz, Austria. He started his career at IBM Eastern Europe, where he became PC Sales Manager for Hungary, Russia, Ukraine and Kazakhstan. He subsequently joined Steirerbrau AG as Export Manager, later returning to the IT sector in a variety of management positions for ICL and the Austrian Research Centre - Seibersdorf group. In 2003 he joined the Vienna Business Agency, where he was responsible for the Information Technology and Foreign Direct Investments divisions. In early 2006 he became partner of Connexio.



Ing. Gregor Breza-Früchtl, MBA

SPECIALIST AREAS:

- Business Development
- Expansion Strategies
- Business Consulting
- Project Management

After several years of professional experience in the technical sector, Gregor Breza-Früchtl completed his education with a Master of Business Administration (MBA) from Donauuniversität Krems, Austria. His career over the years has ranged from technical management to sales and from a management position with Blue C New Economy & Incubation AG to a partnership in Ventacc Beteiligungs und Unternehmensberatung GmbH. In 2004 he established Global Business Focus Business Development GmbH which successfully completed a number of projects in the Middle-East region and has co-operated with Connexio on several projects in recent times.

Client Overview

Aegis Media
Because Software
Bentour International Reisen
Connexio Invest
Danone
Grill & Thompson
GS 1 Austria GmbH
Joined Sea Foods
Kenzo
Leitz Austria
Magna Cosma Europe
McDonalds
Metallveredelung Huber
Moldan Baustoffe
Nidermeyer
Ogilvy & Mather
Panda Bauträger
Publicis
Qualiant Software
Reifen John
Tola Solar AG
Wirtschaftskammer Wien
World of Wonders Resorts
Young & Rubicam
Zertifikatejournal

Market entry and interim management project in South Africa

A major international media agency mandated Connexio to examine the feasibility of entering the South African market.

Phase 1 of the project involved a wide-ranging desk-based research of the market, its players, the economy and general socio-political conditions.

Phase 2 involved the validation of the initial results on the ground in South Africa and the definition of strategic alternatives.

Phase 3 involved the execution of the chosen strategy (partnership), which involved the selection of targets, initiation of contact, setting-up of meetings and involvement in talks and negotiations until the closing of co-operation agreements, which are the first step to more longer-term relationships. Following completion, Connexio was asked to stay on in South Africa in an interim-management role, with a mandate to secure and 'bed-in' the client's new partners.

PROJECT 2

Turnaround Management in software-development company

Following the bankruptcy of a software-development company in Vienna, a consortium of interested parties together with Connexio set up a 'rescue' operation. The consortium succeeded in buying the company's assets from the liquidator and established a new company. Connexio was appointed to manage the new company on an interim basis. Its mandate in this assignment was twofold i.e. to rebuild the company's business and to secure its future. Under Connexio management, the new company was profitable in its first full year of operation, generating a strong positive cashflow.

PROJECT 3

Lobbying for luxury-goods company

An international luxury goods company wished to celebrate the launch of a new product with a spectacular outdoor-event in downtown Vienna. Finding it difficult to get the appropriate authorisations, the company requested Connexio's assistance by way of a lobbying project. Using its knowledge of the workings of the City of Vienna, Connexio was successful in securing the required clearance at short notice and the event, which was titled 'The Poppy Field', went ahead on schedule.

Further projects

We have also undertaken a number of other successful projects, some of which are briefly described below:

- Market-access lobbying project for an international nutrition company (ongoing since 2002)
- M&A project involving a large Austrian retail-company operating in the consumer electronics sector
- Public awareness project in co-operation with the Austrian Ministry for Health & Woman, and the Vienna Education Authority on the themes of nourishment & health prevention

If you are interested in our services and/or looking for additional information on 'who we are' and 'what we do', you can contact us at:

CONNEXIO research & business development GmbH
1040 Wien, Karlsgasse 7/1st floor
Austria
T: +43 1 523 8148
F: +43 1 523 8148 99
E-Mail: office@connexio.at

VAT Number: ATU 53453007

Registered in the Companies' Register under FN 218581v
Registered office Vienna, Jurisdiction Vienna

Member of the Austrian Chamber of Commerce – Consulting & Business Organisation group

DIRECTIONS



Our office is located on the corner of Karlsgasse / Paniglgasse (1st District), approx. 150m from the Karlskirche.

Car

From the "Gürtel", follow Favoritenstrasse to the end in the direction of "Zentrum". Then take a right into Gußhausstrasse. At the next junction, take a left into Argentinierstrasse and again left into Paniglgasse. If no on-street parking is available, there is a public parking garage on Mattiellgasse, which can be reached via Gußhausstrasse and Technikergasse.

Public transport

Take the underground, lines U1, U2 or U4 to station "Karlsplatz". Using exit "Karlsplatz / Resselpark", cross Karlsplatz in the direction of the Karlskirche. Just before Karlskirche, make a right turn into Karlsgasse. Our office faces you on the left-hand side on the corner with Paniglgasse.

Railway

If arriving at terminus Südbahnhof, take tramway line D to station "Gußhausstrasse" (3 stops) and follow Gußhausstrasse until you enter Argentinierstrasse on the right. Turn then left into Paniglgasse and continue until you reach the corner with Karlsgasse, where our office is located.

If arriving at terminus Westbahnhof, take the underground, line U3, to station "Volkstheater" and then change to line U2 to the station "Karlsplatz". Using the exit "Karlsplatz / Resselpark", cross Karlsplatz in the direction of the Karlskirche. Just before Karlskirche, make a right turn into Karlsgasse. Our office faces you on the left-hand side on the corner with Paniglgasse.

Airport Vienna

Take CAT (City Airport Train) express train to station "Wien Mitte". Then, take the underground, line U4, to station "Karlsplatz". Using the exit "Karlsplatz / Resselpark", cross Karlsplatz in the direction of the Karlskirche. Just before Karlskirche, make a right turn into Karlsgasse. Our office faces you on the left-hand side of the street on the corner with Paniglgasse.