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## Market Entry of an Int'l IT Company in China

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Beijing, April 4<sup>th</sup> 2014

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Head of China Operations  
ExpriVia S.p.A. Beijing Rep. Office

WHO  
**We**  
ARE

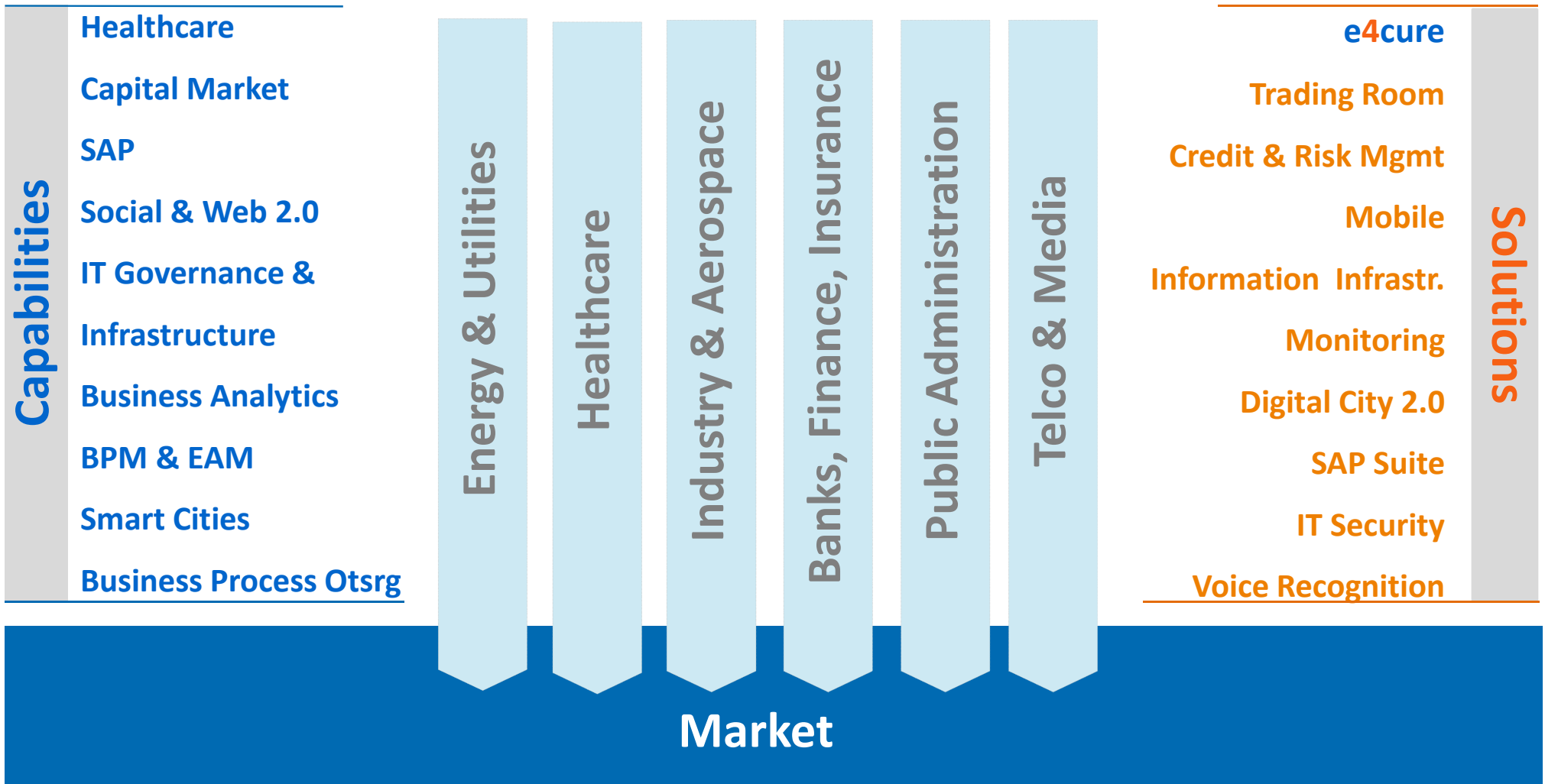
Exprivia is an Italian Information Technology company, **listed in the Milan stock exchange**, focused on the design and development of **innovative solutions** since the year 1983, with an **international** footprint thanks to its presence in Europe, America and Far East.

THE  
**3i**  
STRATEGY

**INNOVATION**

**INDUSTRIALIZATION**

**INTERNATIONALIZATION**



## Top 6 - 36.5%



## Others

### Energy and Utilities



### Healthcare



### Industry and Aerospace



### Banks and Finance



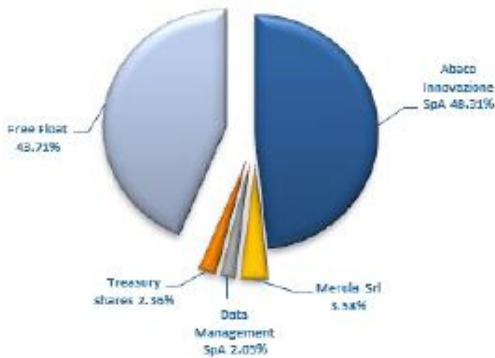
### Public Administr.



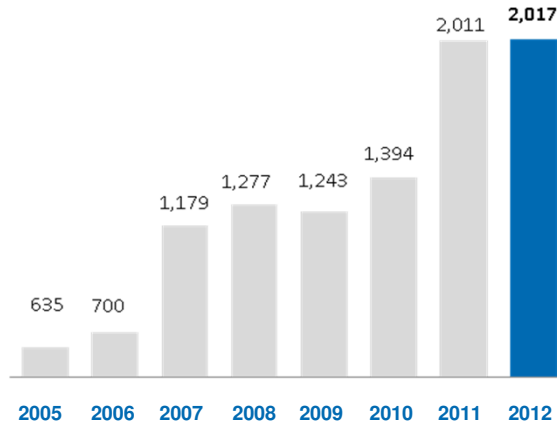
### Telco and Media



Shareholding

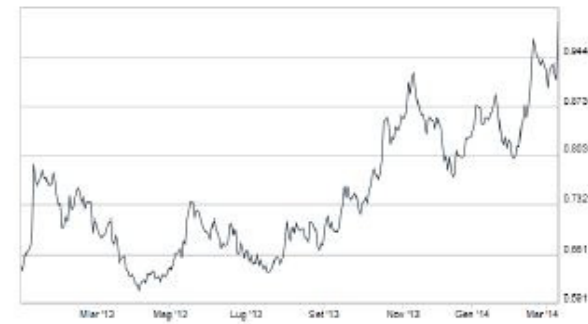


Human Resources



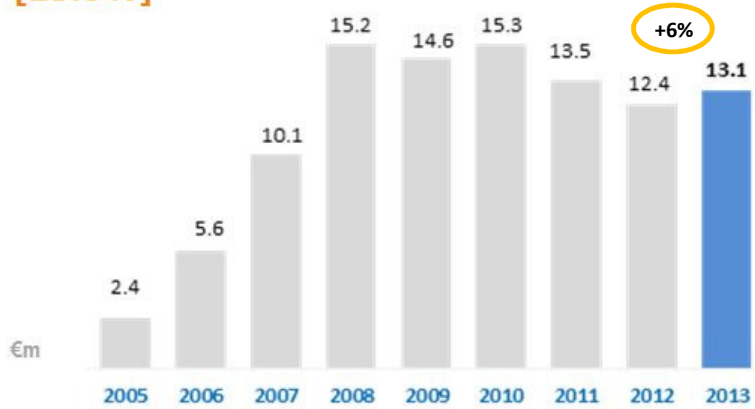
Stock Chart

12 months performance



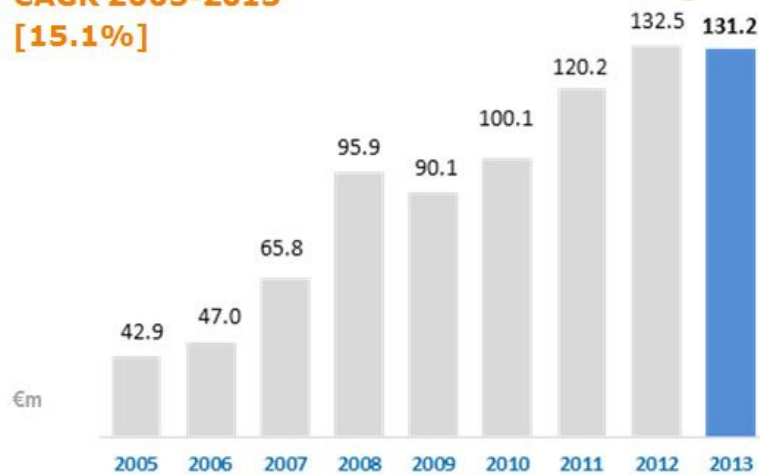
Ebitda

CAGR 2005-2013  
[23.6%]

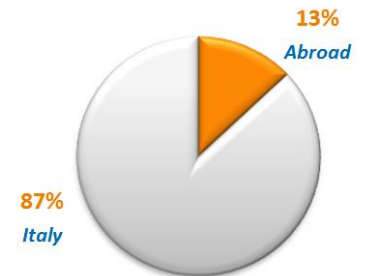


Revenues

CAGR 2005-2013  
[15.1%]



Geographical breakdown



Trend Mercato Italiano  
Servizi IT 2013: -4.3%



**Internationalization** represents a fundamental strategic component for Exprivia growth that will be realized through parallel initiatives aimed at strengthening and better penetrating emerging global markets:

1. growth to assist our Italian customers with their foreign investments
2. selection of local partners for starting up new projects
3. acquisitions or joint ventures with foreign companies

## EXPRIVIA ACHIEVEMENTS

### 1 Italian customer abroad



Our solutions were chosen to support their business process in all the foreign banks of the group.



The Exprivia International Network has been chosen to spread the entire production process in all their factories in the world.

### 2 Local partners

#### Bulgaria

Sirma Business Consulting



#### Croazia

SENSO-IS



#### Slovenia

ITAD



#### Ungheria

AAM Management Information Consulting



#### Moldavia

IT&IS



#### Mexico

TESI Messico



### 3 Acquisitions

#### Exprivia SL

Shareholding: 60%

Exprivia S.L. was established in April 2008 in Madrid, dedicated to develop IT solutions and systems for the healthcare sector and to provide Web service in the Spanish market.



#### Prosap SL

Shareholding: 51.12%

ProSap is a Spanish company that was founded in 2002, with subsidiaries in Mexico, Guatemala and Peru, offering professional services in SAP, systems integration and application management serving large and medium-sized customers in Europe, USA, LATAM and domestic markets



#### Exprivia do Brasil

Shareholding: 52,22%

Exprivia do Brasil Serviços de Informatica Ltda is a Brazilian company specialized in IT security solutions and services for Telco and Financial Institutions with headquarter in Sao Paulo.



#### Exprivia China

Representative Office

Ready to set-up an operational WFOE



## 2014 INTERNATIONAL PLAN

### 1 Consolidation

#### Exprivia Spain: 100%



Merge Exprivia S.L. and Prosap ES after full acquisition of both companies

#### Exprivia Mexico: 100%



Direct Control from Exprivia through capital increase from there expand in other emerging countries of Latin America and in USA



Ecuador

Colombia

Costa Rica

USA

Bolivia

Panama



#### Exprivia Guatemala: 100%

Part of Exprivia LATAM Network



#### Exprivia Perú: 100%

Part of Exprivia LATAM Network



### 2 Strengthening

#### Exprivia do Brasil: 52,22 %



Complete the investments to expand its presence in the healthcare and SAP / ERP markets.

#### Exprivia China: 100 %



Acquire a Chinese company that, in addition to the Representative Office, will offer Infrastructure Services, SAP Services, Healthcare Solutions.

### 3 Expansion

#### Turkey



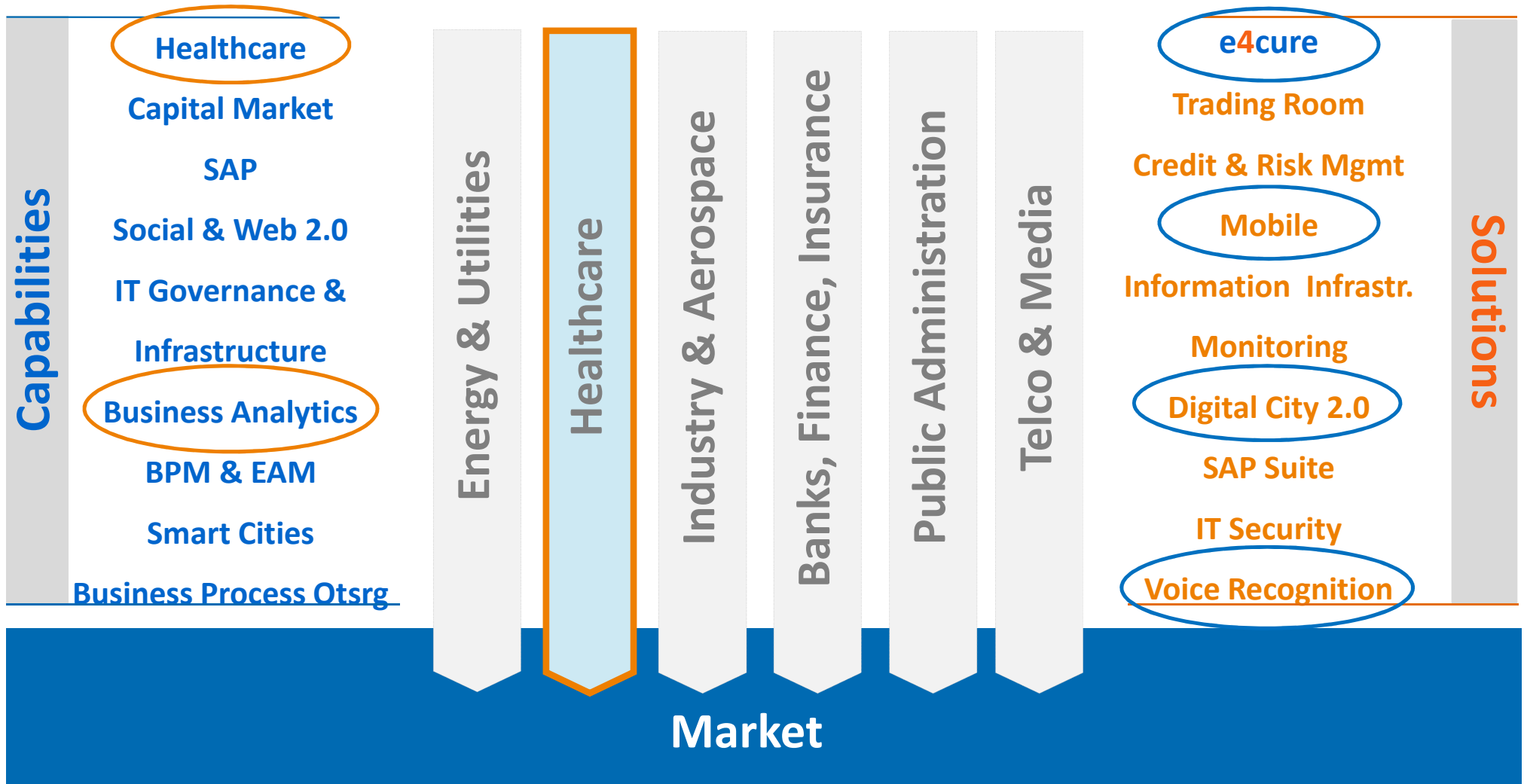
We are selecting a partner with Healthcare expertise and complementary products to those of the Exprivia Healthcare IT together with a significant presence in other neighboring markets (Middle East).

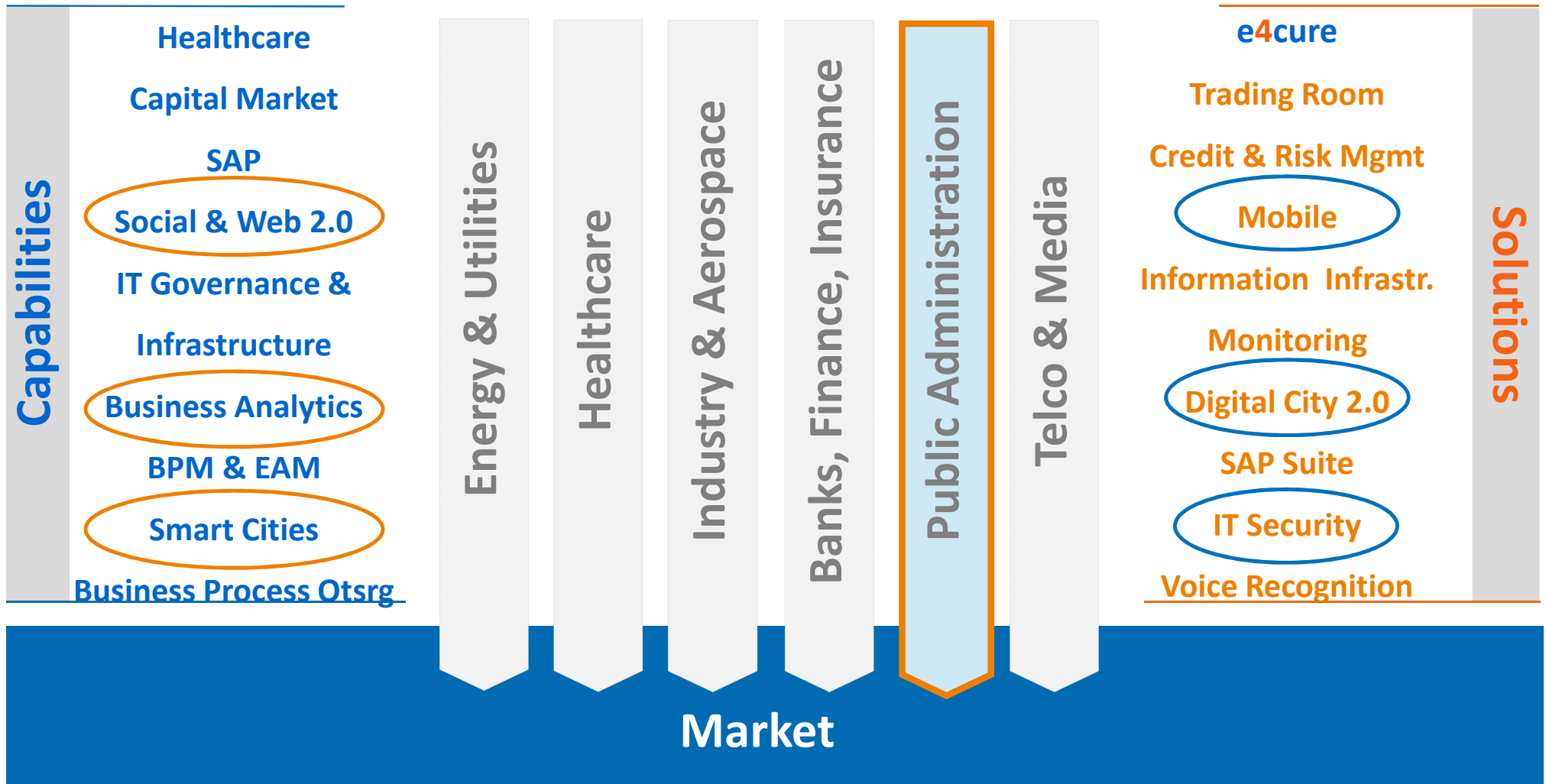
#### Azerbaijan



Targeted meetings to better understand the business models, the market trends and emerging technologies in the Oil & Gas and IT market segments.



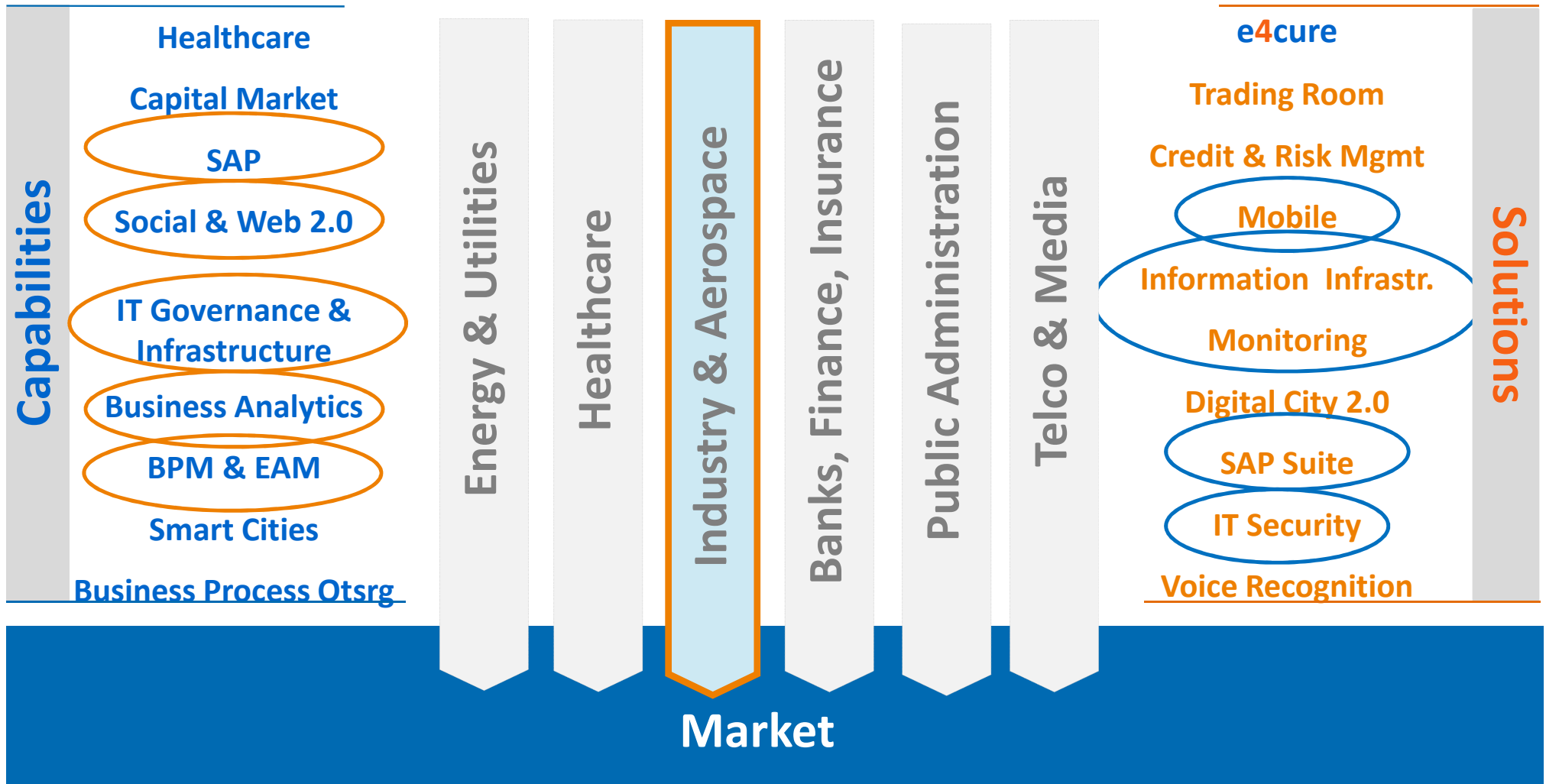


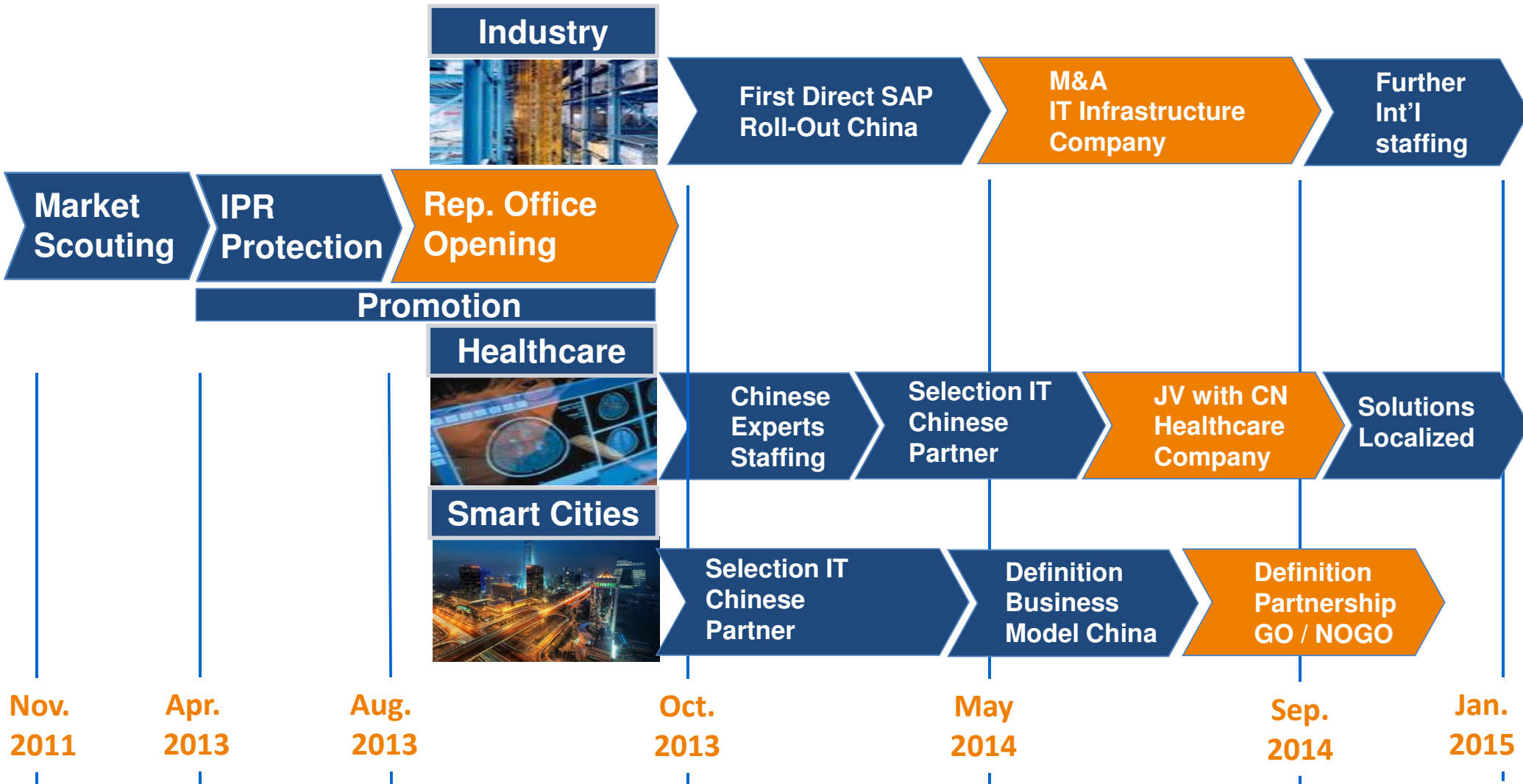




BARI CITTA' DIGITALE 2.0 is one of the leading smart city project in Italy (SMAU Prize 2014), linking more than 1.5million population with the public administration, mobility and healthcare services through mobile platform







Milestones

The background of the slide is a light-colored technical drawing or blueprint. It features various mechanical components, including gears, shafts, and housing parts, rendered in a sketchy, hand-drawn style. The drawing is oriented vertically on the left side and horizontally on the right side, creating a sense of depth and technical precision.

**expri**via  
**thank you!**

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