

Reply

Sergio Ingegnatti

CEO Reply



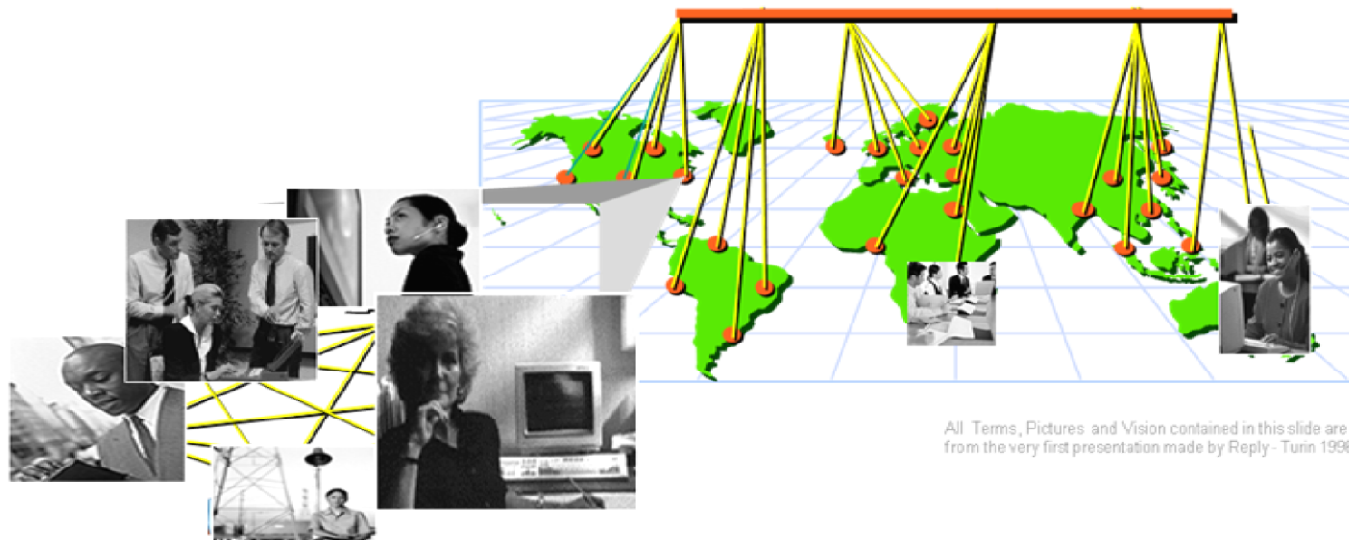
Reply

Founded in Turin in June 1996, to achieve excellence within the e-business and internet consulting service market. From then on, key drivers of Reply business development are :

- Offer high added value Internet consulting services
- Keep the focus on innovation and know-how
- Build strategic partnerships with the leading market vendors

- Focalization
- Methodology
- Culture
- Flexibility

Reply integrates culture, competence and pro-activeness with vertical focus by applying new paradigms and new information and communication technologies to excel in building innovative and effective e-business and internet solutions.

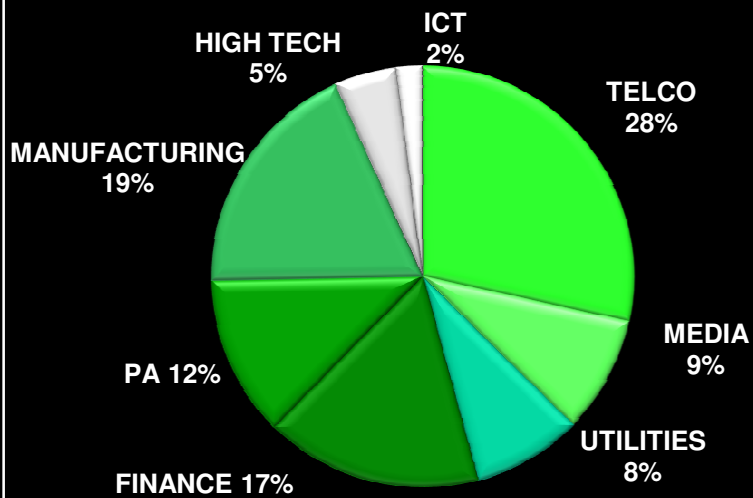


All Terms, Pictures and Vision contained in this slide are from the very first presentation made by Reply - Turin 1996

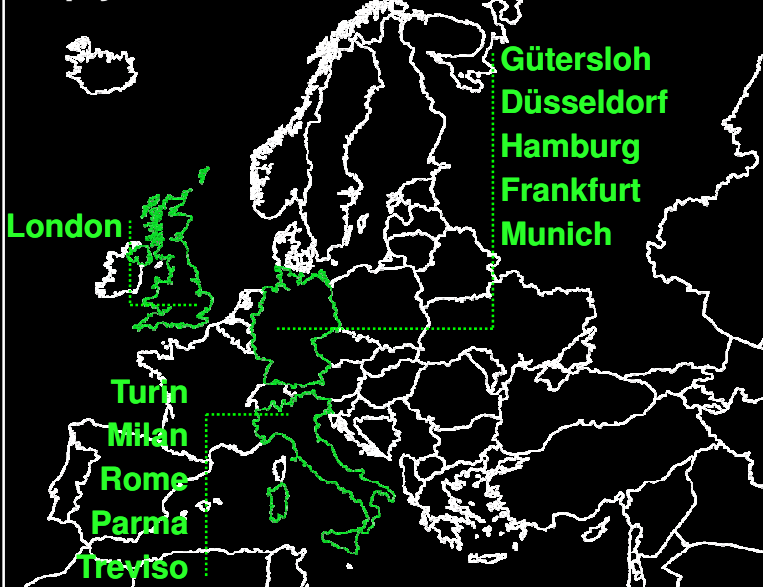


Reply at a glance

2008 Market Split



Reply Main Offices



- Reply is today a leading **IT Services Company** with a distinctive set of specialized competences that covers the areas of: **Consulting, System Integration, Service Management** (Application & Operation), **Business Process Outsourcing**.
- Reply offering is based on **new communication channels and digital media**.
- Reply set an impressive track record: from **€18.6m** in **1999** to **€330.2m** sales in **2008**, with a **CAGR** of **37.7%** (**€250.5 m** as at **September 2009**).
- Constant **two digit Ebit** margin¹.
- More than **2,900**² employees distributed on a network of specialized companies focused on specific lines of offer.
- **Large customers**, with a very high retention rate.

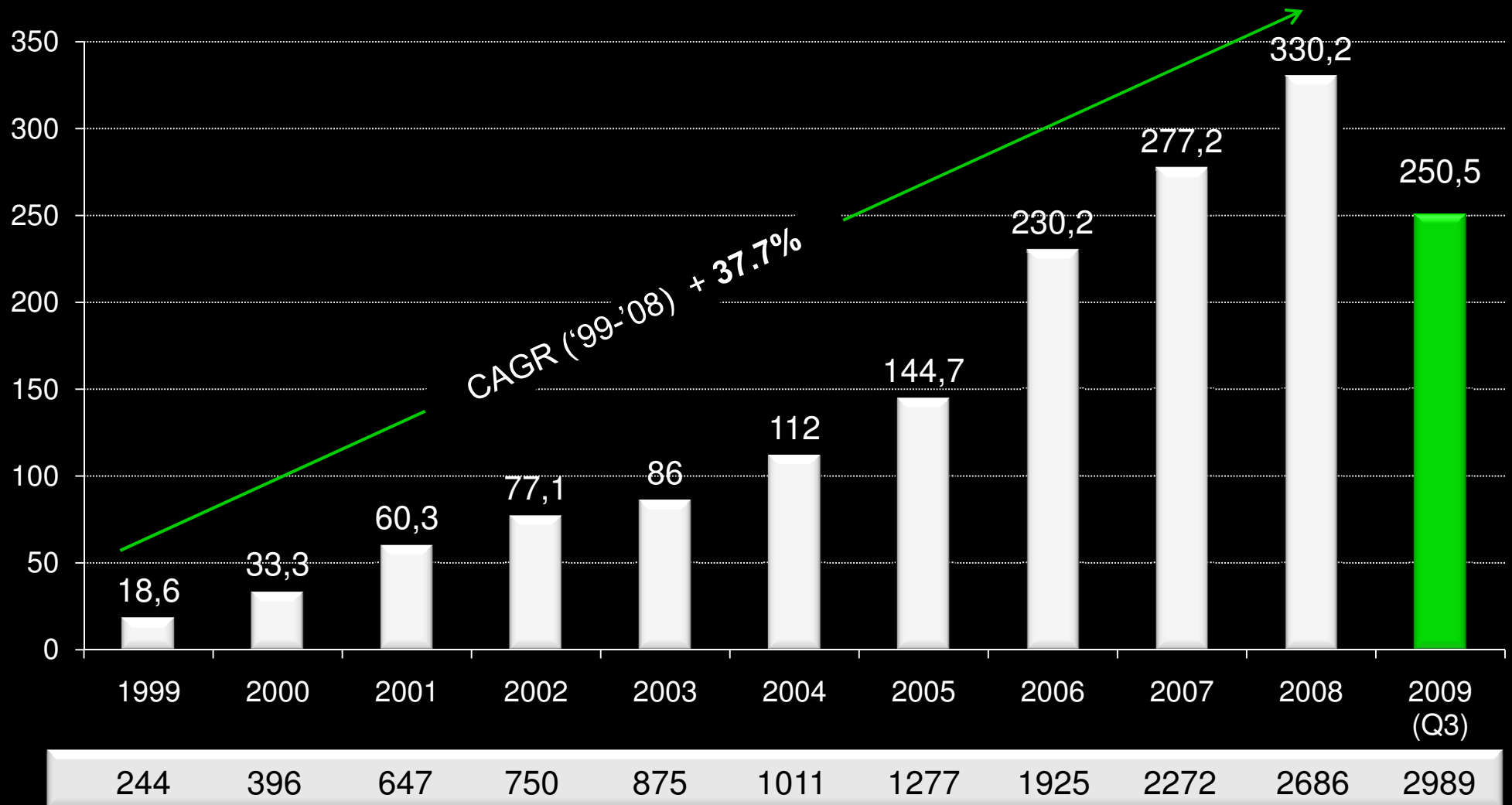
1. Except for 2003

2. As of 30 September 2009

3. Since July 2008

Reply - Revenue and People

Revenue – Millions of Euro



People

244	396	647	750	875	1011	1277	1925	2272	2686	2989
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Reply - Lines of Business

Reply's offer is built on technology innovation...

Verticals – Market Core Competencies

Horizontals	Telco Media & Utilities		Banking & Financial Services		Extended Enterprise		PA & Healthcare		Processes <i>Business Process Consulting Business Process Outsourcing</i>
	Web 2.0		SaaS	Cloud Comput.	Info Mngt.	Security	IT Govern.	Service Mngt.	Applications <i>System Integration Focusing on vertical solutions</i>
								Technology <i>System integration Focusing on horizontal solutions</i>	

... with an in-depth knowledge of business markets and processes.



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