



COMPANY PROFILE

General Overview

16 years of continuous activity on regional market

- **+22 M Euro turnover in 2010**
- **30% of company revenue generated by exports**
 - 70% of TotalSoft solutions has presence abroad
- **1500 clients in private and public sector**
 - Multinational clients: +60 international groups
- **380 full time employees**
 - 350 employees with technical background
- **ISO Certified: 14001, 18001, 27001, 9001:2001**

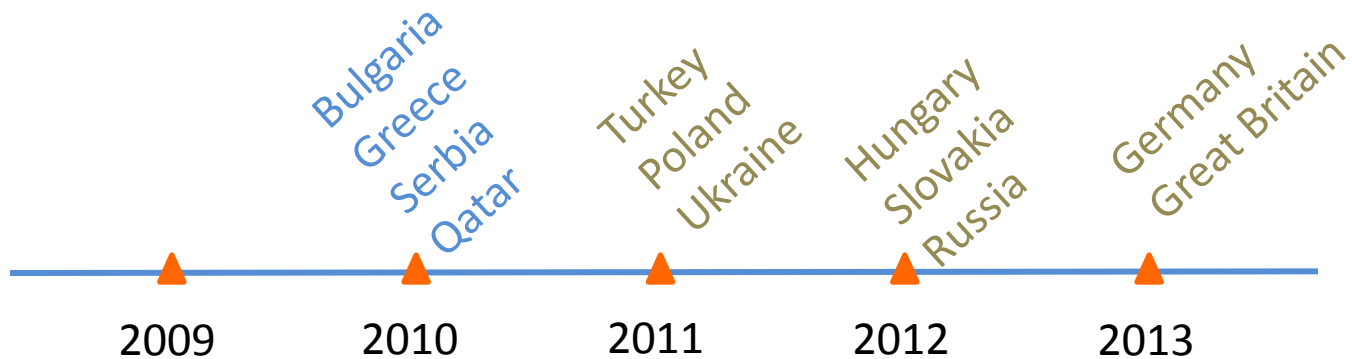
Clients

- **Successful complex implementations in 25 countries**
 - **USA**
 - **Western Europe** (Austria, Belgium, France, Germany, Greece, Italy, Poland, Sweden, UK, Spain)
 - **Eastern Europe** (Albania, Bulgaria, Czech Republic, Estonia, Hungary, Moldova, Romania, Russia, Serbia, Ukraine)
 - **Middle East** (Saudi Arabia, Qatar, Dubai)
 - **Africa** (Senegal)



International growth

TotalSoft subsidiaries

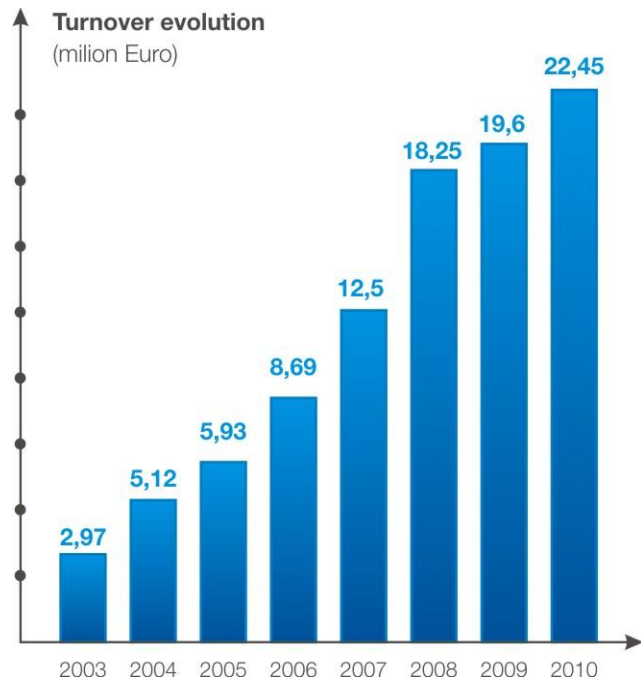


- Local sales force & client management
- Level 1 support
- Training & business consultancy

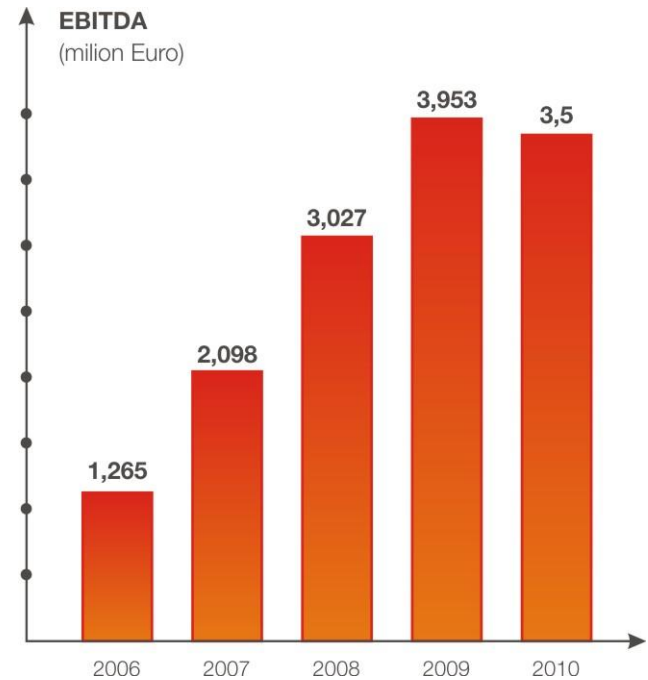
Financial figures

Continuous profitable growth in last 7 years

■ Turnover evolution



■ EBITDA evolution



Solutions

■ Intellectual Property: CHARISMA™ Business Suite

- Charisma ERP
- Charisma HCM
- Charisma Medical Software
- Charisma eBusiness Suite



■ Third Party Products

- Sole Primavera Representative (90% local market share)
- Microsoft, Oracle tools



■ Services

- Development, Implementation, Outsourcing, Consultancy, Training, Project Management

Successful implementations

Financial Sector

BMW Financial Services and BMW Hellas



"BMW Greece became the fastest start-up of a financial services subsidiary from the entire BMW history, due to Charisma ERP go-live on time. The partnership with Totalsoft has become a real benchmark for IT projects at BMW Financial Services."

Marco Cervone, Account Manager BMW

Deutsche Leasing Romania & Austria

The leasing services leader on German market with active presence in 9 countries.



"Charisma was the sole solution that was working on banking accounting, according to BNR regulations; the implementation of the new accounting system was done without additional efforts."

Florin Maxim, IT Manager, Deutsche Leasing



Successful implementations

Services

Orange

Part of France Telecom, leader on Romanian telco market.



"The collaboration started with the implementation of web solutions dedicated to services (eService) and dealer orders (eOrders). Later on, we implemented Charisma HCM for managing our 2500 employees, covering the entire internal and external recruitment processes, integration with our internal applications and specific reporting."

ISTA

Leader in water and heating management of collective properties.



"The collaboration with TotalSoft has begun with the implementation of Charisma ERP and continued with a customized system for computing and splitting the utilities costs, fully integrated with Charisma ERP", Carmen Sava, Computing Department Director.



Successful implementations

Medical & Pharma

Mediplus

The largest Romanian Pharma distributor:
64.000 distributed products, 12 warehouses
and a 122 auto utilities distribution fleet.



„By implementing Charisma, we succeeded to split the activities on computing items, allowing us an easier tracking of the nature and type of expenses. Moreover, Charisma BI gave us the desired flexibility for creating on-spot reports and drill-down data analysis” Bogdan Dumitrescu, IT&C Director

Medicover

Medical services supplier in Romania, Poland, Estonia,
Hungary and Czech Republic, annually managing over 1 mil. patients



“Our collaboration with TotalSoft was very productive. Thus we decided to outsource our entire medical systems development project to this company. We strongly recommend TotalSoft for its professional capabilities in the clinical administration and medical services systems.” Anthony Cameron, IT Manager - Medicover Poland



Successful implementations

Constructions & Real Estate

Bog'Art

One of the top 3 Romanian construction companies with more than € 93 million turnover



"The results is fantastic, we strongly feel it. We are working now elegantly as the chaos was eliminated. We have now a solid information basis. Information processing time was reduced at least at half, and in some cases, we gain much time on operations namely many days each month", Alex Cârstoiu Manager IT Bog'Art.

Impact

One of the largest Romanian privately owned real estate Developers; €42 million in 2008



"Charisma was the only solution that included an essential tool for construction – the project management module. Several other companies that we had prospected didn't have the planning and contracts modules which were very important to us", Florin Chiriță, Marketing Manager



Successful implementations

Retail and Distribution

Carrefour

One of the biggest FMCG & Retail employers at national level, with over 8800 employees, present in 14 cities in 47 supermarkets and hypermarkets.



"Charisma is a flexible application that can operate easily, you can provide any information in real time and can generate any report extremely easy and fast", Ana Dumitru, HR Manager.

Strauss

One of the leading national coffee players and second world player on the Israeli market



"We chose Charisma because we didn't want to reinvent the wheel. We knew what the distribution system could do, that it had a powerful SFA system, and that people had already passed the training phase. In addition, the application was tested by the market sector, offering thus expected work and results", Mircea Corneliu Petrea, IT Manager.



Successful implementations

Production and Manufacturing

Caroli

The second largest company in the meat industry in Romania
€ 70 million turnover



"The company is attentive to the feedback provided by customers and believes the solution meets our requirements. In fact, this is the reason why we chose to work with TotalSoft", Ion Drăguța, IT Manager

Constanța Shipyard

The largest Romanian shipyard: over
4 mil delivered tdw and 2.300 employees



The solution integrates 11 software applications for document tracking, management and allocation of costs and workmanship on each stage of a ship building and provides a clear picture of profitability related departments, projects etc.



Successful implementations

Public Administration

Romsilva

Manages the state forests through its 20.000 employees, 42 forest lines and 400 districts.



"Charisma Enterprise allows RNP – Romsilva to manage activities in a single database, providing users with access to 500 competitors and over 1,000 users of the web portal section", Adina Gurgu, Project Manager.

Romanian Auto Register

Present in every Romanian county through RAR subsidiaries
TotalSoft implemented an integrated information system for periodic technical inspection of the motor vehicles. The application is modularly organized and is accessible to group players in roles. Operations available to each role will fall into two major classes: data viewing and editing.



MINISTERUL COMUNICAȚIILOR ȘI SOCIETĂȚII INFORMAȚIONALE



Business Lines

Charisma & Business Applications

Primavera Project Management

Customized Software

Research & Development

> 950 implementations

- Financial & Banking
- Services
- Retail & Distribution
- Healthcare & Pharma
- Constructions & Design
- Production
- Shipyards
- Public administration

> 600 implementations

- Public administration
- Civil and industrial constructions
- Production
- Project & Design
- Shipyards
- Investment

> 300 clients

- Real Estate
- Telecommunications
- Marketing research
- Healthcare & Pharma
- Constructions
- Production
- Public administration

internal & external

- Elaboration of technical aspects of the bids
- Analysis of new technologies
- Code generators and designers
- Support tools and monitoring

Analysis & Consultancy
Personalized solutions
Maintenance & Support

Outsourcing
Projects management
Training & Documentation

Charisma Enterprise
Charisma HR & Payroll
Charisma BI
Office Automation
CRM, eCare, Collection
Cost Control Suite
Documents Management

Primavera project management
Permaster project risk analysis

eProcurement
Medical Software
Logistics solutions
Real Estate sites generator
Mobile applications
Personalized applications

Methods & methodology
Software innovations
High level technology
New architectures
Software integration

Charisma Business Line

Key Points

- Highest growth rate in Romanian ERP market segment
- 1st place on local market in terms of ERP solutions, outrunning SAP & Oracle
- Listed in top 10 international recommended leasing solutions by KPMG

2.1.3. Leading Players in the ERP Market

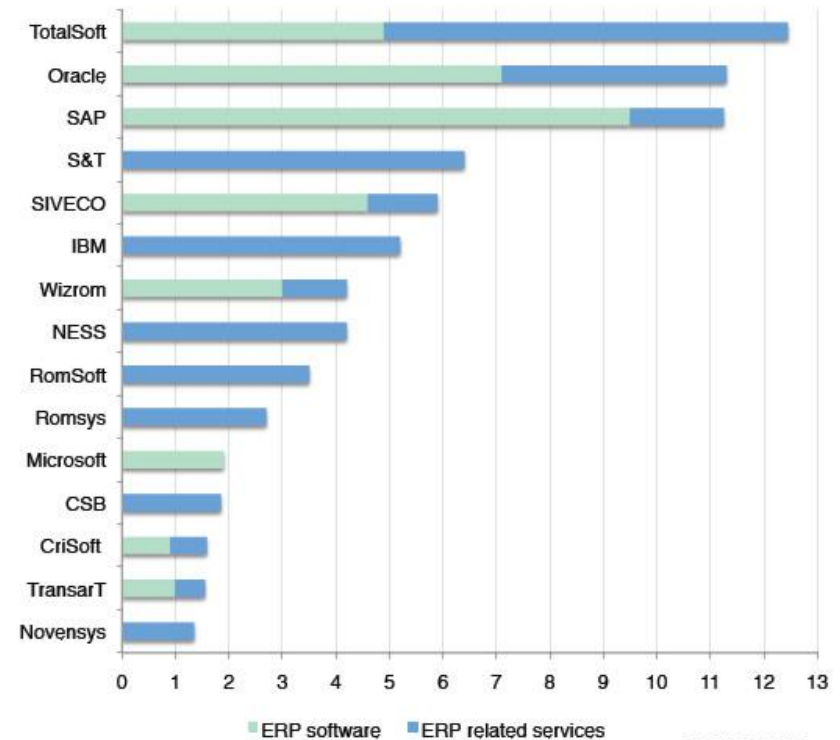


Figure: 6 ERP Leading Suppliers 2009

Charisma Business Line

Key Points

- **Trusted business partner for +950 companies**
 - The largest client portfolio in Romanian enterprise software sector
 - Sustain companies that counts for more than 25% of Romanian GDP
 - Complex implementations in 13 foreign countries
- **Focus industries drive double-digit growth**
 - Banking, Services, Retail & Wholesale, Manufacturing
- **The largest local innovation power**
 - 250 dedicated developers; 40 Project Managers

Why Charisma?

Business value drivers for organization

Industry Expertise

- +16 years experience in complex software business solutions
- Industry best practices accelerate time to value
- Service enabled to deploy without disruption

Trusted Partner

- Double-digit growth based on customer recommendations
- Top references on 11 industry verticals
- + 950 client portfolio

Business value

- Improve financial management
- Enhance business agility
- Enforce operational excellence
- Unify and simplify mission-critical business processes

Lowest TCO

- Proven implementation methodology
- Flexible platform due to modular architecture
- **Adaptive**TM proprietary technology for quickly covering any specific needs

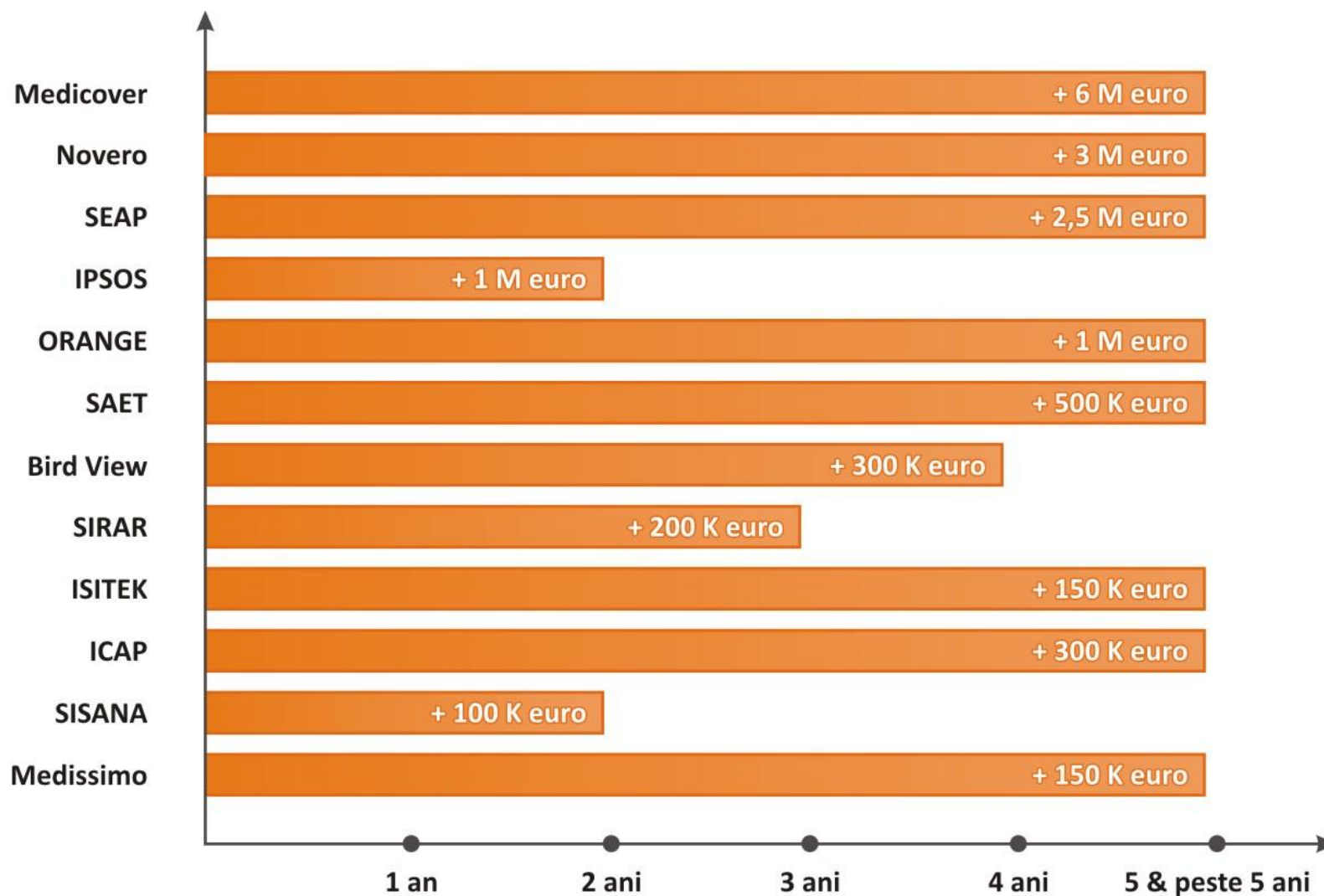
Primavera Project Management

Key Points

- **Technological modernization at Petrom wells**
 - 2 years, 5,000 wells, 5 million labor hours, 50 consultants
- **Promoters of the project management concept in Romania**
 - TotalSoft has over 15 years of experience in implementation, consultancy, education and support for Primavera
- **Leader on the project management solutions market**
 - 90% of companies that use such solutions have implemented Primavera through TotalSoft
- **Over 5000 students trained in Primavera system**
 - Students receive internationally recognized certificates at the completion of the course
- **11 consecutive years in the Primavera President Club**
 - Only 7 companies in the world achieved this performance

Software Development

Main Projects



2010 Business achievements



➤ Enforce international presence

- Projects in 4 new countries: Austria, Spain, Dubai & Saudi Arabia
- New subsidiaries in Bulgaria, Serbia, Greece & Qatar



➤ Extensive devs: new clients in new countries

- SATORP Saudi Arabia, Deutsche Leasing Austria, ISTA Spain & Dubai, Mowasalat Qatar, Lafarge Moldova



➤ Intensive devs: new solutions & technologies

- Portfolio Management, Warehouse Management, Financial Risk Assessment, eOrders, eExpense Report , Analyzer & Cell Monitor on iPad



➤ Tier 1 ERP provider

- “ERP Romania 2010. Analysis and trends of the ERP software products and related services”, Pierre Audoin Consultants

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