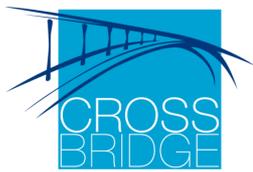


PORTIAMO IL TUO BUSINESS NEL MONDO

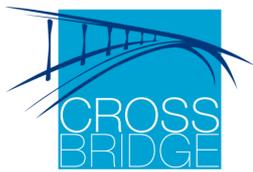
Crossbridge Presentation



PORTIAMO IL TUO BUSINESS NEL MONDO

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- ✓ ITALIAN COMPANIES AND EXPORT
- ✓ BUSINESS MODEL
- ✓ OUR PARTNERS
- ✓ OUR SERVICES
- ✓ MADE IN ITALY
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PORTIAMO IL TUO BUSINESS NEL MONDO

EXPORT TOWARDS THE FAR EAST KEEPS ITALIAN ECONOMY AFLOAT

La congiuntura Il Centro studi Confindustria: per quest'anno il quadro resta fragile, previsioni in peggioramento
Giù l'industria, ma è boom dell'export
Giovannini (Istat): è il nostro salvagente. Merkel: l'euro? Bene fino a quota 1,40

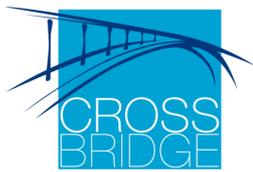
Corriere della Sera

- ✓ Rapidly growing export is sustaining Italian economy through crisis.

Source: Corriere della Sera

- ✓ After peaking at a growth rate of 3% in 2013, Italian export increased by 2% in the first six months of 2014. The European market quota is unchanged, while the quota destined to the Far East markets grew by 6%.

Source: Il Sole 24 Ore



PORTIAMO IL TUO BUSINESS NEL MONDO

EXPORT IS SLOWLY SHIFTING TOWARDS THE FAR EASTERN MARKETS

ITALIAN EXPORT WORLDWIDE

US	
Population (mln)	316
Age 14-24	13,7%
Birth Rate	13,66
GDP Growth 2013	3,5%
GDP per capita (\$)	50.700
Median Age	37,2
Internet Users (mln)	245
Internet Penetration	78%

UE	
Population (mln)	509
Age 14-24	11,3%
Birth rate	10,19
GDP Growth 2013	0,1%
GDP per capita (\$)	35.000
Median Age	41,8
Internet Users (mln)	338
Internet Penetration	67%

Russia	
Population (mln)	143
Age 14-24	11,5%
Birth rate	12,11
GDP Growth 2013	1,8%
GDP per capita (\$)	18.000
Median Age	38,8
Internet Users (mln)	60
Internet Penetration	43%

China	
Population (mln)	1.349
Age 14-24	15,4%
Birth rate	12,25
GDP Growth 2013	7,6%
GDP per capita (\$)	9.300
Median Age	36,3
Internet Users (mln)	480
Internet Penetration	36%

Brasile	
Population (mln)	201
Age 14-24	16,7%
Birth rate	14,97
GDP Growth 2013	2,4%
GDP per capita (\$)	12.100
Median Age	30,3
Internet Users (mln)	76
Internet Penetration	37%

India	
Population (mln)	1.220
Age 14-24	18,2%
Birth rate	20,24
GDP Growth 2013	4,7%
GDP per capita (\$)	3.900
Median Age	26,7
Internet Users (mln)	100
Internet Penetration	8%

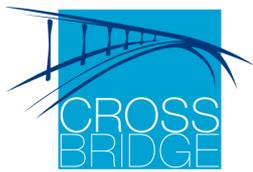
Asean	
Population (mln)	612
Age 14-24	17%
Birth rate	17
GDP Growth 2013	9,3%
GDP per Capita (\$)	3.900
Median Age	29,1
Internet Users (mln)	160
Internet Penetration	26%

Source: World Bank

✓ The majority of Italian export is still geared towards Europe, with a trade volume of 53 %.

✓ Export to developing countries (BRICs and ASEAN), peaks at 14% for Italy. This figure is significantly higher for German and French trade.

Source: Eurostat



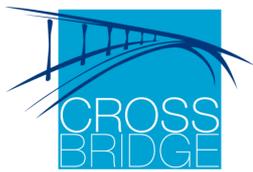
PORTIAMO IL TUO BUSINESS NEL MONDO

ITALIAN MIDDLE SIZED COMPANIES TOW ECONOMIC GROWTH IN FOREIGN MARKETS...

Company			Export						
Turnover (€)	Company		Exp. only		Imp.& Exp.		Total Exp		
	Num	Mix	Penetration	Penetration	Penetration	Penetration			
NA	203.772	4%	1382	0,7%	2512	1,2%	3.894	1,9%	
<75k	430.698	8%	911	0,2%	927	0,2%	1.838	0,4%	
75k-750k	3.769.76	74%	4.299	0,1%	7.197	0,2%	11.496	0,3%	
750k-7.5m	6	13%	7.197	1,1%	30.366	4,5%	37.563	5,6%	
7.5m-75m	38.009	1%	2.105	5,5%	11.146	29,3%	13.251	34,9%	
>75	3.962	0%	275	6,9%	1.288	32,5%	1.563	39,4%	
Tot	5.120.48	0	100%	16.169	0,3%	53.436	1,0%	69.605	1,4%

✓ Only 35% of Italian companies with a 7.5 mln € average turnover export their products and/or services.

Source: Extroplation Cribis based on Chambers of Commerce data



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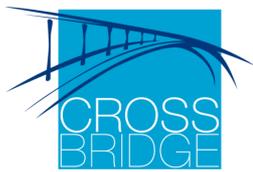
...BUT THEY ENCOUNTER DIFFICULTIES, ESPECIALLY IN PHYSICALLY FAR AWAY MARKETS

Expanding your business in new markets (which represent the best option to do business in the future) isn't as easy as it may seem.

- ✓ The markets are partially (or totally) unknown.
- ✓ Companies have no comprehensive knowledge of local rules, laws and copyright systems.
- ✓ Companies have no previous experience in dealing with local government red tape.
- ✓ Companies don't know which potential partners are reliable allies .
- ✓ Companies don't know how to kick start business endeavours in these countries.
- ✓ Companies don't know which penetration strategy to use when entering these new markets

Thus...

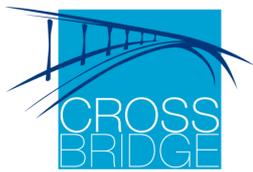
- ✓ ...They need help finding reliable local business partners who know the target market. Who will help them design and develop an adequate strategic plan, and support the execution of an effective business plan.



PORTIAMO IL TUO BUSINESS NEL MONDO

CROSSBRIDGE MISSION

Our goal is to support and lead medium sized Italian companies through the internationalisation process. In order to do so, we insist on relying on local management and top level partnerships who guarantee international expertise and skill, thus ensuring total transparency, swift execution and successful result-oriented performances.



PORTIAMO IL TUO BUSINESS NEL MONDO

CROSSBRIDGE'S PITCH TO THE MARKET: INNOVATION AND UNIQUENESS



International Coverage:

- ✓ We are present in nations where significant economic growth is forecasted for the next 20-30 years.
- ✓ We ally with partners with long standing presence in target countries and decade long, proven expertise in complex business management.



PORTIAMO IL TUO BUSINESS NEL MONDO

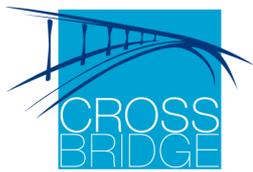
Local Management:

- ✓ Great expertise in managing Italian and international companies.



Business Model:

- ✓ Crossbridge supplies customized strategic and operational support to help you in the internationalisation process, along with market research and analysis.
- ✓ Crossbridge works in a result oriented capacity.
- ✓ Crossbridge adopts modular, flexible and adaptable business models, customized to individual clients.



PORTIAMO IL TUO BUSINESS NEL MONDO

OUR TEAM

Our team is built around a core of highly skilled, high profile professionals with 30+ years of important work experience worldwide, who want to put their expertise and strengths at your service.



Paolo Engheben
CEO
Crossbridge

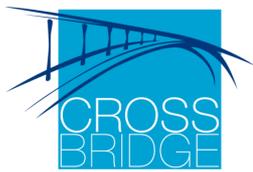
Born in Brescia on May 21st, 1953, Paolo is an alum of University of Padua, where he graduated in Electronic Engineering. Throughout his career he has been head of sales and head of marketing in companies operating in the IT and services sectors.

Worthy of notice are his tenure as CEO at Dell Italia, leading company in PC and PC server production, and as President and CEO for Dun & Bradstreet, leading company in Italy and Europe in the supply of financial e economic data.

Giuseppe Fiore
Business Partner
Crossbridge

Born in San Giovanni Incarico (FR), on October 29th 1953. He holds an Engineering degree from the University of Rome “La Sapienza”. Throughout his career he has held important roles in strategic marketing and sales for IT technology companies (IBM and Dell), in Italy, France and the U.S.. He started working for CONSIP (a company controlled by the Italian Ministry of Treasure and Economics) in 2001, becoming Director General while heralding the go-live and consolidation of the expense rationalisation program of goods and services for the Public Administration.

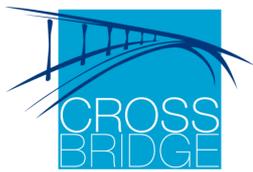
In 2008 he started a long standing collaboration with Rome City Hall in the project Roma Capitale, as City Hall geared a process towards expense rationalisation and centralisation of acquisitions. His last involvement with Roma Capitale was as Director of Servizi Azionista Roma, which involved defining strategic routes towards the dismissal/privatization of assets and building the participative Holding of Aziende Gruppo Roma Capitale



PORTIAMO IL TUO BUSINESS NEL MONDO

OUR BUSINESS MODEL

- ✓ Crossbridge supplies customized strategic and operational support to help you in the internationalisation process, along with market research and analysis. Our team's direct experience in the international corporate world, along with our partners' stable operational excellence, is the key to successful target market penetration.
- ✓ Crossbridge works in a result oriented capacity. Our pragmatic approach allows us to effectively support our clients implement and develop their business in the target markets.
- ✓ Crossbridge adopts modular, flexible and adaptable business models, customized to individual clients.



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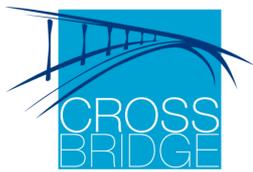
OUR PARTNERS



David Emery
Founder and CEO
Reciprocus

✓20+ Years of experience in M&A worldwide
✓10 years as President of Asia Pacific and member of Dun&Bradstreet Corp's executive board.

- ✓ Reciprocus (www.reciprocusinternational.com) supports implementation of expansion strategies through fusions and acquisitions in the Asian and Pacific markets.
- ✓ It supplies a flexible intervention model by combining independent consulting, training and executive excellence, thanks to a team of experienced professionals and an extended network of collaborators and partners. They operate out of Singapore.
- ✓ Reciprocus flaunts a detailed knowledge of global business operation derived from 20+ years of operational experience in the Asian-Pacific markets.
- ✓ Reciprocus key competences are:
 - Identifying and managing new business opportunities.
 - Structuring new deals with relative due-diligence.
 - Execution of specific deals and relative governance.
 - Long standing expertise in M&A deals



PORTIAMO IL TUO BUSINESS NEL MONDO

OUR PARTNERS

NRTAGMA
GMATNAR
AGARMNT
MNTARGA
TANGRAM
"Problem solved! GEDI!"



Research &
Advisory Services
A Trade Mark Licensee of D&B

Hitesh Sethi
CEO
D&B Tangram India

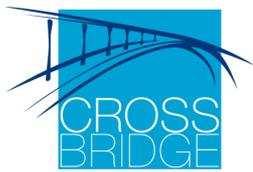
✓12+ years of experience in D&B India
✓20+ years of experience in India in Business
Information and Advisory Services

✓Dun&Bradstreet Tangram is an Indian consulting firm, present in India for the past 20 years. Their business revolves around supplying solutions that allow growth and facilitate company decisional processes.

✓D&B operates through:

- Market research and analysis in specific sectors
- Strategic and operative consulting
- Financial consulting for the evaluation of companies and M&A operations

✓In India, D&B (www.dnb.co.in) is operational with 7 offices and about 500 consultants; its database covers over one million companies.



PORTIAMO IL TUO BUSINESS NEL MONDO

OUR PARTNERS



Erica Kondo
Founder and CEO
GlobeLink

- 10 years of working experience as President and CEO of Dun & Bradstreet in Japan

✓ GlobeLink assists clients by facilitating both market entries into Japan for foreign companies as well as helping local Japanese businesses expand internationally, with a strong focus on the Southeast Asia region. With years of experience in growing businesses across industries and geographies, the team assists clients in achieving their objectives through market research, M&A advisory and supporting organic growth initiatives, including executing direct marketing campaigns.

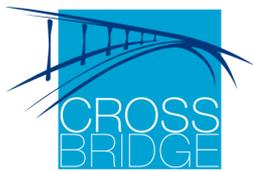
Lia Iovenitti
Founder and CEO
Conselit

- 16 years of working experience in Korea
- 10 years at Embassy of Italy in Korea
- Previous companies include FIFA World Cup Italian Liaison Office, LG Electronics, Samsung Group, Hyundai, RAI (Italian national broadcasting system), La Repubblica, Korean Air, Promopel

✓ Conselit (www.conselit.com) is a Company specialized in facilitating access to the Korean market, through the identification and follow-up of opportunities that can develop and consolidate the business of the Italian Companies.

Simultaneously, Conselit works with Korean interlocutors interested in investing or launching a business cooperation in Italy.

✓ Conselit supports clients by providing them with all the necessary tools to achieve their long-term financial goals, saving time and money: from the identification of a local partner for importing and distributing consumer goods, to the legal/administrative support for the Company set-up (including mergers and acquisitions), to marketing support, acting as a representation agency for a selected foreign companies, and - last but not least - legalized translations.



PORTIAMO IL TUO BUSINESS NEL MONDO

OUR PARTNERS

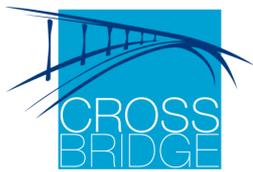
**AMK Business
International**

Merlyn Kasimir
Founder and CEO
AMK Business International

- Merlyn Kasimir has served for many years in the Ministry of International Trade and Industry (MITI) and Malaysia External Trade Development Corporation (MATRADE). He is presently also a Board member of Binary University, the Malaysia Dutch Business Council, and Quantum Atlas Sdn Bhd.

✓ AMK Business International is a company focused on advisory services related to import and export, industry policies and regulations, intellectual property matters, FTAs and developments in the Malaysian market

✓ The company is able to support foreign companies on setting up business in Malaysia, joint ventures, application of manufacturing licence and government incentives. Identifying business opportunities and potentials for foreign business in the Malaysian market, and in identifying local contacts.



PORTIAMO IL TUO BUSINESS NEL MONDO

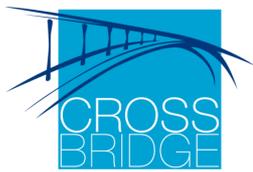
OUR PARTNERS



Claudio Ferraris
Founder & CEO di Milioone

- Claudio Ferraris has supported international clients in the web app developing, online branding, marketing and advertisement, customer relationship management and mobile devices.
- Some of successful projects: Prada, Yoox, Ferrari Automotive, Credit Agricole, Galerie Lafayette, 3Suisses, Vodafone, Yamaha Hi Fi, L'Oreal Paris and Maybelline, Néstle Nescafe, Pfizer, Christian Dior.

- ✓ Milioone is an Italian limited company operating in the field of eCommerce.
- ✓ Milioone operates from Milan (soon Zürich and Paris) and Shanghai with a focus on serving European customers looking to benefit from the vast potential of the Chinese eBusiness market.
- ✓ Milioone's mission is to provide the Italian manufactures of Fashion, Food and Furniture (3F) products with one-stop shop services to sell their goods online in China.
- ✓ Milioone sells Italian 3F products under its own online shop in China.
- ✓ Milioone also serves Chinese web clients interested in selling services and goods into Europe.
- ✓ Milioone is totally independent, 100% financed by Italian shareholders.
- ✓ Milioone (Shanghai) Consulting Co.Ltd is a WOFE and obtained the Chinese business license since 2012.



PORTIAMO IL TUO BUSINESS NEL MONDO

OUR PARTNERS



Prof. Dr. Rahardi
Ramelan
Senior Advisor

- **Research Professor** at the Agency for the Assessment and Application of Technology (BPPT) and **Professor at the Institute of Technology**, Surabaya (ITS), in Manufacturing Technology(BAPPENAS) – (1993 – 1998).
- **On March 16, 1998** he was installed as **Minister of State for Research and Technology**
- **On May 23, 1998**, he was installed as **Minister of Industry and Trade**.

✓Cekindo (www.cekindo.com) is a market entry consulting firm based in Jakarta, Indonesia. The company provides one-stop services assisting foreign entities and entrepreneurs from various industries to successfully expand their market to Indonesia and beyond.

✓With a dynamic multinational team based in Jakarta, Cekindo understands the local market and utilizes a wide network to effectively assist the client's business in Indonesia, even further to Southeast Asian countries.

Luca Vianelli

Partner & Managing Director
MDA Consulting S.E.A. Co. Ltd

- Luca has worked in Europe for blue chips companies like Unilever, Bain & Co. and Pirelli achieving a wide experience in the area of Project Management, Corporate Consultancy and International Business Development.
- Since 7 years has been Director of the Thai Italian Chamber of Commerce and Vice President for one term.

✓ MDA Consulting S.E.A. Co. Ltd (www.mda.co.th) operates in the consultancy business offering a full range of services in Thailand and Indonesia: business matching, distributors and supplier selection, partners search, market research, company and JV establishment, Board of Investment privileges strategy and Licenses achievement, investment consultation, company acquisitions and all relevant matters in the area of international investments.

✓ Particular focus and major competencies are on the Industrial and high tech sectors, as renewable energies, automotive and machineries.

THE INTERNATIONALISATION PROCESS

Step 1

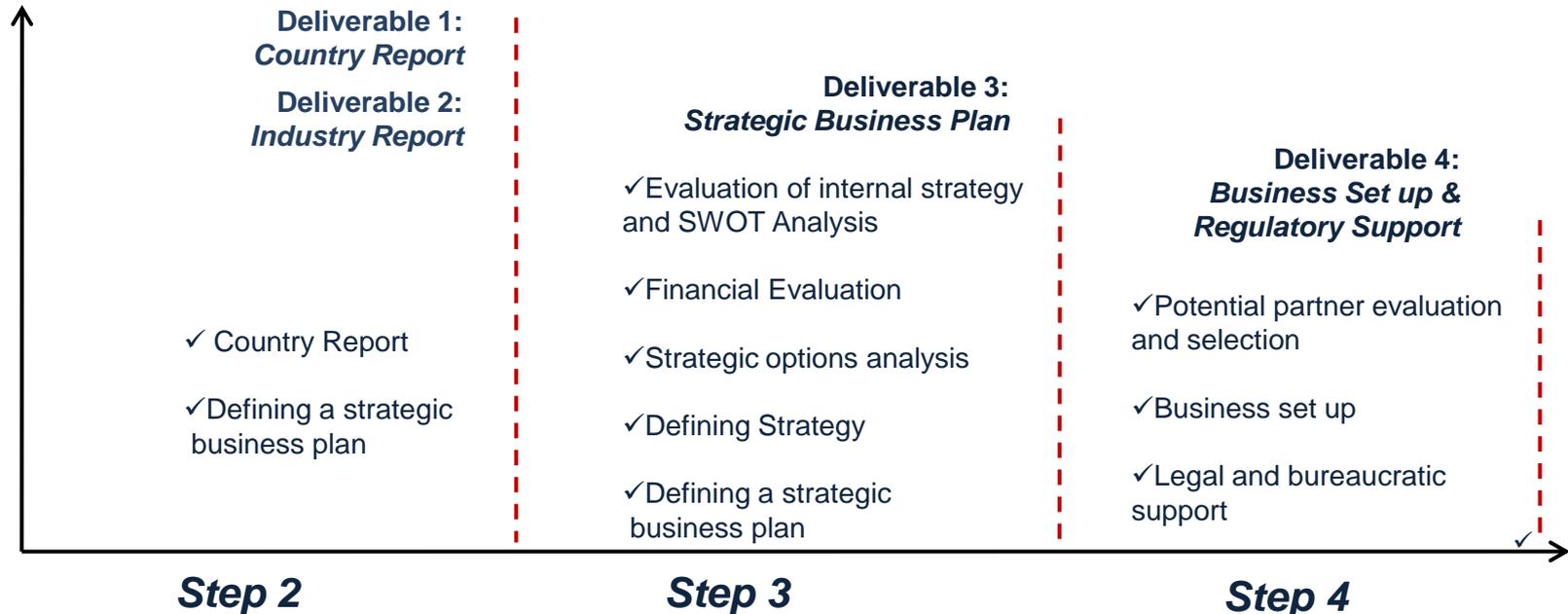
Identifying goals and strategies



Market
Analysis

Strategic
Consulting

Assisted
implementation



Deliverable 1:
Country Report

Deliverable 2:
Industry Report

- ✓ Country Report
- ✓ Defining a strategic business plan

Step 2

Deliverable 3:
Strategic Business Plan

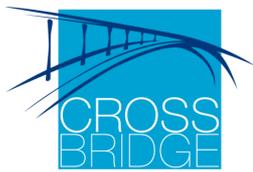
- ✓ Evaluation of internal strategy and SWOT Analysis
- ✓ Financial Evaluation
- ✓ Strategic options analysis
- ✓ Defining Strategy
- ✓ Defining a strategic business plan

Step 3

Deliverable 4:
Business Set up & Regulatory Support

- ✓ Potential partner evaluation and selection
- ✓ Business set up
- ✓ Legal and bureaucratic support

Step 4



PORTIAMO IL TUO BUSINESS NEL MONDO

INTERNATIONALIZATION SERVICES

SPECIFIC SUPPORT TO M&A

Acquisition Strategy

This variable adds the asset of interest to the business model, along with detailing how it is going to be added

Acquisition Screening

Great deals are hard to recognize, and the best ones are the ones that are unknown. We help you not waste your time and resources by screening your targets

Due Diligence

A rigorous due diligence process is necessary to determine whether a deal is interesting and what kind of conditions can be set for it to work

Merger Integration

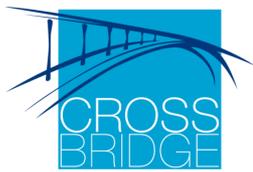
In order to have successful integration, we need to know what we should integrate and why

Joint Ventures & Alliances

Joint ventures, business partnerships, and alliances are liable not to work out when goals and acquisition strategies aren't clear

Divestitures

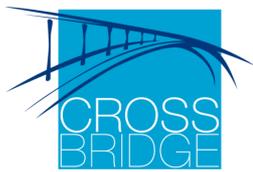
Withdrawing an investment on an unsuccessful asset is sometimes necessary in order to favour our core business. This is as important as investing on new assets



PORTIAMO IL TUO BUSINESS NEL MONDO

MADE IN ITALY: WHAT'S THE APPEAL?

- ✓ "Made in Italy" continues to be highly valued around the world, especially in the traditional F&B and Fashion sectors, thus offering great opportunities for Italian companies abroad.
- ✓ Italy is historically and currently credited with maintaining undisputed leadership with regards to creativity, innovation, good taste, and quality among its products, as well as dynamism among Italian companies.
- ✓ We anticipate that the forthcoming Expo 2015 in Milan, drawing participation from 200 countries and more than 50 million visitors, will provide valuable exposure to Italian products and businesses and be an additional driving force behind the export growth.



PORTIAMO IL TUO BUSINESS NEL MONDO

OUR EXPERIENCES AND OUR PARTNERS' FUSIONS-JOINT VENTURES-ACQUISITIONS-ADVISORY



AMEX



AXIS



BOSCH



CANON



GLAXOSMITHKLINE



HITACHI

HP



interfax.com



LOCMAN ITALY



MINISTRY OF FINANCE
GOVERNEMENT OF INDIA



OTIS

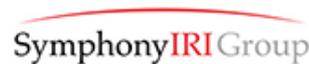


PICADOR

SCC
Wuxi



SKF

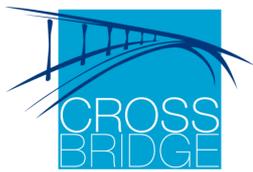


Insight.
Innovation.
Impact.

VOLKSWAGEN

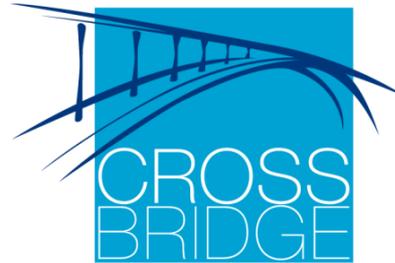
XEROX





PORTIAMO IL TUO BUSINESS NEL MONDO

CONTACT US



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