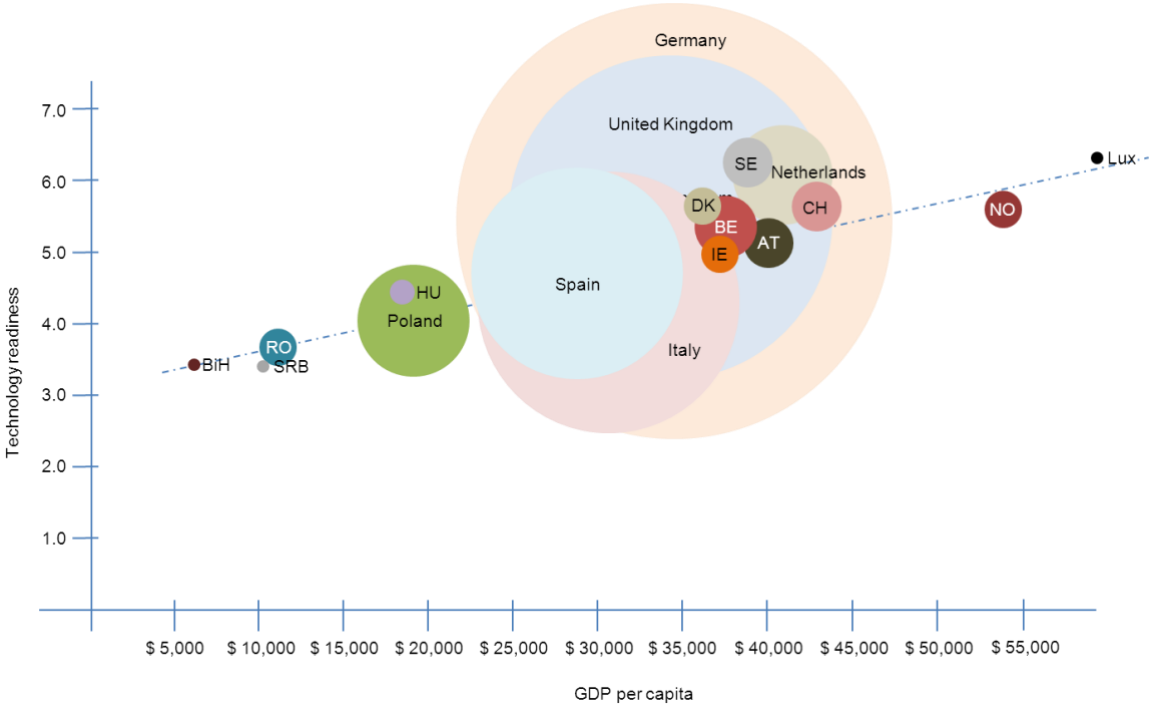


COUNTRY PORFOLIO ANALYSIS (CPA)

The first step of the CPA-CAGE-PMA analysis was used to determine the size of each market. To position each market within a diagram, the "GDP per Capita" was utilized on the X-axis, and "Technology Readiness" was introduced on the Y-axis.

2010 values	Germany	United Kingdom	Poland
- GDP	\$ 2.940 B	\$ 2.173 B	\$ 721 B
- Population	81,471,834	62,698,362	38,441,588
- GDP per capita	\$ 34,212	\$ 34,800	\$ 18,800
-Technology readiness	5.4	5.6	4.0

While Germany is undoubtedly the largest market, the UK has a higher GDP per capita. However, Poland lags in terms of technology readiness.

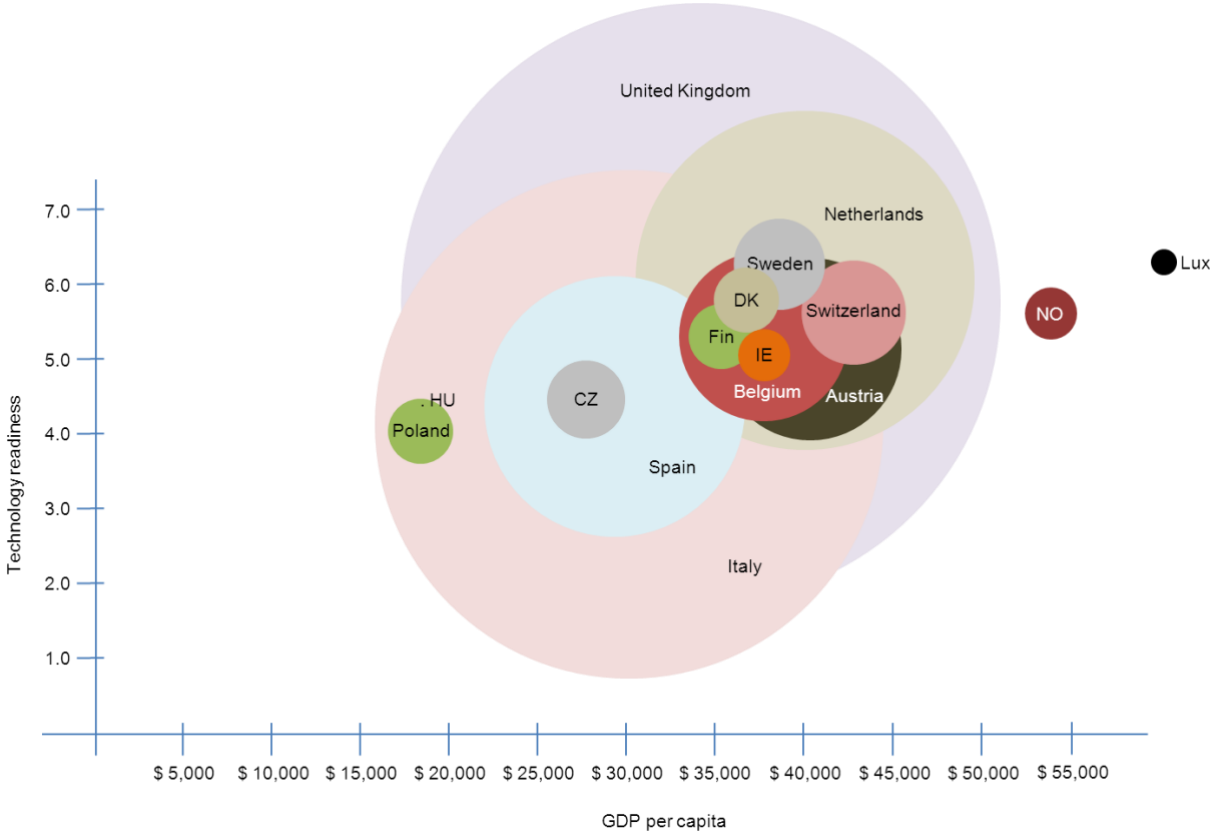


CULTURAL ADMINISTRATIVE GEOGRAPHIC ECONOMIC/CPA ANALYSIS (CAGE)

<i>2010 information</i>	Germany	United Kingdom	Poland
- Cultural: <ul style="list-style-type: none"> • Power Distance • Individualism • Uncertain avoidness • German spoken 	35 67 65 Yes	35 89 35 No	68 60 93 No
- Administrative (common) <ul style="list-style-type: none"> • Trading bloc • Polity • Currency • Freedom of Business 	EU-17 European Union EURO 71.8%	EU-coop European Union GBP 74.5%	EU-candidate European Union PLN 64.1%
- Geographical: <ul style="list-style-type: none"> • Distance • Size • Landlockness • Border sharing 	348,672 sq km No	825 km 241,930 sq km No No	650 km 304,255 sq km No Yes
- Economic <ul style="list-style-type: none"> • GDP (compared) • GDP per capita (compared) • Competitive index • Unemployment • Inflation • S&P Rating 	100% 100% 5.2 7.5% 1.1% AAA	74% 102% 5.3 7.9% 3.3% AAA	25% 55% 4.5 11.8% 2.6% A-

Even though Poland borders Germany, culturally, the British are much closer to Germany. Germany is a fully integrated member of the European Union, while Poland is still a candidate striving for full membership. An essential factor on the administrative side is the "Freedom of Business," where a higher rating provides more opportunities for business operations. Poland's shared border with Germany favors cross-border business activities. Economically, Poland shows significant growth potential and is not far behind Germany or the UK in various aspects.

The result is illustrated in the following diagram:



PRODUCT MARKET ANALYSIS (PMA)

The product market analysis was conducted using information obtained from global partners, competitive research, and data provided by market research organizations such as GfK and IDG.

2011 information	Germany	United Kingdom	Poland
- Key Drivers <ul style="list-style-type: none"> • “made in Germany” impact • Quality driven • Technology knowledge 	Yes High High	No High Medium	Yes Medium Medium
- Enabling Conditions <ul style="list-style-type: none"> • Available partners • Market leadership • Competition • Price level 	High C..... Medium 114	High C.... High 94	Medium Mixed High (low-end) 90
- Cost of Entry/Waiting <ul style="list-style-type: none"> • Marketing investment • Sales investment • Losing revenue waiting too long 	High High High	High High High	Medium Medium Low

In the table above, terms such as "low," "medium," and "high" are used. Due to the lack of a clear classification, we decided to categorize these groups and balance the ratings according to these classifications.

The final country scores are illustrated in the following diagram::

