REPLY COMPANY PROFILE
2016

REPLY

Reply is a company that specialises in **Consulting**, **Systems Integration** and **Digital Services** with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media. Reply partners with key industrial groups in defining and developing business models made possible by the new technological and communication paradigms such as Big Data, Cloud Computing, Digital Communication, the Internet of Things and Mobile and Social Networking. In so doing, it aims to optimise and integrate processes, applications and devices.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

Reply's offer covers three areas of competence:

Processes – for Reply the understanding and the use of technology involves the introduction of a new enabling factor for business processes, based on an in-depth knowledge of both the market and the specific industrial contexts of implementation;

Applications – Reply designs and develops application solutions aimed at meeting *core business* needs;

Technologies – Reply optimises the use of innovative technologies, creating solutions that are capable of guaranteeing maximum operational efficiency and flexibility for its clients.

Within the three areas Reply offers:

Consultancy – on strategy, communications, processes and technologies;

Systems Integration – to use the full potential of technology by combining business consulting services with innovative technical solutions and high levels of added value;

Application Management – the management, monitoring and continuous development of software assets.

With operations in Europe and Main Offices in Germany, Italy and the UK, Reply achieved in excess of €705 million in 2015. Since the start of the year, the Group has recorded a consolidated turnover of €386.5 million, which is an increase of 11.9% compared to the same period in 2015. Reply is listed on Borsa Italiana S.p.A. [MTA, STAR: REY].

MARKET FOCUS

Reply supports the main European Industrial groups operating in **Telco and Media**, **Banking, Insurance and Financial companies, Industry and Services, Energy and Utilities** and **Public Administration** market segments.

Telco and Media

Reply now ranks as a leading technological partner for the telecoms and media market, a sector characterised by the continuous transformation of the operators involved, which are increasingly positioning themselves as providers of innovative services and content. Reply has a particular focus on redefining omni-channel engagement models for its clients both at the touchpoint (physical and digital) level and through the development of innovative customer experience solutions that increasingly often are integrated with social models.

Banks, Insurance companies and Financial operators

Reply is increasingly active in the digital transformation of Europe's financial institutions. In this area Reply is focused on working with some of the leading players in the sector to define comprehensive multi-channel *customer journey* and *customer engagement* strategies. These range from digital branding to the implementation of strategy apps and from the development of a new generation of multi-channel portals and touchpoints to the complete redefinition of the underlying technological architectures.

Manufacturing and Retail

Reply supports companies with the transformation and management of their information systems. Services provided range from strategic design and the understanding and redefinition of core business processes to the creation of solutions for application integration in support of the extended enterprise. Reply has defined a specific service offering for the retail sector that combines ecommerce and multi-channel consulting with the design and development of solutions that integrate web, mobile, call centre and in-store services and in which digital devices, innovation and physical places are brought together to create an engaging and consistent customer experience.

Energy and Utilities

The energy and utilities sector is currently undergoing a profound transformation with regard to the models used for generating, distributing and selling energy. Reply combines a deep understanding of the market and its specific processes with a distinctive capability in the design, implementation and management of application and technological solutions in support of core business. Its ability to support the transformation of management models used by operators in the sector and the verticalisation of skills and specific solutions (IoT, big data, cloud, mobile, etc.) allow Reply to assist companies that generate, sell and distribute energy in defining and developing new operational models. Aspects covered include smart metering, smart grid management, real-time pricing and demand response.

Government and Defence

In the health and public administration sectors, there has been an increasingly strong focus over recent years on cutting costs while still maintaining quality and improving service opportunities for consumers. In this scenario, Reply benefits from the experience it has built up in the most advanced online services, creating vertical applications and expertise that enable it to implement specific solutions for managing relationships with the public and with businesses.

TECHNOLOGICAL INNOVATION

Technological innovation has formed the basis for the development of Reply, a company that has always pursued the objective of providing its clients with the tools necessary to increase flexibility and efficiency. Reply is involved in a continuous process of research, selection and marketing of innovative solutions for sustaining the creation of value within organisation.

Big Data and Analytics

In recent years, every sector of industry saw a clear growth in the awareness of the different possibilities available from the exploitation of "big data", by means of analytical models capable of exploiting the potential of the new NoSql technologies. Thanks to its combination of skills in technology, data analysis and modelling, and process re-engineering, Reply has helped its clients to tackle big data issues both by promoting both the activation of real and concrete cultural change and by introducing a new approach to the management of data, whether within the company or derived from external agents.

Cloud Computing

In recent years cloud computing has established itself as one of the most important areas of transformation that companies have had to face. In order to fulfil the requirements for strategic and technological transformation and change management that are involved in the implementation of the most suitable cloud model for specific situations, Reply has defined a service offering structured along the following lines:
- consulting support (from the business process to operational management) capable of helping clients to understand, select and develop the most appropriate technological and application solutions;
- an end-to-end provider service that, through its close partnership with leading global vendors including Amazon, Google, Microsoft, Oracle and Salesforce, allows the client to benefit from the most suitable solutions for its needs, both in terms of the model used and the technology adopted.
- SaaS services and solutions based on Reply's proprietary software solutions

SaaS solutions are based on Reply's main application platforms (TamTamy™, SideUp Reply™, Gaia Reply™, Discovery Reply™). Consolidated partnerships with Amazon, Google, Microsoft, Oracle and Salesforce.com enable Reply to anticipate innovative technological competencies in Cloud Computing and SaaS platforms and make them immediately available to clients.

Customer Experience

The increasing degree of integration with new communication technologies especially in terms of mobile services, the social aspect of participation and collaboration, and the spread of multi-channel services have all taken on vital importance for the implementation of CRM solutions that create actual value, by redefining traditional models in favour of a customer-centric approach.

Reply has built up a strategic CRM framework based on a holistic approach that, by mapping and analysing the customer journey in terms of a complete and detailed vision of customer experience, provides businesses with the tools and solutions needed for the targeted involvement of prospects and clients.
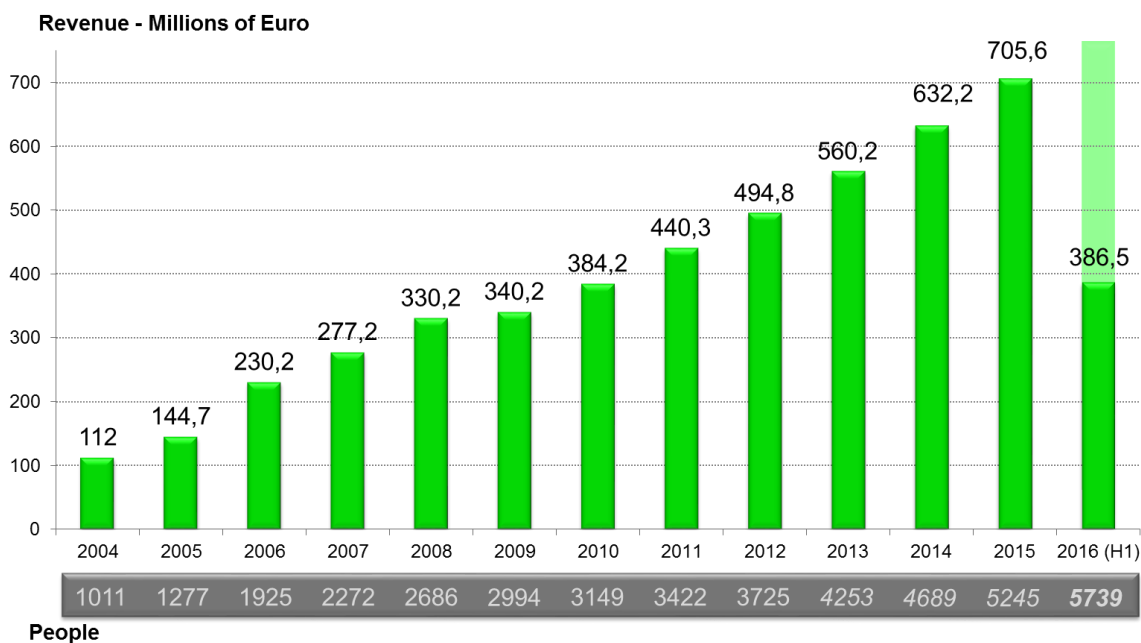
Internet of Things

The drive for convergence between the telecoms, media and consumer electronics sectors is making it necessary to treat items that currently lack any form of connectivity as "networked devices" (such as household appliances and home automation control systems). The Internet of Things (IoT) is a market that, according to the estimates of leading analysts, will grow in Europe by over 46% per year during the 2015-2020 period.

As well as significantly extending the fields of application for its platform with specific developments for major industries in 2014, Reply has also set up an advanced incubator to finance, accelerate and support the growth and establishment of ideas and start-ups in the IoT field in Europe and the US.

ECONOMIC-FINANCIAL TREND

From 1997 (the first complete financial year Reply was established), Reply has achieved important financial results, with constant and significant growth.

The sustained increase in sales, increased from 5.9 million in 1997 to 705.6 million in 2015, has been accompanied by equally important growth in the dimensions of the company, which has gone from 83 employees in 1997 to 5245 in December 2015.

Revenue - Millions of Euro

Year	Revenue	People
2004	112	1011
2005	144,7	1277
2006	230,2	1925
2007	277,2	2272
2008	330,2	2686
2009	340,2	2994
2010	384,2	3149
2011	440,3	3422
2012	494,8	3725
2013	560,2	4253
2014	632,2	4689
2015	705,6	5245
2016 (H1)	386,5	5739

People

Reply [MTA, STAR: REY] is listed on Borsa Italiana S.p.A. (STAR Market), since December 2000.

1996 - 2016: SOME MILESTONES

- **July 2016:** Reply is strengthening its European presence in the Digital Experience and Industry 4.0 realms, with the acquisition of Protocube, a company specialising in highly innovative content in the 3D technologies field.

- **July 2016:** Reply is strengthening its presence in the digital experience space with the acquisition of xister, digital creative agency and leader in consulting and in the development of digital branding strategies and solutions.

- **July 2016:** Reply inaugurates the launch of Area360, Augmented and Virtual Reality Centre, developed based on the experience gained by Forge Reply, a Reply company specialising in Gaming and Digital User Engagement.

- **July 2016:** Reply has signed an exclusive agreement with The Data Incubator, a programme aimed at the training of "Data Scientists", who in the coming years will become a vital fulcrum for companies, with the task of leveraging the enormous existing data repositories through new Big Data technologies, and the use of advanced Machine Learning models.

- **June 2016:** Reply is strengthening its presence in Germany through the purchase of trommsdorff + drüner, innovation + marketing consultants GmbH (td). td is a leading international business consultancy for Data-driven innovation and marketing.

- **May 2016:** Breed Reply, Reply's IoT investor, funding and supporting startups in the Internet of Things space, announces that agreements have been signed with Connecterra (Netherlands), Kokoon (UK) and Sentryo (France).

- **May 2016:** Communication Valley Reply, the Reply Group company specialising in managed security services, has been named by Cisco 'Security Partner of the Year' in Italy.

- **April 2016:** In the Internet Agency Ranking of the BVDW the 'Reply - Digital Experience' companies in Germany reach the 5th place and are now among the Top 10 in the industry.

- **April 2016:** For the second year in a row, Oracle has presented the prestigious "Cloud Partner of the Year" award to the Reply Group companies in Italy and Germany, which have distinguished themselves for the quality of services provided in consulting, design and implementation of solutions based on the Oracle technology.

- **February 2016:** Reply is opening its first Design Thinking Lab for the development of innovative solutions in the area of digital transformation and Industry 4.0 in Gütersloh - Germany.

- **February 2016:** Business Reply, the Reply Group company specialising in innovation processes application based on Oracle Applications, wins the Oracle "Cloud Partner of the year" for having successfully implemented the first European project based on Oracle ERP Cloud in the Utilities market.

- **February 2016:** Portaltech Reply, the Reply Group company specialising in providing ecommerce implementation and Multichannel consulting services, has been recognised as "Global Service Delivery Partner of the Year" by SAP Hybris, a leading provider of omni-channel commerce software.

- **December 2015:** Reply presents the first accelerators based on the Blockchain Technology, developed by the company's Competence Centre in Europe. The

Centre consists of highly skilled professionals able to support the Fintech industry through their understanding and analysis of the potential offered by the Blockchain technology, and thanks to the experimentation of these new technologies through accelerators that enable the development of expert business solutions.

- **October 2015:** Triplesense Reply, the digital agency of the Reply group, put in an impressive performance at the prestigious Annual Multimedia Award 2016 by winning gold in the category Content Marketing/Publishing.

- **September 2015:** Reply wins the "SAP and Google Glass Challenge" for its successful development of an enterprise wearable app.

- **February 2015:** Business Reply and Technology Reply has been named "Cloud Partners of the Year" by Oracle.

- **February 2015:** Breed Reply, Reply's advanced incubator that funds and supports the development of Internet of Things (IoT) start-ups in Europe and the USA, announces that Term Sheets have been signed with two start-ups in the sectors of Smart Home and Energy: Cocoon and Greeniant.

- **November 2014:** Storm Reply has been named for the second consecutive year as a Premier Consulting Partner by Amazon Web Services (AWS), an elite group made up of the leading AWS Partner Network (APN) Consulting Partners worldwide.

- **October 2014:** Reply continues to invest in the Internet of Things (IoT) and in Wearable Technologies with Breed Reply (www.breedreply.com), its advanced incubator for funding, accelerating and supporting the growth and establishment of ideas and start-ups around the IoT across Europe and the USA.

- **July 2014:** Reply S.p.A. extends its presence in North America signing a term sheet, bound to exclusivity and confidentiality obligations, to take a 20% interest in Sensoria Inc., a leading wearable technology and Internet of Things developer.

- **July 2014:** Cluster Reply has been nominated Microsoft Dynamics' strategic partner by Microsoft. This places Cluster Reply in the Microsoft Dynamics Inner Circle, a restricted group of highly-specialised international partners for Microsoft Dynamics technology.

- **July 2014:** Power Reply, the Reply group company that specialises in consulting services and development of energy and utilities companies, and a Platinum level member of Oracle PartnerNetwork (OPN), announced that it is among the first Partners worldwide to achieve the OPN Specialized status for Oracle Utilities Meter Data Management.

- **April 2014:** Storm Reply has been designated a Premier Consulting Partner by Amazon Web Services (AWS), making it part of an elite list of AWS' top 22 Consulting Partners worldwide. Storm Reply was recognized with this prestigious award thanks to the quality of the services it provides to customers on AWS and makes the company a point of reference in the whole cloud computing value chain.

- **February 2014:** RSA, the Security Division of EMC, appoints Communication Valley Reply as the first Europe-based RSA Managed Security Program services provider. This endorsement further strengthens the two companies' long alliance, having worked together closely on key security projects for Europe's leading industrial groups. Communication Valley Reply and RSA have pooled their expertise to collaborate in the area of research and development, focused on managed security services projects.

- **December 2013:** Reply strengthens its presence in UK through the purchase of 100% of the share capital of Solidsoft Ltd., a company specialised in the consultancy and development of Microsoft cloud architectures and solutions. The acquisition of Solidsoft comes under Reply's development strategy in Cloud Computing, currently one of the most important drivers of change for companies.

- **December 2013:** Arlanis Reply, the Reply Group's company specialising in Salesforce solutions, opens in Munich its first Social Media Command Center powered by Salesforce Radian6. The Center in the Reply Munich office is a dedicated area where the companies can listen and engage in social conversations around their brand and market in real-time. The Reply Social Media Command Center allows the monitoring of social media trends, thus enabling businesses to improve their marketing and communication strategies.

- **December 2013:** The launch of the integration plan, started in December 2012, that lead to the merger of Reply Deutschland AG, German company, into Reply S.p.A. has been concluded. The deed of merger by incorporation of Reply Deutschland AG into Reply S.p.A. was registered at the Companies Register of Turin on 6th December 2013.

- **November 2013:** Reply strengthens its presence in South America with the acquisition of 76% of the share capital of Mind Services Informática LTDA, a Brazilian company specialized in consultancy and in the development of technology solutions for the insurance market. The acquisition of Mind Services is part of the international development strategy of Reply, based on the implementation in Europe and America of a network model of highly specialized companies.

- **August 2013:** Forge Reply, the Reply group company specialising in the development of games for mobile devices, smart phones and tablets, and Atlantyca Lab, the digital division of Atlantyca Entertainment, announce their partnership with BulkyPix, game publisher and developer for smartphones and tablets, to showcase the launch of: Joe Dever's Lone Wolf - Blood on the Snow for tablets and smartphones.

- **July 2013:** Reply strengthens its presence in Europe with the acquisition of 100% of the shares of Triplesense GmbH, a German company leader in consulting and the development of strategies and solutions for digital communication on mobile and social channels. With this acquisition, Reply strengthens its position in Europe in the digital communication area.

- **May 2013:** HI Shop, the Contextual Marketing solution devised and developed by Concept Reply, receives 'Best in Show' for its outstanding entry at the Italian POPAI Awards 2013. This is a prestigious award from POPAI, the world's only not-for-profit trade association for retail marketing.

- **March 2013:** Sytel Reply and Technology Reply, both Oracle Platinum Partners and the only companies to own an Exalogic and Exadata competence centre, are the first EMEA partners to obtain the Cloud Partner specialisation. The prize has been assigned to Sytel Reply for leading the first Italian implementation of Oracle RightNow Cloud Services, and to Technology Reply for its continuous investment in Oracle Cloud technologies.

- **January 2013:** Portaltech Reply, the Reply group company specialising in the provision of eCommerce implementation and multichannel consulting services, is recognised as Global Partner of the Year for the second year running, by hybris, a leading provider of omni-channel commerce software. Portaltech Reply, the only hybris global partner on Platinum Elite level, is named Global Partner of the Year, outperforming 160 hybris partners from Europe, North America and Asia Pacific.

- **December 2012:** Reply acquires Avvio Design Associates Ltd., an English consultancy specialising in the implementation of strategies for brand engagement and internal communications, based primarily on corporate social networking. This acquisition further underlines Reply's commitment to expanding its share of the British market. Reply already has a presence in the UK through a network of highly specialist companies.

- **November 2012:** Reply launches Pay Reply, a company offering consultancy services and technology platforms for remote and proximity payments. Pay Reply is the next step in Reply's ongoing focus on mobile payments. Its technology asset is HI Credits, launched in 2011 and now supporting some of the most innovative projects in the market.

- **November 2012:** Syskoplan Reply, a Reply group company specialising in SAP applications and platforms, is chosen by Saipem as the partner of reference for implementation of the MyTask mobile project which won the "SAP Quality Award 2012 for Italy".

- **October 2012:** Olivetti chooses HI Credits, Reply's remote mobile payment solution for cash registers. The new solution is being implemented on Nettun@ 3000 and Explor@ integrated systems to provide flexible capabilities to meet the needs of shops, stores and restaurants. Using this technology, Olivetti's new tills will be able to print the HI Credits QR code on receipts, allowing customers to make a secure payment via their smartphones.

- **October 2012:** Reply extends its cloud practice by acquiring 100% of the shares of Arlanis Software AG, a German consultancy and data integration specialist, and a European leader in implementing Salesforce.com solutions. With more than eight years' experience, Arlanis covers the whole range of social business applications and CRM consulting, including data migration and integration. With this acquisition Reply is strengthening its cloud and social enterprise offering still further and can also now boast one of the main practices in continental Europe on Salesforce.com, evidenced by more than 90 successful projects and applications.

- **July 2012:** Reply launches HI Shop, a proximity marketing application that allows users to enjoy an innovative buying experience via smartphones while at the same time enabling companies to open up a new direct, personalised communication channel with their customers. HI Shop is based on HI Reply, Reply's platform for the Internet of Things. HI Shop delivers new multichannel shopping solutions via smartphones.

- **April 2012:** Leading ICT Analyst, Gartner puts @logistics Reply, a Reply Group company specialising in the planning and development of integrated Supply Chain Execution solutions, in its *Magic Quadrant for Warehouse Management Systems for 2012*. In doing so, Gartner recognises @logistics Reply's established presence in the European market, its significant number of references across the automotive, food, pharmaceutical, telecommunications and fashion sectors, its proven offering for both on-premise (Click Reply) as well as on-demand (SideUp Reply) and the company's many years of experience in managing advanced logistics processes.

- **February 2012:** hybris, a leader in multichannel e-commerce software solutions, names Portaltech Reply, specialists in e-commerce implementation and multichannel consulting services, *EMEA Partner of the Year*. Portaltech Reply also secures *Global Partner of the Year*, outperforming the best partners from North America and Asia Pacific. As a result, and in recognition of the outstanding results achieved alongside hybris, the Portaltech Reply team is awarded *Platinum Elite* status, becoming the first and only partner worldwide to be accorded this level of partnership.

- **November 2011:** Reply introduces HI Credits, a new remote payment platform based on the scan of QR codes via mobile devices. HI Credits is based on Reply's proprietary Internet of Things platform, HI Reply, and is designed to make the buy experience simple and 'smart'. Thanks to HI Credits, users can pay for goods and services by mobile phone in a simple, smart and secure way, as the system is integrated with the banking payment gateway.

- **November 2011:** Reply strengthens its presence in Europe through the acquisition of 80% Portaltech shares, a UK company specialising in consulting and implementation of multichannel e-commerce strategies and solutions. Portaltech's chosen technology platform is hybris, a global leader in e-commerce and multichannel software.

- **June 2011:** Reply unveiled HI Reply, a services, devices and middleware platform for vertical applications such as info-mobility, advanced logistics, environmental safety, contactless payment and product track-and-trace. HI Reply was designed and built by Concept Reply, the research and development centre of Reply for the Internet of Things (a collection of hardware and software technologies for exchanging information between networked devices for automation of mission-critical processes) which opened early in 2009, following Reply's acquisition of the Motorola research centre in Turin.

- **June 2011:** Reply enters the world of mobile gaming with Forge Reply, a company specialising in the development of games for mobile devices, smart phones and tablets for the consumer and business markets. The creation of Forge Reply is part of Reply's Digital Media and Mobile development strategy.

- **May 2011:** Reply has been chosen by 3 Italia, Fastweb, Poste Mobile, Tim, Vodafone Italia and Wind as its technology partner for the development the platform for mobile payments using credit left on the SIM (mPayment), announced today. The service, announced today simultaneously by all the mobile operators, will bring big benefits to all players involved: customers, mobile operators and content providers.

- **April 2011:** in line with its own development strategy, Reply creates Storm Reply, a company specialised in creating innovative services based on Cloud Computing. In particular, this new company assists businesses in the process of converting applications and infrastructure to Cloud Computing models, with consulting and solutions integration services in the areas of Software as a Service (SaaS), Platform as a Service (PaaS) and virtualization of infrastructure environments (IaaS).

- **April 2011:** Reply launches Starbytes™, an online employment service for freelancers and ICT experts. In particular, Starbytes™ offers recent graduates in computer science and telecommunications, copywriters, professionals with relevant expertise and specialists in digital technologies the chance to work from home with one of the leading investors in, and believers of, innovation.

- **March 2011:** Technology Reply, a Reply Group company specialising in Oracle technologies, inaugurates Exalab, the first skills centre in Italy for Oracle Exadata Database Machine, and Oracle Exalogic Elastic Cloud solutions, the Enterprise category of the Oracle product family for the consolidation of grids and private clouds.

- **February 2011:** Reply consolidates its presence in Europe with the acquisition of avantage (UK) Limited ("avantage"), a United Kingdom registered company specialising in the Financial Services market within the areas of risk, treasury and capital management, and financial performance management.

- **November 2010:** in Hamburg, in occasion of the 2010 Kress Award, the Sky Sport App, which was developed by Reply by order of Sky Deutschland, won the prize for the best application of 2010 in the *Web/Mobile category*. The application's launch at the German iTunes store saw the specific involvement of three Group companies: syskoplan AG, bitmama and Open Reply, which applied their own specialist skills and previous experience from similar projects in *SaaS (Software as a Service), Digital Communication and Mobile Architecture Content Delivery*.

- **August 2010:** Reply acquired 75.016% of the share capital of Riverland Solutions GmbH, a German company specialising in consulting and systems integration on Oracle Applications (Oracle CRM, Master Data Management, Fusion Middleware, Business Intelligence and Fusion Applications). Riverland considers some of the leading German companies in the Transportation, Life Science, Retail and Automotive industries amongst its clients. The acquisition of Riverland fits into Reply's development strategy of creating a European network of highly specialised boutique companies.

- **May 2010:** The General Meeting of Shareholders of syskoplan AG has approved the application of the Domination Agreement between syskoplan AG as dominated entity and its parent company Reply S.p.A. as dominating entity.

- **February 2010:** Technology Reply, a Reply Group company specialising in Oracle technology, is awarded Best Technology Partner at OPN Days Satellite Italy. The event is dedicated to Oracle's Italian partners and was held in February 2010 in Milan. Technology Reply is the first partner worldwide to have achieved specialisation in Oracle Business Intelligence Foundation.

- **September 2009:** Reply, through GAIA Reply™, optimises the visualisation and enjoyment of the mobile sites for la Repubblica (m.repubblica.it) and Radio DeeJay (m.deejay.it) on all phones, both old and new generation. GAIA Reply™ is Reply's proprietary platform designed to extract mobile content from any structured source, aggregate it according to the requirements of the type of service, and make it available, already optimised, for any mobile channel or device.

- **May 2009**: Google and Open Reply, a Reply Group company specialised in Open Source technologies and solutions and services in line with the principles of Web 2.0, sign a partnership for Google Apps Premier Edition, the cloud computing technology from Google's Enterprise division. Open Reply will offer the Italian market complete solutions based on Google technology, aimed in particular at medium-large businesses.

- **May 2009**: Reply establishes Live Reply, a new company committed to providing advanced services and digital contents for Mobile, the Web and TV. Live Reply is specialised in design, development and distribution of services and contents on Mobile and TV, in the definition of Community and Entertainment services for the Web, Mobile and TV, as well as in the development of advanced applications for mobile devices and Set-Top-Box.

- **May 2009**: together with the Armando Testa Group, the largest indipendent communications group and one of the most important in Europe, Reply establishes bitmama. The new company, committed to digital communications projects, combines and integrates strategic thought and creative talent with advanced technology solutions. Thus bitmama is one sole structure, able to look at the brand and at its public from a multitude of viewpoints, according to a unique and non-fragmented design, in order to achieve the most effective result, regardless of the final destination platform.

- **April 2009**: Reply is one of the first companies chosen by Microsoft to implement its Online Business Productivity Suite, a set of integrated communication and collaboration solutions which allows companies to provide their collaborators with a leading-edge, unique production environment.

- **January 2009**: Reply acquires the Motorola research centre in Turin to set up a research and development centre in the area of M2M (Machine-to-Machine) technology: a set of hardware and software technologies aimed at information exchange and interaction between networked devices for automating mission-critical processes. The aim of Reply new research centre is to build a platform of services, devices and middleware, a foundation for industry-specific applications such as info-mobility, advanced logistics, environmental safety, contactless payment and product traceability.

- **October 2008**: Reply makes available the "Software as a Service" (SaaS) version of TamTamy (www.tamtamy.com), its Enterprise Social Networking platform, designed to facilitate and speed up the sharing of individual know-how, the collaboration and the activation of new ways to communicate. TamTamy allows companies to create "tailored" Enterprise Social Networks. Based on the latest technologies and online service distribution models – such as Enterprise Cloud Computing – TamTamy enables to create enterprise pay-per-use communities significantly reducing start-up costs and times.

- **July 2008**: Reply acquires 100% of the share capital of glue:, a company specialised in the consulting and design of service-oriented integration architectures (SOA, SaaS). Leader in Enterprise Architecture, Solution Design and SOA, glue: boasts among its reference customers leading organizations within the Telco & Media, Manufacturing, Insurance and Retail markets such as Argos, Axa, BBC, Boots, BSkyB, Cable & Wireless, Carphone Warehouse, Fosters, GlaxoSmithKline, J&J, Kraft Foods, Liverpool & Victoria, Marks & Spencer, Unilever, WH Smiths. The acquisition allows Reply to extend its own offerings to the UK market.

- **March 2008**: Reply signs a collaboration agreement with Oracle Corporation to co-develop and globally deploy solutions based on the open standard Oracle Application Integration Architecture (AIA) platform, enabling the integration of business processes through Oracle, third-party and proprietary applications.

- **March 2008**: Reply acquires 100% of the share capital of Communication Valley S.p.A., a company providing consulting, integration and management services for ICT Security systems, formerly belonging to Kyneste S.p.A., a UniCredit Group technology infrastructure company. This company is among the few in Italy specialised in ICT Security remote monitoring and management services and has active agreements with some of the major Italian and foreign Bank Groups. The acquisition of Communication Valley supplements the Reply offering targeted to security with other services and allows Reply to consolidate its positioning among the key players of an industry boasting growth rates far above the market average.

- **January 2008**: Reply introduces an advanced system for the delivery of multimedia contents addressed to Customers using the 89.24.24 service of Seat Pagine Gialle, the European leader and one of the major operators worldwide for multimedia telephone directories and high-tech products for the Internet. Through Reply, customers using the 89.24.24 service have the opportunity to receive via MMS - directly on their mobile devices - multimedia contents and detailed information that do further improve the results of the research carried out on their behalf by customer service assistants.

- **March 2007:** Reply and EMC Corporation, world leader in Information Infrastructure solutions, sign a partnership. Reply establishes Square Reply to

provide customers with ECM2-based solutions to monitor, manage, optimize and protect the entire information life cycle.

- **December 2006**: In Dubai, Reply is awarded the OPN (Oracle Partner Network) Innovation Awards EMEA (Europe, Middle East and Africa) for its "Leonardo" project implemented for Comando Carabinieri Tutela del Patrimonio Culturale (CCTPC, the Carabinieri Section for the Protection of the Cultural Heritage) providing an advanced tool to monitor, identify and recover stolen works of art.

- **November 2006**: Reply, in partnership with Microsoft and Intel, sets up the first Italian labs to allow companies to test new Microsoft technologies: Vista and Office 2007.

- **December 2005 – April 2006:** Reply signs an agreement for the takeover of syskoplan AG, a German company listed on the Frankfurt Stock Exchange, which is leader in CRM consulting. The operation was completed in April 2006, when Reply took over 63.8% of syskoplan A.G.'s corporate capital.

- **May 2005**: Reply acquires a branch from the Fiat Group dedicated to the management of the "third-party customers" of Fiat Gesco, a company specialised in process management solutions. With this acquisition, Reply adds a new important component to its offering including Consulting, System Integration, Application Management and Process Management.

- **February 2004**: Reply is included in the annual Forbes classification of the top 25 companies with the highest growth rate.

- **October 2003**: Reply is the first Italian system integrator to enter WS-I (Web Services Interoperability organisation).

- **October 2003:** Reply founds an in-house research centre for the use and application of RFID technologies.

- **June 2002:** According to Mediobanca's annual report, Reply earns the top ranking among Italian middle-sized enterprises for the growth achieved on the basis of business parameters.

- **April 2002:** Reply establishes a business unit dedicated to the study and development of mobile applications.

- **April 2001:** Oracle names Reply the European Partner of the year for "Customer Satisfaction".

- **December 2000:** Reply is listed on the New Market of the Italian Stock Exchange.

- **June 1996:** Reply is founded by a group of managers from the IT sector, led by Mario Rizzante.

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