

Maintaining a Happy Place to Work in Growing Services Firm

June 2013

Reply combines culture, competence, proactivity with vertical specialization to achieve excellence on new technology services and solutions tailored to help customers in reaching their business goals

Who are we?

- Founded in 1996 to achieve excellence within the internet consulting market, by a group of Italian IT Executives, **Reply** is today an **International leading Consulting and Technology Services Company**
- Over **70 independent** consultancy firms in **7 countries**
- Impressive track record: revenue of **€18.6m** in **1999** to **€495m** in **2012**
- Constant **two digit EBIT**
- More than **4000 employees** distributed on a network of specialized companies
- **Large customers across a broad set of industries**, with a very **high customer retention**

Key Drivers:

- Specialized competence on **Consulting, System Integration, Service Management** (Application & Operation), **Business Process Outsourcing**
- Vertical markets **Core Processes** knowledge
- Focus on **New Communication Channels** and **Digital Media**
- Continuous investments on **Innovation** and **Know-How**
- Strategic **Partnership** with **Leading Market Vendors**



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Top Ten Best Companies to Work For 2012



	Global Top 10	Italian Top 10
1	Google	Reply
2	Accenture	Ferrari
3	Microsoft	RCS MediaGroup
4	IBM	Mondadori
5	Deloitte	The Boston Consulting Group
6	HP	Gruppo 24 ORE
7	PWC	Prada
8	Ernst & Young	Bulgari
9	Oracle	Bain & Company
10	Apple	Giorgio Armani

Sytel Reply Differentiating Factors

Established & Strong Organisation

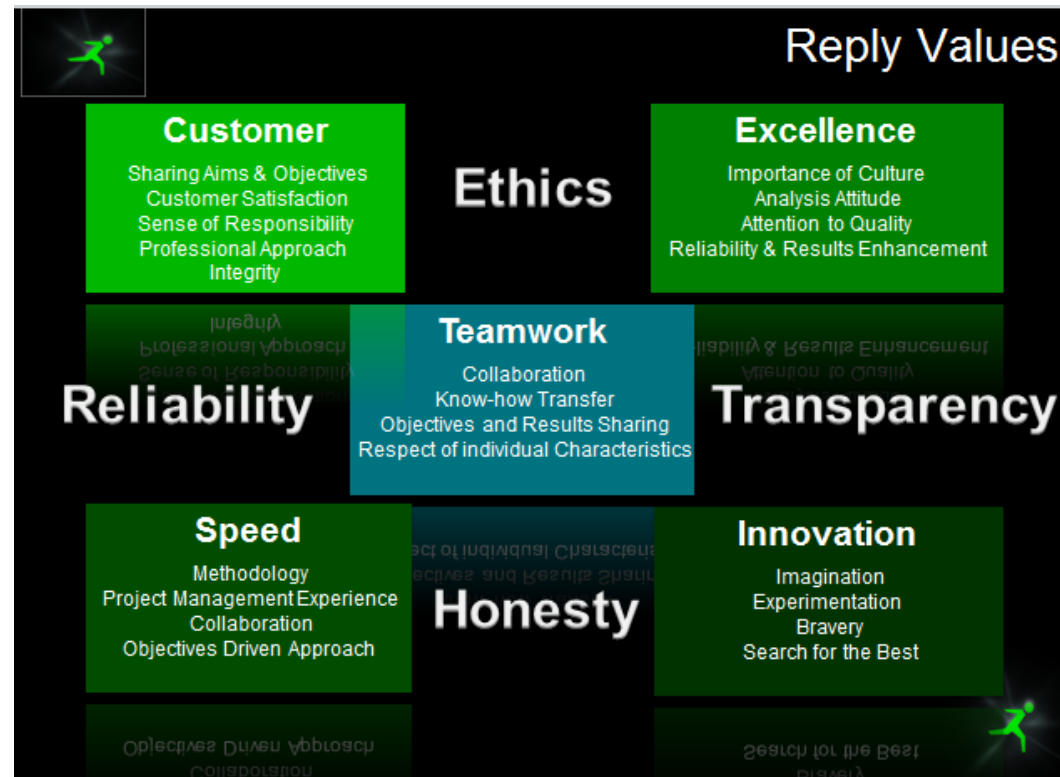
- Started Feb 2010
- Fast Growing TMT Consulting Firm with over £6M Revenue in 40 months
- 50 Strong Consultants
- Our Ethos: Respect, Trust, Innovation & Partnership
- Our Consultants share the same “Why”
- Strong Culture and Unity

Sytel Reply’s Key Clients

- Our clients include top communications companies across Europe from Fixed Line, Mobile and Media businesses
- Majority of our business is from repeat work or recommendation from clients

Reply Value Led

- Driven by our Core Values we always strive to deliver excellence for our clients



- **Keep Focusing on “Why”**
- **Finding Talents**
- **Manage Cohesion in our Fast Growing Firm**
- **Keep Promoting Passion, Happiness and Well Being**
- **Stay on Course with Transparency and Trust**



- **The passion for what we do is our only drive for success**
- **Profits are a result of doing the right thing and enable us to run a healthy organisation. But profits are a means and not an end in itself**
- **Personal well being and happiness of our members is a prime management objective**
- **We move beyond a purely transactional relationships to trusted relationships where people matter, fun matters and passion matters**



- **Ethics training program**
- **All members of the Firm are encouraged to and get the space to develop initiatives outside of their daily client facing work (Charities, Innovations etc)**
- **Full transparency towards clients and members of the Firm**
- **Embarked on a process of learning from best practice examples**
- **Developing personal growth opportunities for all members of the Firm**
- **Blocking management time of the leadership team to develop initiatives for a happy workplace, mentorship programme**



