

## Press Release

(English translation of original market notice 27/10/2011)

### Communication article 8. of the MAC Market Rules

#### Integrae SIM S.p.A. – Sponsor and Specialist

**Rome, October 27, 2011** – Soft Strategy S.p.A. (hereinafter “Soft Strategy” or the “Company”), in accordance with article 8 of Mercato Alternativo del Capitale Market Rules, communicates the off-market transfer of Soft Strategy ordinary shares to Methorios Capital S.p.A. (hereinafter “Methorios”). The share transfer was performed as a payment relating to an advisory “success fee” equivalent to 3% plus VAT of the market capitalization of Soft Strategy upon admission to the market.

The success fee corresponds to services provided by Methorios in its role of Advisor for the listing of Soft Strategy on the Mercato Alternativo del Capitale.

| Date       | Shareholder          | Transaction type | Number of Shares | Holding (%) post transaction | Off Market /MAC |
|------------|----------------------|------------------|------------------|------------------------------|-----------------|
| 25/10/2011 | Soft Strategy S.p.A. | Share Sale*      | 44,915           | 6.02%                        | Off Market      |

\* the Sale to Methorios was performed by Soft Strategy as an off-market transfer of its own shares corresponding to the initial share price of the Company upon listing (equivalent to € 5.25 per share) as contractually agreed between the two parties.

Soft Strategy S.p.A. is a young initiative specialized in management consultancy and the provision of professional services that enable the Client to develop innovative solutions for enhancing value. Soft Strategy intends to develop the following strategies:

- *Internal growth*: the Company intends to allocate resources to develop its operating service lines for the purpose of increasing market share (for example increasing capacity to enable entry into the Energy sector);
- *Diversification*: Soft Strategy aims to enter market segments similar to those where it is already present in order to offer more integrated services;
- *Growth of external lines*: Soft Strategy intends to capitalize on growth opportunities present in the market by acquiring and developing new resources that are able to accelerate its growth strategy (for example the new “People Development” line);
- *Entry into foreign markets*: it is a primary objective of the Company to penetrate markets abroad. In April of 2011, Soft Strategy acquired a new entity that has become **Soft Strategy do Brasil Consultoria Ltda**. This acquisition was fundamental for entering the Brazilian market characterized by strong growth.

ISIN code: IT0004749666

For additional information:

#### Investor Relations

Hamish Gain  
Soft Strategy  
Tel: +39 06 3336351  
Fax: +39 06 33223600  
[hgain@soft-strategy.com](mailto:hgain@soft-strategy.com)

#### Sponsor e Specialist

Integrae SIM S.p.A.  
Via Meravigli, 13 - MILANO  
Tel: +39 02 7862 5300  
Fax: +39 02 8905 5981  
[www.integraesim.it](http://www.integraesim.it)

Sede legale: Piazza del Fante, 8 – 00195 Roma  
Capitale Sociale: sottoscritto e versato Euro 124.761,90  
Partita IVA / Codice Fiscale / Registro Imprese di Roma 08840121001 – R.E.A. 1122276