

Press Release

(English translation of original market notice 09/08/2011)

Soft Strategy S.p.A. is listed on Borsa Italiana

Soft Strategy has received approval from Borsa Italiana for the listing of its shares on the Mercato Alternativo del Capitale (MAC). Integrae SIM S.p.A. is the sponsor and specialist for the operation. Soft Strategy's capitalization on the opening trading day was € 6.55 million.

Rome, August 9, 2011. Soft Strategy S.p.A., based in Rome operates in the Management Consultancy sector specializing in the design and realization of interventions targeted at enhancing its clients operations. On August 5, 2011 the Company obtained approval from Borsa Italiana S.p.A. for admission of its ordinary shares on MAC (Mercato Alternativo del Capitale). Today marks the opening trading day of Soft Strategy on MAC.

Integrae SIM S.p.A. is the Sponsor and Specialist for the listing, while Methorios Capital and NCTM - Studio Legale Associato, respectively performed the roles of financial and legal advisors.

"With this new achievement we would like to communicate to our clients and shareholders, our commitment and dedication to developing the company, its strengths and resources, with the aim to increase brand visibility and market penetration in the management consulting sector," declared **Roberto Provenzano**, CEO of Soft Strategy.

Soft Strategy S.p.A. was founded in 2003 as the result of an ambitious project of an investment fund and a group of consultants originating from various Top Firms in Management Consulting, similar in their passion for developing innovative solutions that are able to confront or adapt to technological changes in the market. In the management consulting sector, Soft Strategy is able to benefit from the profound experience of its operative shareholders Roberto Provenzano and Fabio Storri (that hold 12.98% and 4.33% of the share capital respectively).

Soft Strategy S.p.A. 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 the 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

Legal office: Piazza del Fante, 8 – 00195 Rome

Share Capital: Euro 124,761.90

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Sponsor e Specialist

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