

|                    |                             |                   |                      |                                     |
|--------------------|-----------------------------|-------------------|----------------------|-------------------------------------|
| Value-Added        | At the<br>end of<br>the day | Ideate            | Solutionary          | Mindshare                           |
| Culture<br>Change  | Thought<br>Leader           | Paradigm<br>Shift | Bleeding<br>Edge     | Team<br>Players                     |
| Vertical<br>Market | Client-Centric              | <b>FREE</b>       | Integrated           | Knowledge<br>Process<br>Outsourcing |
| Synergy            | Low-Hanging<br>Fruit        | Rightsizing       | Incentivize          | Mission<br>Critical                 |
| Core<br>Competency | Strategic<br>Alliance       | Future-Proof      | Win-Win<br>Situation | Going<br>Forward                    |

|                 |                                     |               |                   |                 |
|-----------------|-------------------------------------|---------------|-------------------|-----------------|
| Vertical Market | Win-Win Situation                   | Bleeding Edge | Low-Hanging Fruit | Culture Change  |
| Solutionary     | Knowledge<br>Process<br>Outsourcing | Ideate        | Mission Critical  | Client-Centric  |
| Integrated      | At the end of the day               | <b>FREE</b>   | Incentivize       | Rightsizing     |
| Going Forward   | Value-Added                         | Future-Proof  | Synergy           | Core Competency |
| Mindshare       | Infobahn                            | Team Players  | Paradigm Shift    | Thought Leader  |

|                    |                |                               |                       |                |
|--------------------|----------------|-------------------------------|-----------------------|----------------|
| Synergy            | Incentivize    | Vertical Market               | Going Forward         | Solutionary    |
| Strategic Alliance | Team Players   | Win-Win Situation             | Low-Hanging Fruit     | Client-Centric |
| Rightsizing        | Bleeding Edge  | <b>FREE</b>                   | Integrated            | Ideate         |
| Infobahn           | Mindshare      | Core Competency               | At the end of the day | Value-Added    |
| Thought Leader     | Paradigm Shift | Knowledge Process Outsourcing | Mission Critical      | Future-Proof   |