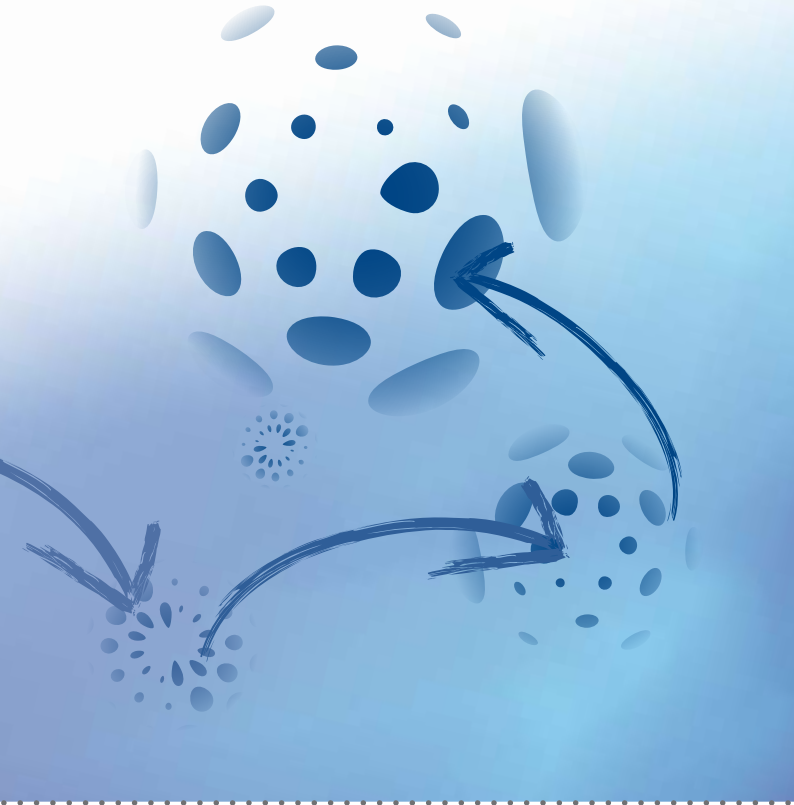


**Farbe bekennen –
Committed to Color**



The ColorGATE corporate profile

How do we see and understand ourselves – how do we present ourselves to our customers and business partners? These are the questions that we want to answer honestly in the ColorGATE corporate profile and that's why we have formulated values, goals and guidelines that serve as a basis for our common thoughts and actions.

All about ColorGATE

At ColorGATE, we use our knowledge, our experience and our competence to create solutions and to continue to improve them to provide our customers with optimum benefits. We are interested in close, long-term relationships with our customers in an atmosphere of mutual trust. We want to make it easy and worthwhile for our customers to do business with us.

The following key terms characterize our corporate culture, the type of work we do and our relationships with customers, business partners, colleagues and co-workers:

- ▶ Simplicity
- ▶ Productivity
- ▶ Color competence
- ▶ Cost efficiency
- ▶ Added value

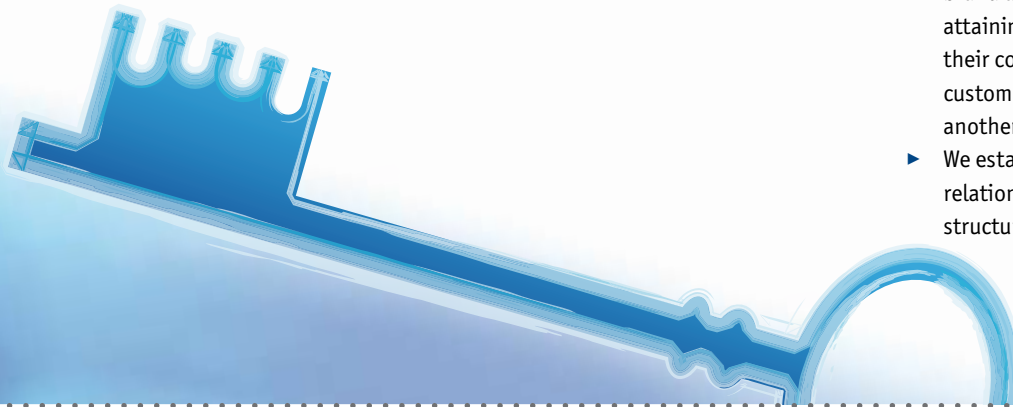


Simplicity means:

- ▶ Our solutions are easy to install, easy to use and easy to update.
- ▶ It is our goal to find simple solutions for all tasks and in all situations.
- ▶ It is easy to communicate and to do business with us.
- ▶ Our staff knows what they are talking about.
- ▶ We are flexible and take the appropriate action as the situation requires.
- ▶ We choose short decision-making processes and flat hierarchies.

Productivity means:

- ▶ It is our goal to find the easiest solutions possible that yield the greatest benefits possible for our customers.
- ▶ We understand our customers' business and are able to put ourselves into our customers' shoes.
- ▶ We "look beyond the end of our own noses" and strive towards solutions that build one upon the other and complement one another.
- ▶ We don't run away from problems, we tackle challenges head-on, are decisive and seek solutions.
- ▶ Our staff represent the ColorGATE brand and contribute towards attaining our corporate goals with their communication with our customers and amongst one another.
- ▶ We establish long-term relationships and communications structures.



Color competence means:

- ▶ We create solutions for the exact, consistent transmission of color information to increase our customers' production reliability.
- ▶ We enable optimal color reproduction to meet a wide variety of different application needs.
- ▶ We enable optimal production implementation and capacity utilization, with solutions to balance out differences between systems of the same model, for example.
- ▶ We are competent with respect to all the components, technologies and materials involved in and relevant to the process.
- ▶ We are closely networked and maintain an intensive exchange with the development departments of leading system manufacturers.

Cost efficiency means:

- ▶ It is our goal to always find and implement the optimal workflow.
- ▶ The careful analysis of all the steps in the process and the processes in all areas enables us to eliminate bottlenecks and increase uptimes.
- ▶ We work quickly and are very focused and develop mature solutions for long-term use.

Added value means:

- ▶ We are always looking for ways to improve.
- ▶ We share our experience and our knowledge and learn from our customers. This enables us to take advantage of opportunities on the market sooner than others and to react with innovative solutions.
- ▶ We develop new application options for our products and solutions and adapt them to new areas of application.
- ▶ We pay attention to the material and immaterial resources we use and develop solutions that are designed to use fewer natural resources and to be ecologically friendly.

Premium position

What do we aim to achieve with ColorGATE in the coming two years? Where do we want to be then? – Our strategy vision for 2011 answers these questions. It gives us direction and a goal for our common path, provides us with orientation and is an incentive for all of us at ColorGATE.



- ▶ We have successfully completed our new strategic restructuring from a software vendor to a services-oriented solution supplier and have positioned our product/services portfolio accordingly.
- ▶ We have developed new, attractive marketing and sales channels for our product, system and consulting solutions.
- ▶ We have tapped into crisis-proof, future-oriented markets worldwide with our innovative offers.
- ▶ We offer our staff above-average opportunities for qualification and continuing education and a corporate culture that promotes initiative and the assumption of responsibility. That's why ColorGATE is one of the most popular employers in the business.
- ▶ We achieve above-average operating results on a regular basis.

**Successful together –
the whole is more than the sum
of its parts**

How do we want to get organized and treat each other so that we can all work productively and with great motivation? – We have compiled this set of guidelines to serve as orientation:

- ▶ We accept each other and act respectfully and honestly with one another.
- ▶ We communicate openly and actively.
- ▶ We complement one another in our areas of competence, our abilities and our experience and that's what makes us even stronger.
- ▶ Our work is professional, focused on results and resource-friendly.
- ▶ We can depend on one another.



Approximately 30 women and men are employed at ColorGATE at our locations in Germany, Italy and the UK. As such a future-oriented market as the one we are active on demands, we are not only a very dedicated and hard-working team, we are also a young one: the average age is 32.

Accepting challenges...

In the development and updating of our software solutions, we have always worked very closely together with leading manufacturers to guarantee the optimal compatibility and outstanding performance of all ColorGATE products with different technology platforms. We take part in the partner programs of leading manufacturers; in regular quality testing, ColorGATE solutions prove impressive again and again by getting best marks.

... proving quality

Not only users in Germany and abroad are impressed with the wide variety of different high-performance features that the ColorGATE solutions boast – international experts also confirm the outstanding quality of our products; the independent jury of the European Press Association for Digital Printing (EDP), for example, presented Productionserver 5, the ColorGATE digital print solution, with the award for „BEST RIP SOLUTION FOR WIDE FORMAT OF THE YEAR 2009“.



Partners all over the world

Needless to say, we maintain fair relationships in an atmosphere of trust and on equal footing not only with our customers, but also with sales partners, manufacturers and technology partners throughout the world.

Manufacturers we support

Product Solutions and System Solutions from ColorGATE support printing and cutting systems made by virtually all the leading manufacturers.

Memberships

As a dedicated member of important industry and trade associations, ColorGATE makes a significant contribution to quality development, standardization and know-how transfer.

The Color Alliance, with its head offices in Westfalen, is an internationally active cooperation that certifies print media and provides ICC profiles.

The ESMA is also internationally active; its goals include intensified standardization in digital printing and other digital processes as well as the improvement of training and apprenticeships.

And last but not least, the FOGRA – Forschungsgesellschaft Druck (Printing Research Society) – maintains an institute of its own, employing approximately 50 highly qualified experts; their goal: the continual advanced development of current printing technologies and the improvement of quality and standards.



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ColorGATE Digital Output Solution GmbH, a pan-European leading supplier with its main offices in Hannover, the capital city of Lower Saxony, Germany, is active globally delivering innovative product, consulting and system solutions for print service providers and color management. The owner-operated company, which was founded in 1997, maintains locations in Germany, Italy and UK.



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