



Corporate Profile

DEC 2011

ODESIA



Forward Looking Statement

Apart from historical data, all statements made in this presentation, concerning but not limited to new projects, acquisitions, future plans and goals, are forward-looking statements that may contain some elements involving risk and uncertainty. There is no guarantee that such statements will prove to be accurate. Real events and results may differ greatly from the forecasts and expectations expressed by the company.

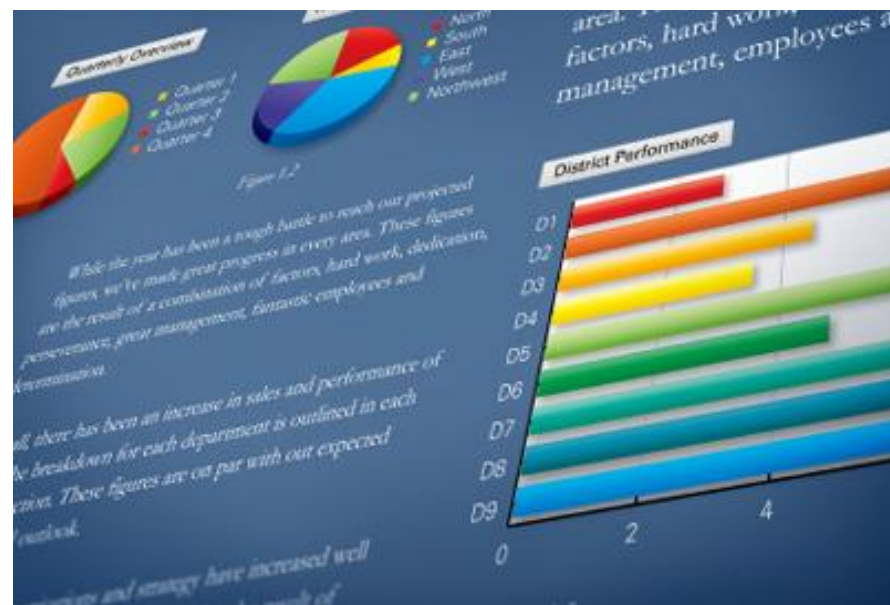


THE COMPANY



OVERVIEW - 1/2

Improving Performance with **Business Intelligence**





OVERVIEW - 2/2

ODESIA is a Business Intelligence consulting and solutions firm servicing large corporations.

Operating in Canada and France.

Core competency of team & Network of 6000 of Specialists

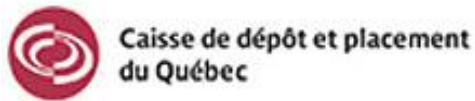


- ODESIA helps companies increase revenues and strengthen their competitive position by supplying unique business intelligence services which lead to better and faster decision-making.
- Odesia's Unified Business Intelligence Approach allows for more accurate analysis of the wealth of company data than previously possible, leading to more targeted decisions and optimized operational and financial performance.



Our Customers

Canada - Europe





Company Snapshot 1/2

HISTORY

FOUNDED BY N. BONNAFOUS IN 1998
PUBLIC IN 2006 (CPC Program) TSX-V ODS

EQUITY STRUCTURE

29 620 286 Outstanding Shares

CORPORATE & FINANCIAL MILESTONES

2006 IPO FINANCING \$2.0M (\$0.375)
2006 ACQUISITION - BI EXPERT (Europe)
2008 PRIVATE PLACEMENT \$1,5M
2011 ACQUISITION OF ASA FRANCE

MARKET CAP.

\$6.0 M

REVENUES / EBITDA

\$10 M /\$0,3M



Company Snapshot 2/2

SHAREHOLDER

PUBLIC	46%
M. BONNAFOUS	34%
M. LEBOEUF	13%
FUNDS	4%

BOARD OF DIRECTORS



Board of Director

Complementary skills and experiences



Nicolas
Bonnafous

Mike
Perrault

Timothy
Murdoch

Richard
Batty

Nicolas Bonnafous, Chairman & CEO

Boucherville (Quebec), Canada

Michael Perrault, Pres. Audit C.

Dollard des Ormeaux (Quebec), Canada

Timothy R. Murdoch,

Westmount (Quebec), Canada

Richard Batty

Westmount (Quebec), Canada

Slide 26

ODESIA : Business Intelligence Solutions



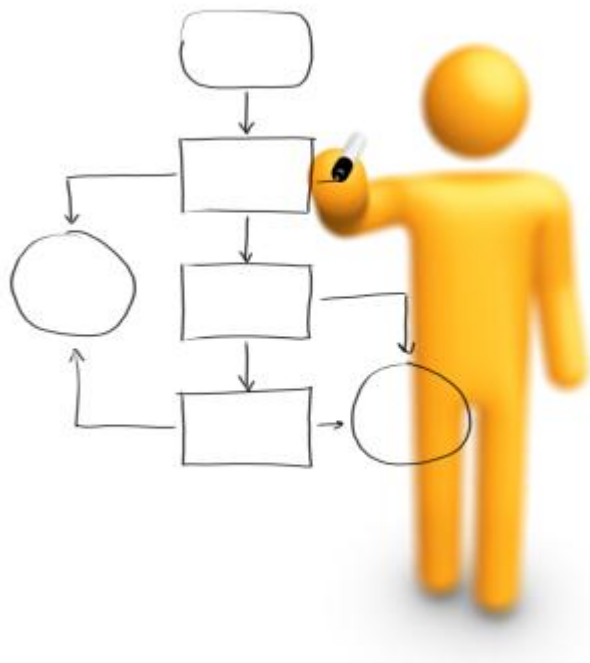
Selected Financial information

Selected financial information (\$000's except per share amount)

	% for Q3	Q3 2011 3 Months	Q2 2011 3 Months	Q1 2011 3 Months	2010	2009
Sales	100%	2,407	2,411	2,359	11,835	12,713
Gross Profit	35%	855	657	771	4,321	3,471
Operating profit (loss)	7%	167	(59)	108	1,297	535
Net earnings (loss)	3.5%	86	(126)	(22)	(177)	(471)
Basic and diluted net earnings (loss) attributable to owners of ODESIA Group.		0.002	(0.004)	(0.001)	(0.0014)	(0.016)



BUSINESS MODEL



FOR ODESIA GROUP

CONSULTING
SOLUTIONS

80%
20%

GROSS MARGIN *40%*

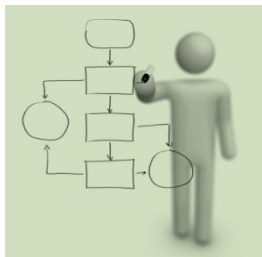
SG&A *25%*

EBITDA *15%*



BUSINESS MODEL

ONE CONSULTANT



200\$

Rate

150\$/h

Number of hours 1500



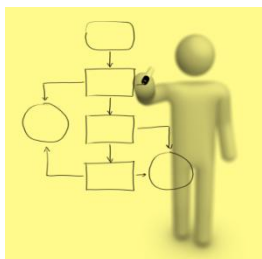
150\$

Revenue

\$225,000

Gross Margin

*40% or
\$90,000*



75\$



WHAT IS BUSINESS INTELLIGENCE ?



Market Size

Strong Relationships with industry partners

ORACLE

IBM

SAP BusinessObjects

Microsoft
CERTIFIED
Partner



Worldwide
Revenues
for 2011

SOFTWARE LICENCES:

8B\$

Worldwide
Revenues
for 2011

INTEGRATORS:

16B\$

Source : IDC, June 2010



What is Business Intelligence (B.I.) ?

Business intelligence (BI) is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions. BI applications include the activities of decision support systems, query and reporting, online analytical processing (OLAP), statistical analysis, forecasting, and data mining.

Business intelligence applications can be:

- Mission-critical and integral to an enterprise's operations or occasional to meet a special requirement
- Enterprise-wide or local to one division, department, or project
- Centrally initiated or driven by user demand



BUSINESS INTELLIGENCE

Google Analytics

Paramètres Analytics | Afficher les rapports

Rapports :

Tableaux de bord

▼ Afficher Dirigeants

- Présentation générale Dirigeants
- Résumé des conversions
- Résumé du marketing
- Résumé du contenu
- Synthèse données/site

Tous les rapports

- Optimisation du marketing
- Optimisation du contenu

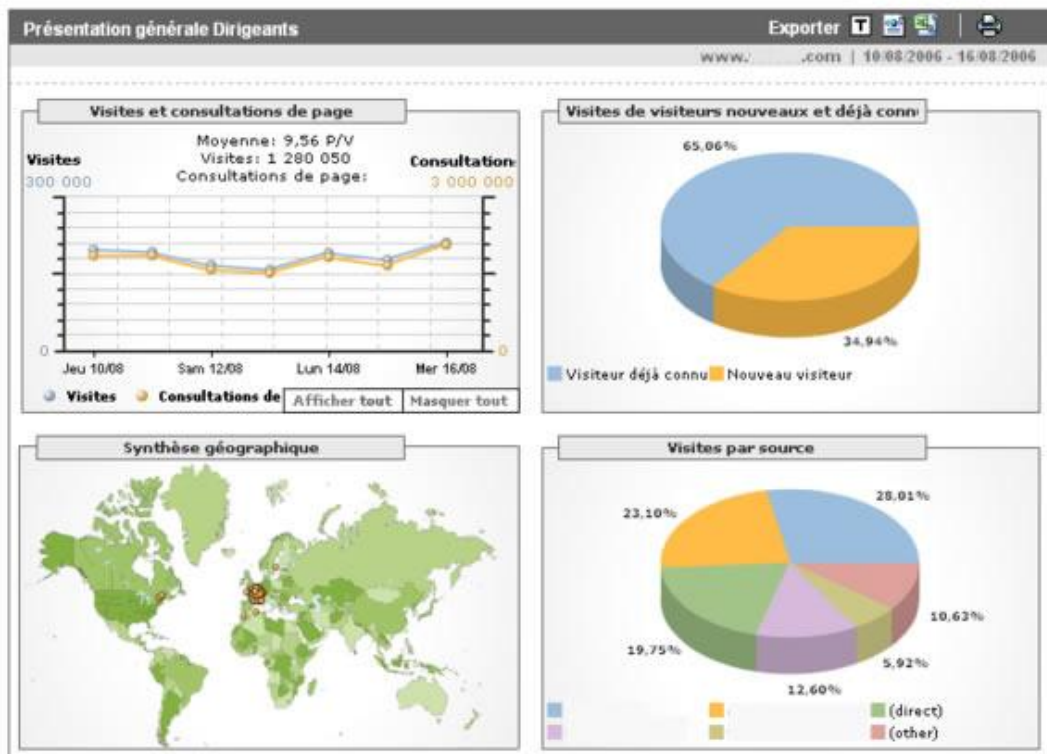
Période

Afficher par Valeur par défaut

◀ 2006 ▶

jan	té	mar	avr	mai	jun
juil	août	sep	oct	nov	déc
L	M	M	J	V	S
D					
→ 31	1	2	3	4	5
→ 7	8	9	10	11	12
→ 14	15	16	17	18	19
→ 21	22	23	24	25	26
→ 28	29	30	31	1	2
→ 3					

Préc. ◀ Semaine ▶▶ Suivant





BUSINESS INTELLIGENCE

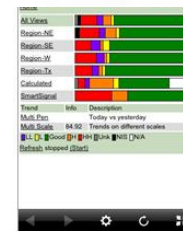


Fig. 1: % Bar Chart

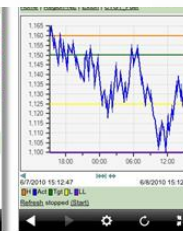


Fig. 2: Trend/History

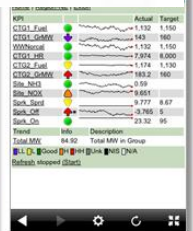


Fig. 3: Scorecard

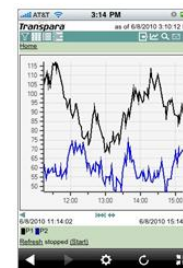


Fig. 4: Multi-Trend

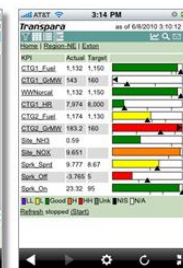


Fig. 5: Bar Chart



Fig. 6: Alert



THE MARKET



Market opportunity & Industry Trends

Business expectations for IT call for greater productivity cost-efficiencies

Business expectations

Ranking of business
of their top 5 priorities

Ranking

2010

Improving business processes

1



Reducing enterprise costs

2



Increasing the use of information/analytics

3



Improving enterprise workforce effectiveness

4



Source : Gartner 2010 - Leading in Times of Transition: The 2010 CIO Agenda



Market opportunity & Industry Trends

Demand For BI is Increasing:

- Economic and Strategic conditions are forcing corporations to shift from cost and consolidation to Innovation and competitive advantage

Conditions Ideal for Consolidation:

- The Difficult economic context have made public valuations, multiples and relevant M&A conditions very attractive



Our services respond to a need

According to Gartner 2010 survey, top 3 Business Expectations for IT are:

- 1. Improving business processes

Expertise

our BI Expertise help you Improving your business processes

- 2. Increasing the use of information/analytics

Solutions

Our adapted solutions based on your industry's best practices Increases the use of information within your organization

- 3. Reducing enterprise costs

Services

Our professionals' Experiences and know-how on the latest technologies help your organization reducing enterprise costs

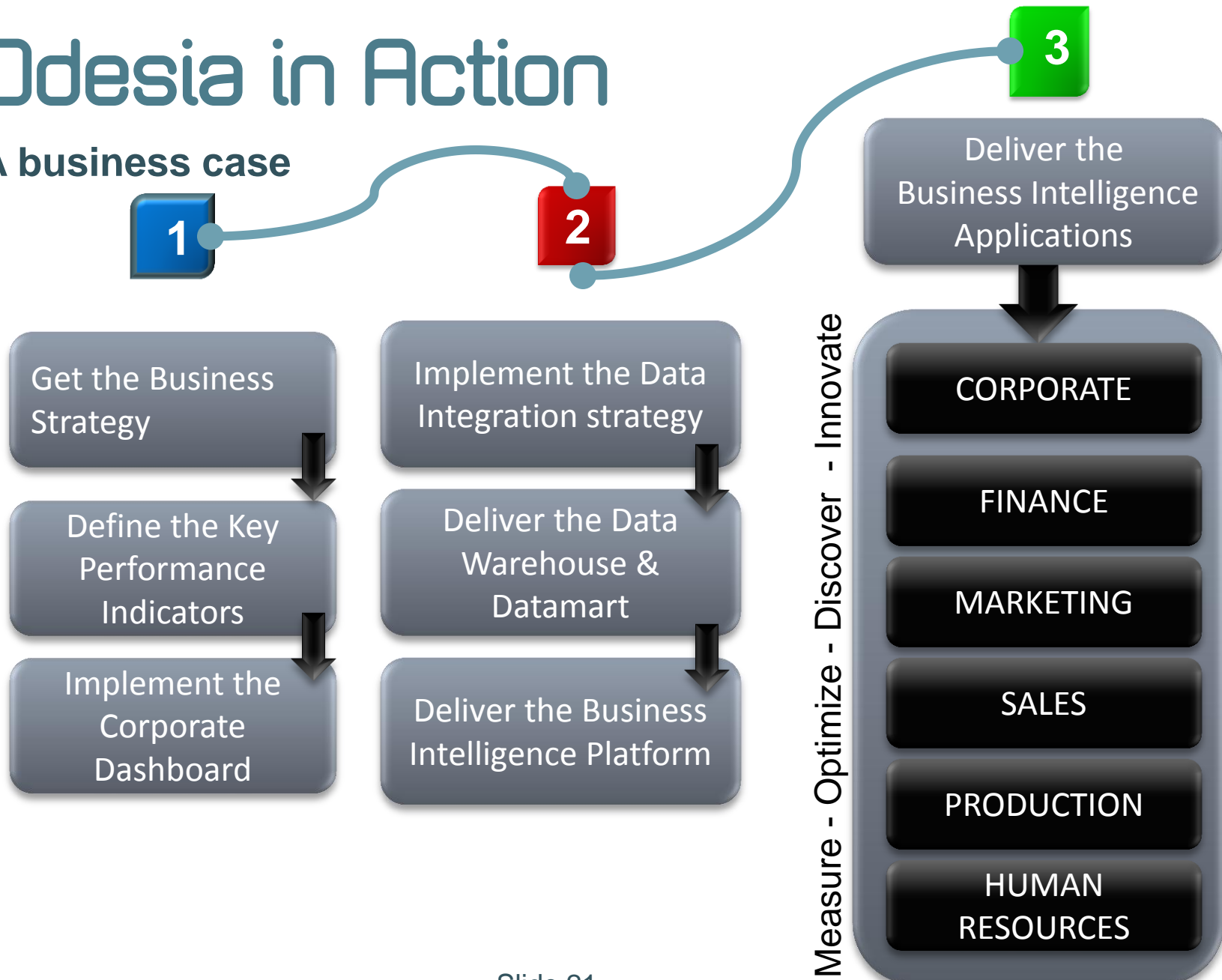
*επιχειρησε costs
οργανιζατιου reducing
τεχνολογιες μετρω λουπ*

*within your organization
the n Slide 20 information*



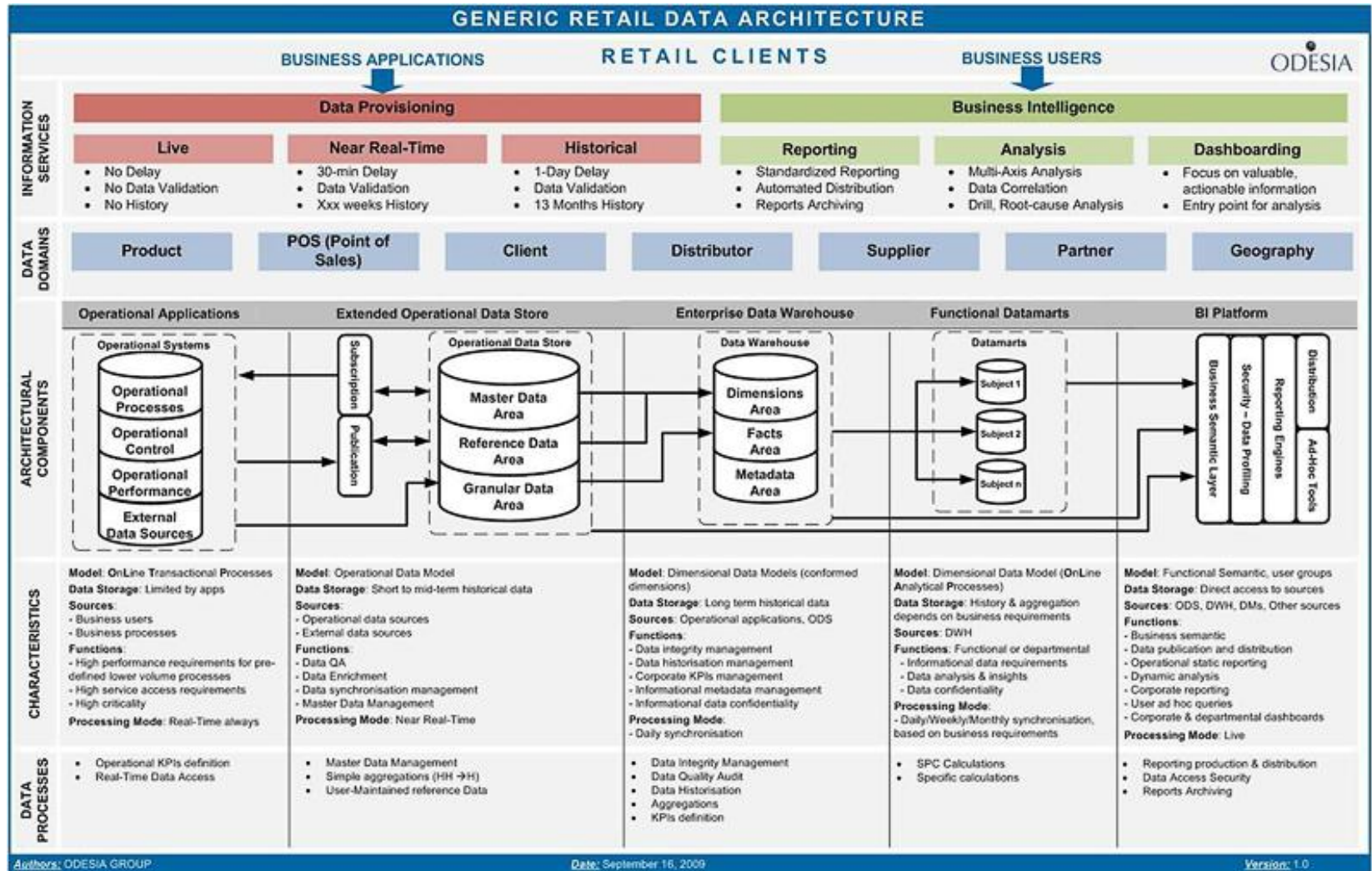
Odesia in Action

A business case





INSIDE THE BOX...





GROWTH STRATEGY



Growth Strategy

3 steps growth plan (36 months)

M&A Objectives

- Revenue growth & profitability
- Added-value Solutions

20

1

- **Step 1 (6-12 Months)** – Increase Revenues + Demonstrate integration ability through small acquisitions
- (Target: \$20M Revenues with 10% EBITDA)

50

2

- **Step 2 (12-18 Months)** – Increase Revenues with North American expansion through larger acquisitions and operations
- (Target: \$50M Revenues with 15% EBITDA)

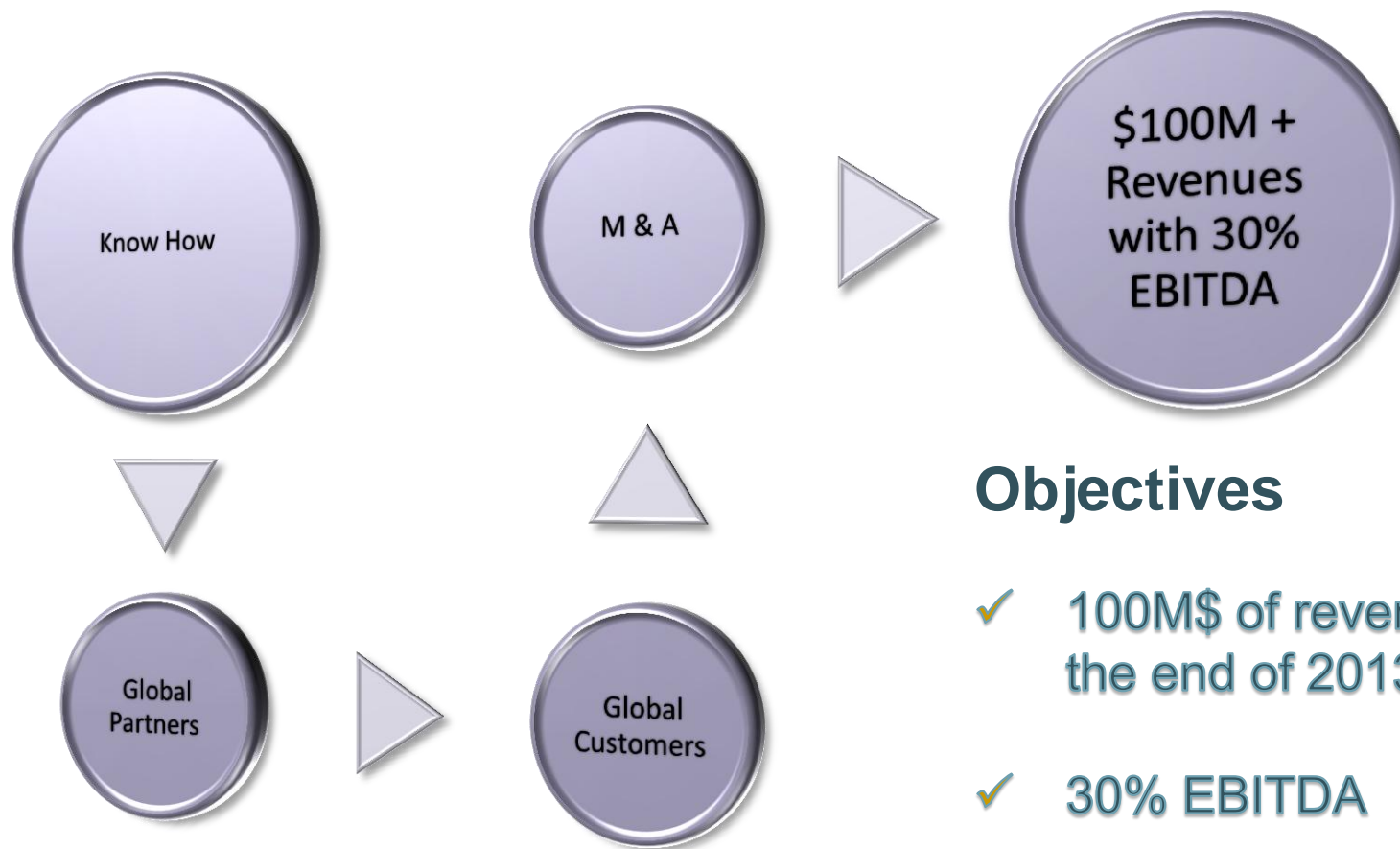
100

3

- **Step 3 (36+Months)** - Large scale deployment (M&A Targets)
- (Target: \$100M Revenues with 30% EBITDA)



Creating a Leader



Objectives

- ✓ 100M\$ of revenues by the end of 2013
- ✓ 30% EBITDA



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