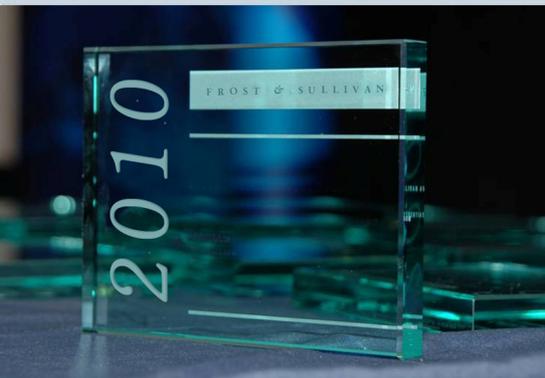




**2010 Polish SCADA Price Performance
Value Leadership Award**





Frost & Sullivan's Global Research Platform

Frost & Sullivan is entering its 49th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The Company's research philosophy originates with the CEO's 360 Degree Perspective,* which in turn serves as the foundation of its TEAM Research** methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the "2010 Polish SCADA Price Performance Value Leadership Award," to ASKOM Sp. z o.o. (ASKOM).

Significance of the Price Performance Value Leadership Award

Key Industry Challenges Addressed by Developing Competitively Priced Products with High Functionality

The highly fragmented Polish SCADA market, with the continuous entry of new vendors offering innovative products as well as consolidation of the market, is witnessing increased competition among its vendors. To sustain a strong position in such a competitive market, SCADA manufacturers are constantly introducing new technologies as well as adding new functionality to the existing SCADA systems. Furthermore, the global economic recession has resulted in the end users' demand for low-cost solutions without compromising on the levels of functionality.

Thus, despite the rising popularity of SCADA systems in the market, the vendors need to develop easy to use and competitively priced SCADA systems with desired level of functionality to achieve a wider presence in the market. It results in increased sales for them.

Impact of Price Performance Value Leadership Award on Key Stakeholders

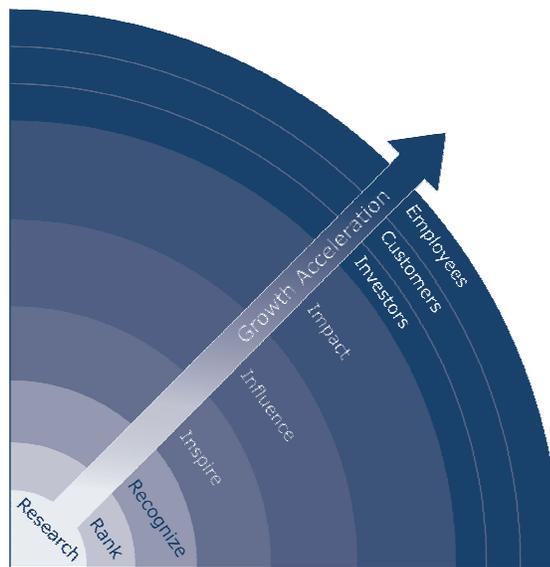
The Price Performance Value Leadership Award is a prestigious recognition of ASKOM's accomplishments in the SCADA market. An unbiased, 3rd party recognition can provide a profound impact in enhancing the brand value and thereby accelerating ASKOM's growth. As captured in Chart 1 below, by researching, ranking, and recognizing those who deliver excellence and best practices in their respective endeavors, Frost & Sullivan hopes to inspire, influence, and impact three specific constituencies:

- **Investors**

Investors and shareholders always welcome unbiased and impartial third party recognition. Similarly, prospective investors and shareholders are drawn to companies with a well-established reputation for excellence. Unbiased validation is the best and most credible way to showcase an organization worthy of investment.

- **Customers**
3rd party industry recognition has been proven to be the most effective way to assure customers that they are partnering with an organization that is leading in its field.
- **Employees**
This Award represents the creativity and dedication of ASKOM's executive team and employees. Such public recognition can boost morale and inspire your team to continue its best-in-class pursuit of a strong competitive position for ASKOM.

Chart I: Best Practices Leverage for Growth Acceleration



Key Benchmarking Criteria for Price Performance Value Leadership Award

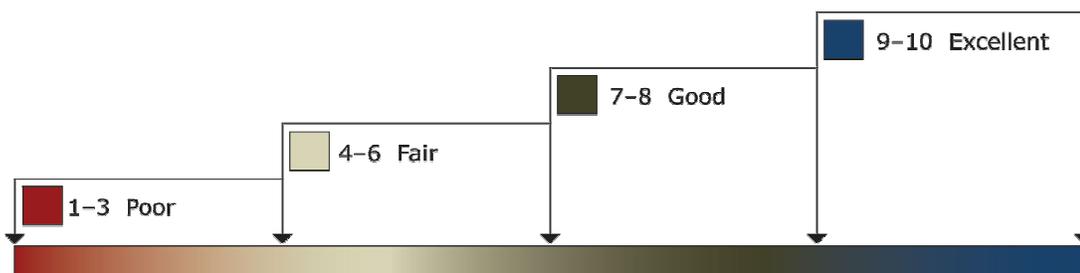
For the Price Performance Value Leadership Award, the following criteria were used to benchmark ASKOM's performance against key competitors:

- Price Competitiveness
- Features
- Ease of use
- Service Effectiveness
- Product matched to client needs

Decision Support Matrix and Measurement Criteria

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Matrix (DSM). The DSM is an analytical tool that compares companies' performance relative to each other with an integration of quantitative and qualitative metrics. The DSM features criteria unique to each award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. Fundamentally, each DSM is distinct for each market and award category. The DSM allows our research and consulting teams to objectively analyze each company's performance on each criterion relative to its top competitors and assign performance ratings on that basis. The DSM follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are shown in Chart 2.

Chart 2: Performance-based Ratings for Decision Support Matrix



This exercise encompasses all criteria, leading to a weighted average ranking of each company. Researchers can then easily identify the company with the highest ranking. As a final step, the research team confirms the veracity of the model by ensuring that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

Chart 3: Frost & Sullivan's 10 Step Process for Identifying Award-Recipients



Best Practice Award Analysis for ASKOM

The Decision Support Matrix, shown in Chart 4, illustrates the relative importance of each criterion for the Price Performance Value Leadership Award and the ratings for each company under evaluation. To remain unbiased while also protecting the interests of the other organizations reviewed, we have chosen to refer to the other key players as Competitor 1 and Competitor 2.

Chart 4: Decision Support Matrix for Price Performance Value Leadership Award

Measurement of 1-10 (1 = lowest; 10 = highest)	Award Criteria					Weighted Rating
	Price Competitiveness	Features	Ease of Use	Service Effectiveness	Product Matched to Client Needs	
Relative Weight (%)	20%	20%	20%	20%	20%	100%
ASKOM	9	8	8	9	8	8.4
Competitor 1	6	9	8	7	8	7.6
Competitor 2	6	8	8	7	8	7.4

Criterion I: Price Competitiveness

The growing interest in the SCADA systems, continuous entry of new vendors with innovative products, increasing consolidation of the market, and impact of global economic recession, have led to increased competition among the SCADA vendors, inducing price pressure. Hence, to sustain the competition and achieve a position, the companies need to offer cost-effective products.

To address this market trend, ASKOM offers one of the most price-effective products, Asix, in the Polish SCADA market. This product has similar functionality of the systems offered by other vendors, although at a lower price. The license cost of Asix ranges from 550.0 PLN to 13600.0 PLN. Start prices are 550.0 PLN for Operator Panel 32 tags (dedicated for Human Machine Interface (HMI) panels), 1100.0 PLN for Operator Station 32 tags (provided for autonomous operator stations or panels while having built-in development functions too) and 2200.0 PLN for Operator Server 64 tags (enriches the function of operator stations by making data available within the computer network to be used and enabling to configure hot swapping of workstations). The largest licenses prices are 4450.0 PLN, 8900.0 PLN and 13600.0 PLN respectively, all for 232 = 4294967296 tags licenses. Hence, ASKOM is able to offer its solutions at about one-third the price of its competitors' solutions with similar functionality.

Criterion 2: Features

Due to the growing competition in the SCADA market, the vendors have to take strategic initiatives to either widen or sustain their market presence. They can achieve it by providing SCADA system at a low cost without compromising on the levels of functionality.

ASIX, the highly competitively priced SCADA system of ASKOM, is a software bundle for design and realization of industrial IT systems for enterprises, processes, technological lines, machines and devices. It possesses significant levels of functionality as is expected from HMI/SCADA/MES systems. A basic part of the package is Asix visualization system being SCADA class software that performs a wide range of functions for operator supervision over the technological objects, assuring both analog and digital data acquisition, possibility of process control, alarm and event recording, report generation and making process data available within the computer network.

Moreover, in 2010, ASKOM launched its Asix 6 version with enhanced functionality for the SCADA end users, which include AsTrend module for the graphical process data analysis, AsAlarm module for the alarm analysis according to EEMUA no 191 requirements, AsRaport module for report creating based on Microsoft Reporting Services, AsPortal for Internet access of all type of data, current and archived, AsBase for batch processing and event driven data archiving in SQL databases and AsAudit for system validation acc. to FDA 21 CFR 11 / GAMP4 requirements.

The package, successively formed and developed in close collaboration with practitioners, became a highly advanced tool, matching the requirements of the global leaders of this software segment.

Criterion 3: Ease of Use

The advantage of Asix package is its intuitive use and easy operation for people without programming skills. Asix aids in guiding the user through the entire application designing process (modules: Architect, AsBase, AsAudit), providing the user with tools for adopting the layout (among others, modules: AsTrend, Table), and offering a set of ready-made products such as Process Information Web Portal, which allows for automatic data presentation in the Web.

The benefit of using an easy-to-operate system coupled with its remarkable price to performance value is appealing to the Polish SCADA market.

Criterion 4: Service Support

As with any technological solution, after-sales service support is an important aspect for any vendor. ASKOM's skilled and experienced visualization and automation systems designers and Asix system developers manage its technical after-sales support.

In addition, the authorized Asix system integrators, consisting of a chain of over 30 companies, offer technical after-sales support for its systems. These system integrators must have the following: the availability of experts as trained staff, ability to find a locally responsible partner and the capability to run the full process of the design, start-up and service of systems based on Asix software.

Criterion 5: Product Matched to Clients Needs

Over 4,000 used licenses of an impressive base confirm the success of Asix and its wide acceptance. These include heating plants, sewage treatment plants, the food industry, intelligent buildings, the chemical and machine industry, cookeries, telemetric systems in the power industry among others.

The design of the Asix system is exceptionally simple and intuitive and one does not require purchasing a separate design license because the application designer is built-in and available in each product. Asix is highly efficient and reliable. It serves objects effectively, even with a very large number of variables, with the archiving realized directly on the operator station. This reduces the project cost considerably.

Moreover, the significant aspect of Asix software is its high functionality that has been proven in different situations, including those requiring high reliability or in connection with system validation for critical applications, in the pharmaceuticals and the food processing industries.

The CEO 360 Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360 Degree Perspective model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The 360 degree perspective is also a “must-have” requirement for the identification and analysis of best-practice performance by industry leaders.

The 360 degree model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies' growth strategies. As illustrated in Chart 5 below, the following six-step process outlines how our researchers and consultants embed the 360 degree perspective into their analyses and recommendations:

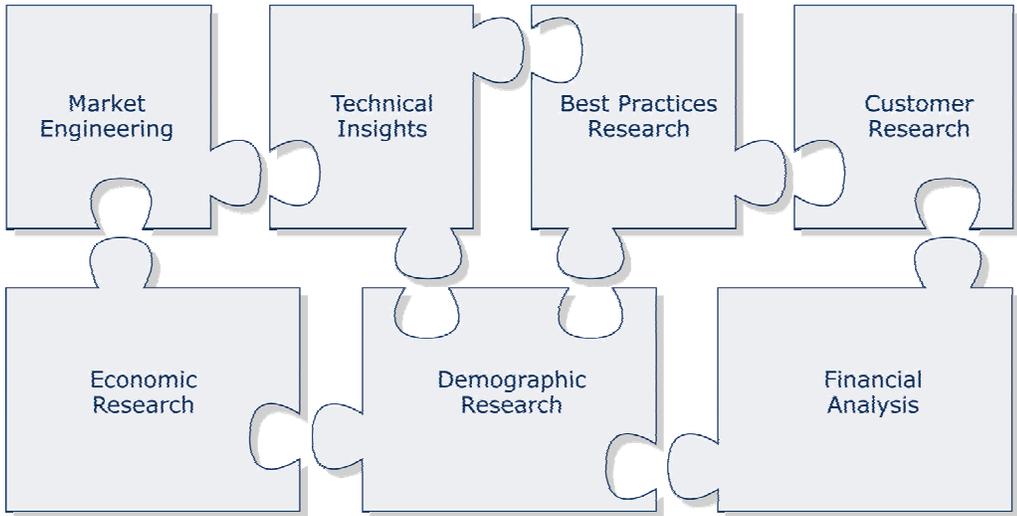
Chart 5: How the CEO's 360 Degree Perspective Model Direct Our Research?



Critical Importance of TEAM Research

Frost & Sullivan’s TEAM Research methodology represents the analytical rigor of our research process: it offers a 360 degree view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan’s research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that the successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

Chart 6: Benchmarking Performance with TEAM Research



About ASKOM

ASKOM is the integrator of automation systems, manufacturing execution systems (MES) and SCADA systems. ASKOM's SCADA product is a software bundle for design and realization of industrial IT systems, providing significant levels of functionality as expected from HMI/SCADA/MES software. Beyond standard visualization and controlling, it realizes the effective archiving of data, reporting and trending, alarm management, recipes, visualization in Internet, multilinguality, production tracing and tracking.



Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

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