

**AN INTERNATIONAL
SCALE**



QUALITY CUSTOMERS



QUALITY PARTNERS



PROFILE

ODESIA is an international corporation specialized in business intelligence (BI) solutions, decision processes and data warehousing for large corporations. Odesia Group Inc. is a publicly traded company listed on the TSX Venture exchange under the symbol ODS. For more information, visit us at www.odesia.com.

- ✓ Founded in 1998 in Montreal (Québec)
- ✓ More than 150 highly specialised professionals
- ✓ Presence in Canada, France and Mexico
- ✓ Established and diversified customer base
- ✓ Sales growth from \$5.1 million in 2005 to \$17.1 in 2008 of a **50% CAGR**

DIFFERENTIATING FACTORS

- ✓ Unique expertise in the fast growing business intelligence (BI) market
- ✓ Maximum flexibility and competitiveness provided by its very manageable size
- ✓ Over 10 years experience with 300+ customers in North-America and Europe
- ✓ More than 20 accreditations from the world's leading editors
- ✓ Proprietary applied research and testing laboratory significantly reducing the development cycle of new applications
- ✓ Strong footholds in the sectors of banking, telecoms, distribution and retail and loyalty programs

ACCREDITATIONS AND PARTNERSHIPS

1998



1999



2006



2007



2008



Odesia made an early investment to obtain and maintain key accreditations and partnerships

MANAGEMENT'S CURRENT PRIORITIES

- ✓ Optimize operations, including recent acquisitions
 - Plan currently implemented to reduce yearly operating expenses by \$1.5 to \$2 million on a run-rate basis
- ✓ Benefit from the recent business partnership with Intertrade which provides for a distribution network mostly in the United States and the potential for recurring revenue
- ✓ Increase the synergies between the Montreal, Paris and Mexico offices including transfer of knowhow and increased branding of the Odesia name

Listing
TSX Venture Exchange

Symbol
ODS

Year-end
December 31

Recent price
(October 7, 2009)
\$0.21

High / Low
(52 weeks) / October 7, 2009
\$0.45 - \$0.10

Capital structure
O/S shares basic : 29.6 M
Market float : 18.6 M shares
Convertible debentures:\$750 K

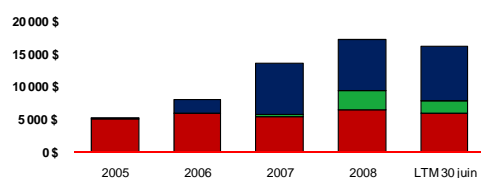
**Market capitalization and
Enterprise value**
October 7, 2009
Market cap : \$6.2 M
EV : \$6.97 M

Management ownership
10,97 M shares or 37.02%

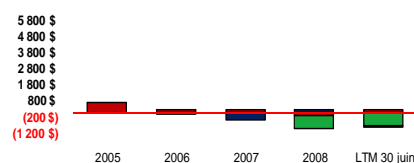
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HISTORICAL SALES (5 YEARS - \$000)



HISTORICAL EBITDA (5 YEARS - \$000)



SALES AND EBITDA DRIVERS

- New opportunities with strategic partners which will combine ODESIA'S unique expertise and new distribution networks
- Plan currently implemented to reduce annual operating expenses by \$1.5 to \$2 million on a run rate basis, specific short-term targets include Mexico and France
- Business partnership with Intertrade to provide for recurring revenue and an opportunity for growth
- Migrating towards generic solutions as compared to selling BI consulting services will lead to an improvement of the average billed hourly rate

IN CONCLUSION (WHY ODESIA?)

- Leading-edge expertise in the fast growing business intelligence market (BI)
- Unique Knowhow, relying on more than 20 accreditations from dominating editors covering close to 100% of the target market
- Significant short-term cost reduction measures undertaken. Going forward, the company stands to benefit from a relatively fixed cost structure providing for significant operating leverage
- Ongoing business opportunities including the possibility of recurring revenue provided by the recently announced partnership with Intertrade.
- Multi sector expertise in banking, telecoms, distribution and retail and loyalty programs. Acquired expertise can easily be duplicated at minimal cost

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