

PHILIPS

sense and simplicity



•Quote Magazine 2007



Born Entrepreneur

Curriculum Vitae Leon van de Pas

Enjoy live, its shorter then you think

- 0 Born Tilburg 1968
- 1 Horse
- 2 Diploma's HTS-E/HEAO-CE
- 3 kids
- 4 hobby's: sailing, horses, skiing, travel
- 6 countries lived
- 7 Employers young
- 8 Ventures (Company of the year 2007)
- 44 years
- 73 countries business performed
- 80 kilo's (max 120kg 2006)
- 122 countries still to visit
- 1000 ideas
- 1.300.000 frequent flyer air miles
- 100.000.000 Euro deal Nokia/Tele Atlas



KEY TO SUCCESS: PASSIONATED TEAM

Entrepreneurial mindset is key to ACCELERATE

1 Eager to win

- Take an outside in perspective, serve our customers
- Adapt to the diversity of Businesses and Markets
- Ensure speed of action, outpace competition
- Resource to win for long term leadership

2 Take ownership

- Take courageous decisions
- Empower and hold each other accountable to deliver
- Execute rigorously, see things through
- Focus on results over activity

3 Team up to excel

- Have open and tough dialogues, productive conclusions
- Collaborate, leverage each other
- Celebrate success
- Learn, improve, develop



Van der Valk Shipyards 1984-1991



Selling and serving yacht owners was a continuous race for perfection

- Understand customer needs
- Understand DMU
(Decision Making Unit)
- Find the value created
- Find how to maximize revenue
and margins





Philips Singapore 1991-1992

Winning first golf course lighting system in the world

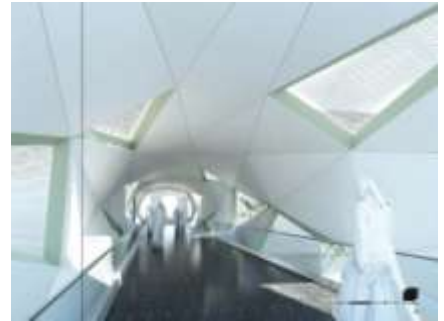
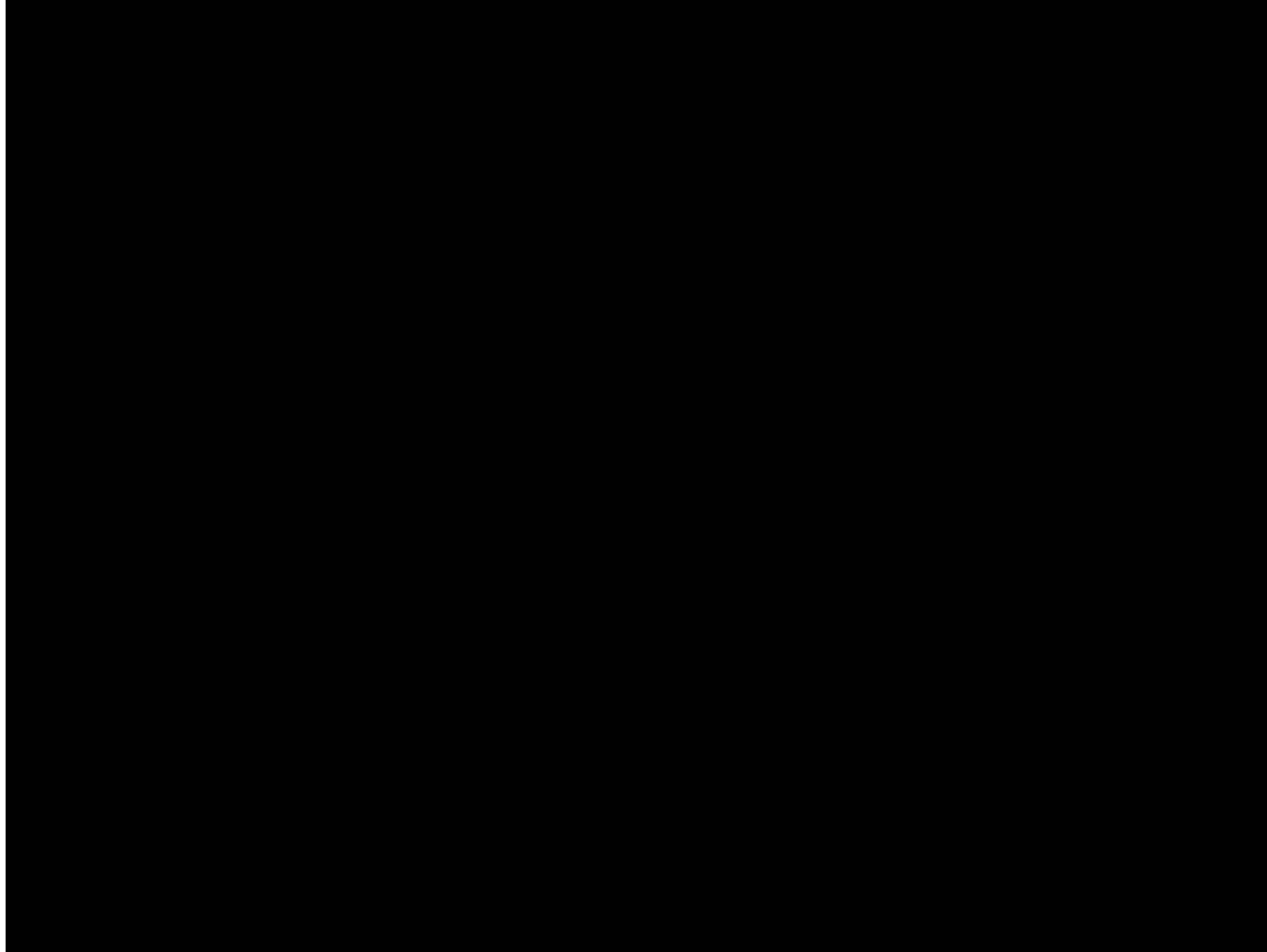
- Understand tender process
- Understand customer needs
- Understand DMU
(Decision Making Unit)
- Find the value created
- Find how to maximize revenue and margins

Result: 3.5 =>5M\$ in 10 minutes!



Marketing lesson

Innovate, know your customer, take an outside perspective



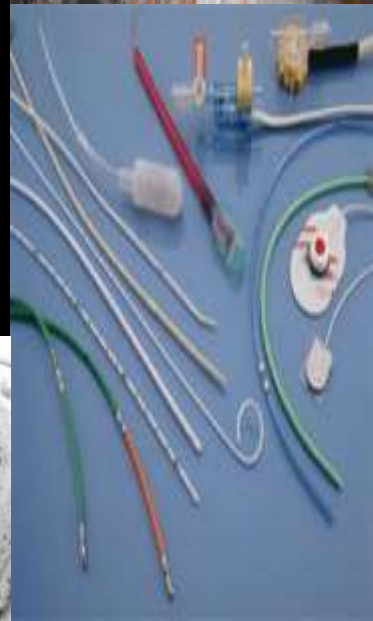
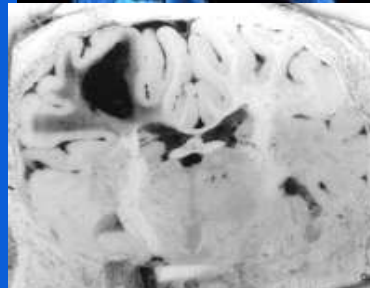


Draegerwerk AG 1992-1996

Built a distribution network in 18 countries for brain measurement systems

- Understand customer needs
- Understand financing process
- Understand DMU
(Decision Making Unit)
- Find the value created
- Find out how to built relationship,
adoption by trend setters

Result: in 4 years 0-30M\$



Management styles

Empower and hold each other accountable to deliver



Schlumberger/Gemalto '96-'0

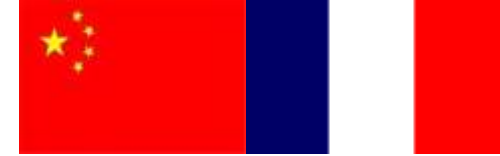


Signing up with 60 operators/banks in EMEA in 4 years

- Understand supply chain:
Team up to excel with suppliers!
- Understand Customer needs:
 - Provide pro active price reduction to avoid new tender
- Relationship management
- Result:
 - 3Meuro 1996
 - 10Meuro 1997
 - 25Meuro 1998

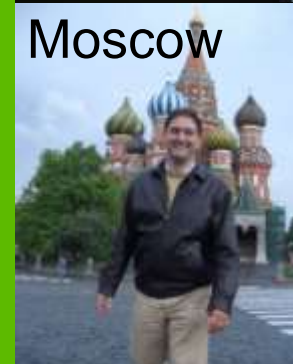


In-Fusio S.A. 2000-2004



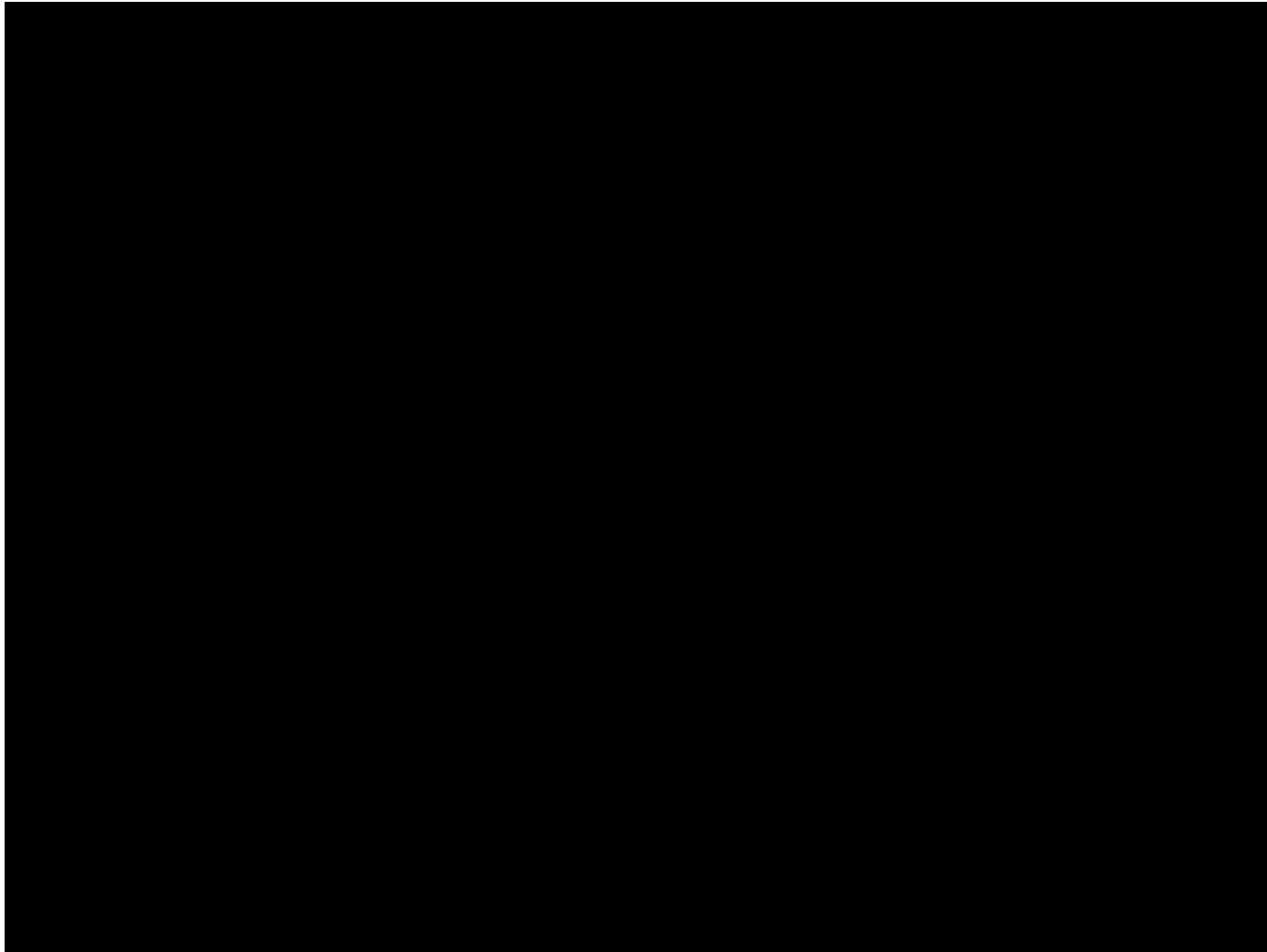
12 M Euro VC, in 4 years 40M Euro revenue BE, 55 operators world wide

- Customer/Business driven:
 - Over perform every time
 - Red Herring listed Wall Street
- Outperform competition
 - Relationship management
 - “Keep the speed on!”



Key to success? Passionate team

No competition can beat a passionate team with a clear goal or vision!



Tele Atlas 2004-2006

VP Sales EMEA, 170 M Euro, re-org in 3 months, 400 customers, 12 local offices



- Understand the business of your customer:
 - Business cases
 - Strategy
 - Their margins
- Relationship management
- Result: 100M euro deal Nokia



Key to success: Team up to excel!

No 9 – 5 mentality, PLAYER mentality, challenge, share, give a helping hand



Nav N Go kft 2007-2008

Company of the year 2007, 8 – 55 M euro in 3 years, >30% EBIT

- Do what you say and say what you do
- be complementary to your customer
- Take his pain away
- Result: from 8M\$ to 40M\$ in 1 year!



Quote



Penthouse



WSJ



Lumalive LLS 2010 - Present

18 FTE=>5=>22, 10 months from VOC to 12NC, 6 months 16 global projects

- It starts with a dream/challenge of your customer . . . Not a technology!
- Workshops with customer to define specifications
- Technology should serve the client not reverse
- Celebrate success



Questions?

There are no stupid questions only stupid answers!

