ADB Group Technology day

November 7, 2006

Zielona Gora, Poland

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Agenda

Introduction	8:45	F. Pogodalla
R&D in Poland (& Ukraine)	9:00	J. Szajna
R&D: the DNA of ADB Group	9:20	K. Kolbuszewski K. Bilinski
Coffee break	10:05	
Demonstrations and site visit	10:20	
Buffet lunch	12:10	
Project Management at ADB	13:00	E. Jumelet
Customer Care at ADB	13:20	R. Rauper
Conclusion	13:40	A. Rybicki
Bus departure	14:10	

WHY A TECHNOLOGY DAY?

Objectives

1. See how and why we do what we do

2. Touch and feel the technology

3. Enjoy

R&D in Poland (& Ukraine) an HR perspective

Prof. Janusz Szajna

Regional President, Poland

Executive Vice-President

HR story of ADB R&D

is simple:

‘fighting for Talents’

Poland at a glance

- **1989 – end of Communism** (first democratic government in Soviet Block)
- **2004 – EU membership**

- **38 M of people (Germany – 82, Italy – 58, Spain – 42)**

- **75% – private sector**
- **19 % – corporate tax**

- **1.2% – inflation - the lowest in EU** (Sep'05 – Sep'06)
- **5.5% – GDP increase** (2006 forecast)

- **Very good education in science**
- **Big improvement in English**
- **Hungry to work on international / global scale**

before ADB

Lucky chain (+ hard work)

1. Fashion for Computer Engineering/Science
   - The most popular subject of study in Poland (from 1970s)
2. Excellent Computer Engineering College
   - The best secondary school in the city (organized by A. Jeske)
3. The Computer Guru comes on-board
   - Prof. F.Wagner employed at local Uni in 1970s (prof. of CERN, Lausanne, etc.)
4. 'Cream' of the young people from the region
   - The best students from the region decided to study Computer Eng at local Univ.
5. The best graduates of each year stayed as lecturers
   - The best staff at Comp. Eng & Electronics Dept. organized by prof.J.Szajna
6. The Dept was made 'international'
   - 7-year-long cooperation with Bristol University, England (under EU program 'Tempus' headed by prof. E.Dagless)
   - Study in England:
     - 4 PhDs (3 years)
     - 15 second MScs (1 year)
     - 1/2 year at Inmos ST R&D


A.Jeske


prof. F.Wagner


prof. J.Szajna


prof. E.Dagless

7. That TEAM formed CORE GROUP of ADB Poland

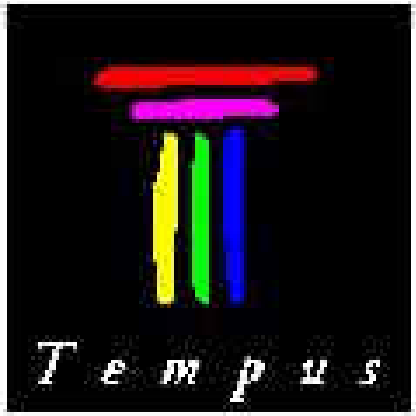
Tempus - going international

We brought from England :

- **knowledge of working on international scale,**
- **industrial contacts**

Contracts:

- **software models of TV chips for ST in Grenoble**
- **e-learning system for British consortium EDEC**



Bristol Univ., England

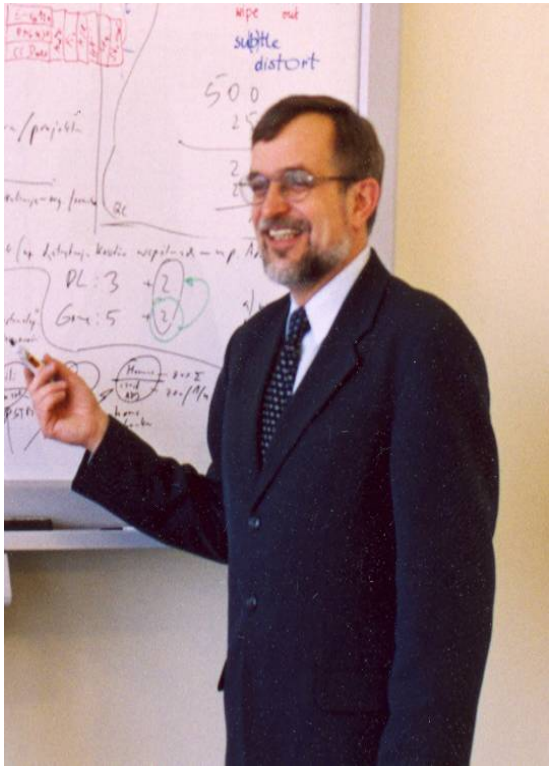
ST's Inmos R&D center

A key meeting (1995)

Resulted in a contract between the University and ST in Singapore

(DTV software for Japanese companies Uniden & Maspro)

Andrew Rybicki
Director S&M at SGS Thomson (ST)
in Far East



Janusz Szajna
Director of the Comp. Eng & Electronics Dept
at Zielona Gora University

An independent company is born

Company founded in 1995

Andrew Rybicki

Janusz Szajna

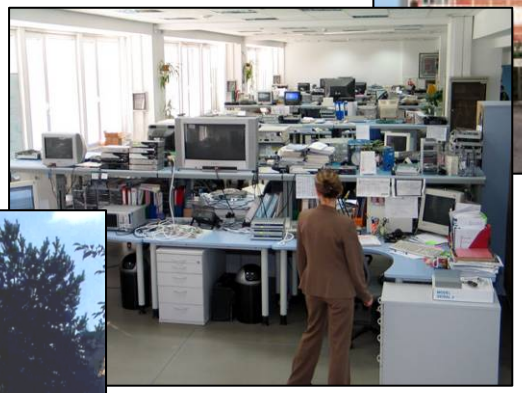
Krzysztof Kolbuszewski

Mariusz Walkowiak

13 people left University to join ADB

ADB Polska development path

R&D Headquarters
(since 1998)



One floor
(1997)

Private Building
(1996)

Local University
(1995)

R&D Growth in Poland & Ukraine (ADB & Osmosys)

1997 – 13 engineers

2006 – 333 engineers (ADB & Osmosys)

Offices:

Zielona Gora,

+ Katowice + Wroclaw + Poznan + Kharkov (Ukr)

R&D Education (Poland & Ukraine)

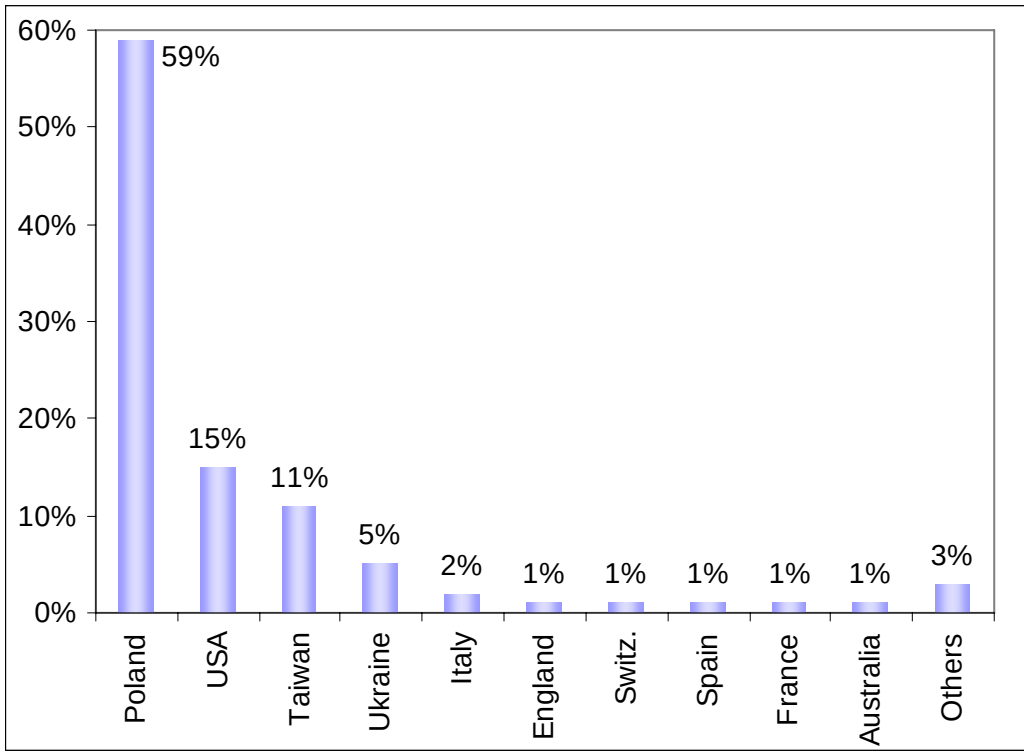
1.	Professors	1	0,3%
2.	PhDs	12	4%
3.	Masters Degrees	231	69%
4.	Students	39	12%
5.	Bachelors Degrees	39	12%
6.	Others	11	3%
	TOTAL	333	100%

(MSc in 12 months)

Staff turnover

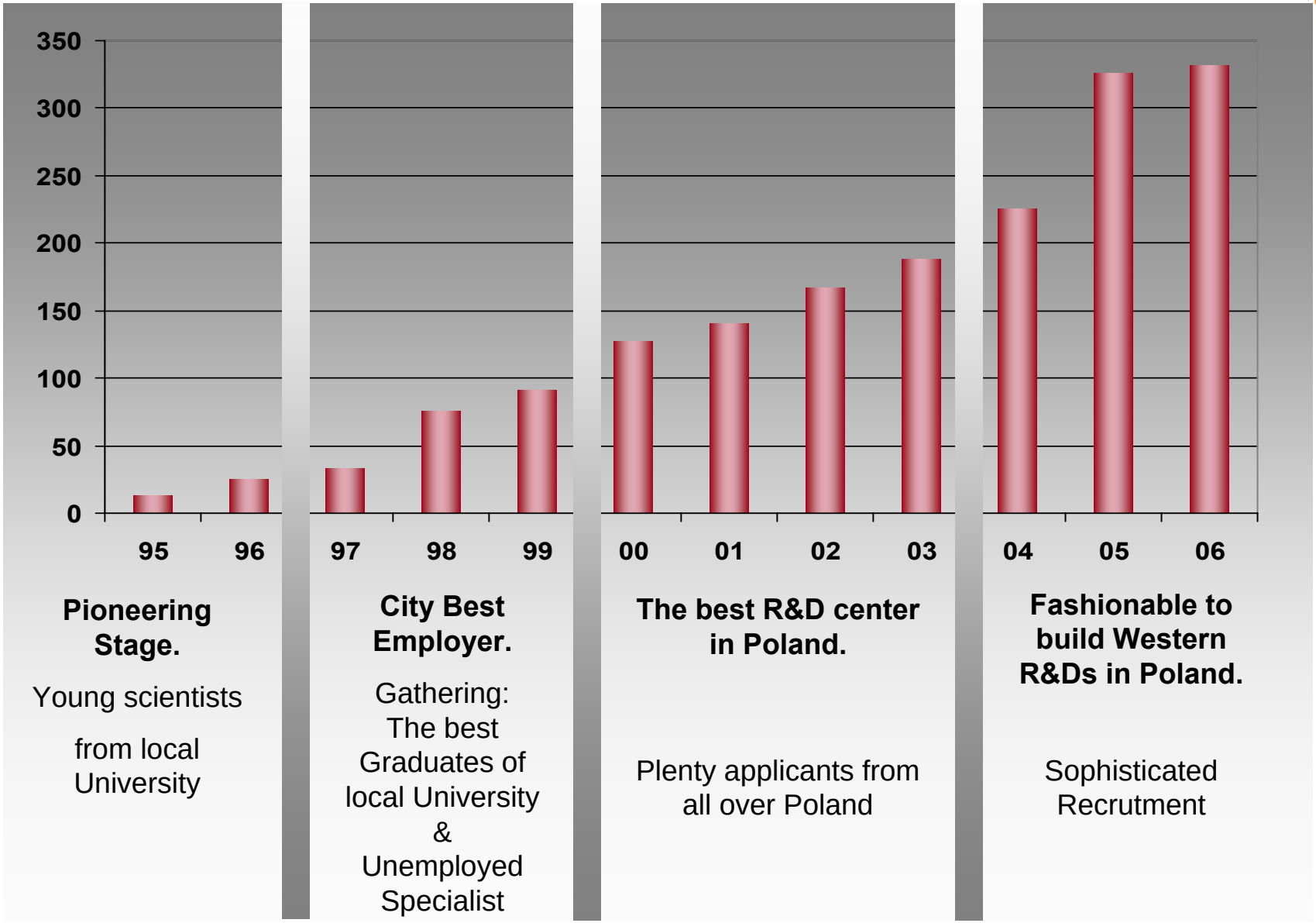
- Consistently low turn-over
- Less than 5% over last 5 years
- Less than 0.5% in management / experts population

21 Nationalities (60% of Polish people)



1. Poland 2. USA 3. Taiwan 4. Ukraine 5. Italy 6. England 7. Switzerland 8. Spain
9. France 10. Australia 11. Ireland 12. Rusia 13. Thailand 14. Japan 15. Bielarus 16. Canada
17. Wales 18. Honduras 19. Portugal 20. Zambia 21. Singapore

R&D Staff Growth



Pioneering Stage.

Young scientists

from local University

City Best Employer.

Gathering: The best Graduates of local University & Unemployed Specialist

The best R&D center in Poland.

Plenty applicants from all over Poland

Fashionable to build Western R&Ds in Poland.

Sophisticated Recrutment

(Sophisticated) Recruitment

- a -

Year-round Working with Students
&
Vacation Work (Internships)

Targeting Universities

General goals

- Being present at Universities
- Influencing students' education
- Building effective links with ADB

Operating mode

- Creating student laboratories for DTV
- Developing some courses
- Conducting seminars by ADB experts

ADB Days at Universities

Internships (Vacation work for students)

- Competition (exam):
  - **“Win your work or internship at ADB”**

- **8 universities**
- over **500 participants**
- internships for **60**
- 2 or 3 months of work during summer vacation

Vacation work for students

- **60** in 2005, 25 in 2004,
- Modern computers & equipment
- Activities integrating them with ADB staff
- Good money

REAL PROJECTS to DO

Benefits for the company

- **20 new, excellent employees**
  (30% have become ADB employees)

- A large number of people who want to join ADB

(Sophisticated) Recruitment

- b -

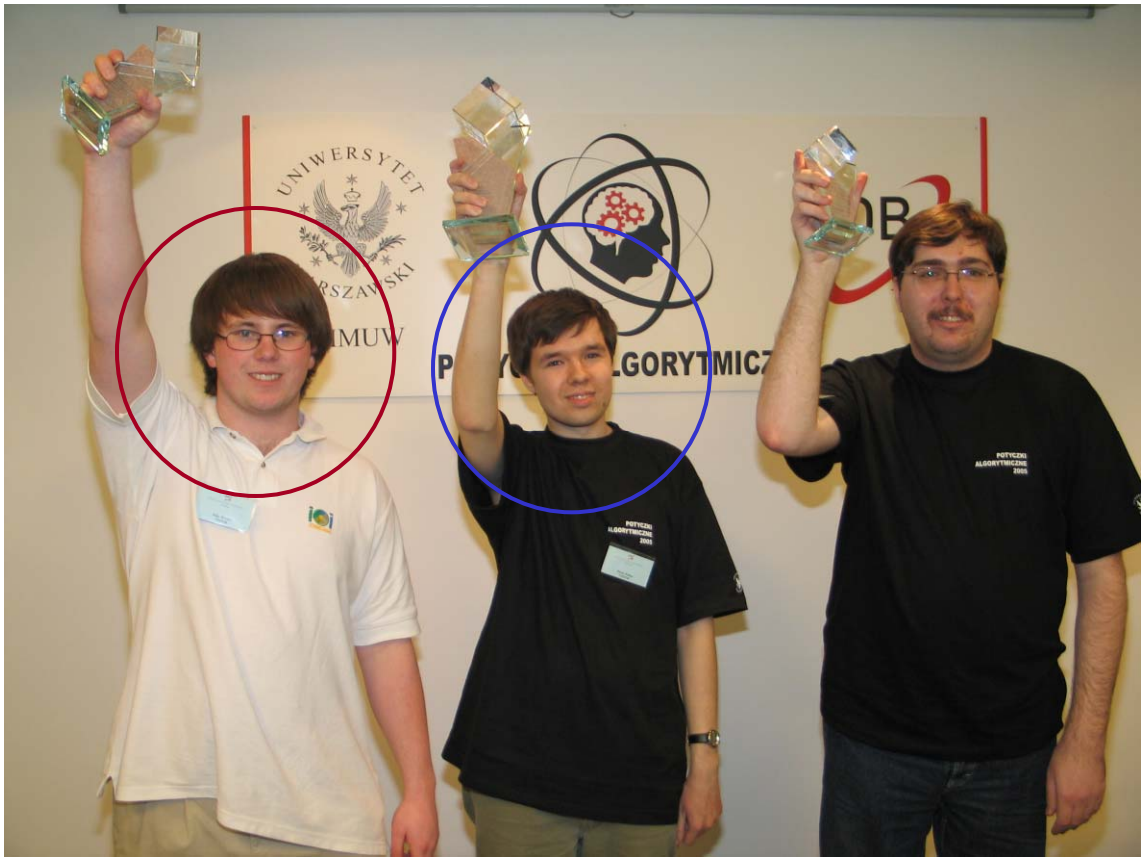
Algorithmic Contest

Algorithmic Contest

- Cooperation with prof. K.Diks father of World Programming Champions !!!
- National range of Contest

3000 – 300 – 30 – 3

The best 3



- gold medal in 2006 at Worldwide Olympic in Computer Programming
- gold medal in 2006 at Worldwide Team Programming Contest

ADB Passport for Top 300

Benefits for the company

- **12 new, excellent employees**
- Very good publicity (country wide & in Software Society)


ADB
Corporate
UNIVERSITY

General Concepts

- Systematic, organized approach to staff education
- up to 10% of time can be allocated for study & training
- 80% of knowledge to learn is inside the company
  Goal - spread it
- Ensure several thousands man-hours of training each year (without blended learning)

Knowledge sharing culture

81 out of **376** **(22%)**

emploees **gave formal lectures**





Types of Educational Activites

2005 & 2006

- Professional 57%
  - Examples:
    - Software
    - Hardware
    - Project Management
- Managerial & Personal Development 12%
  - Examples:
    - Communication
    - Leadership
    - Time Management
- English 31%

E-Learning (Blended Learning)

- **E-learning materials prepared by ADB Uni**
  - 65 units
    - 20 Introduction courses
    - 45 Advanced courses
  - 80 hours

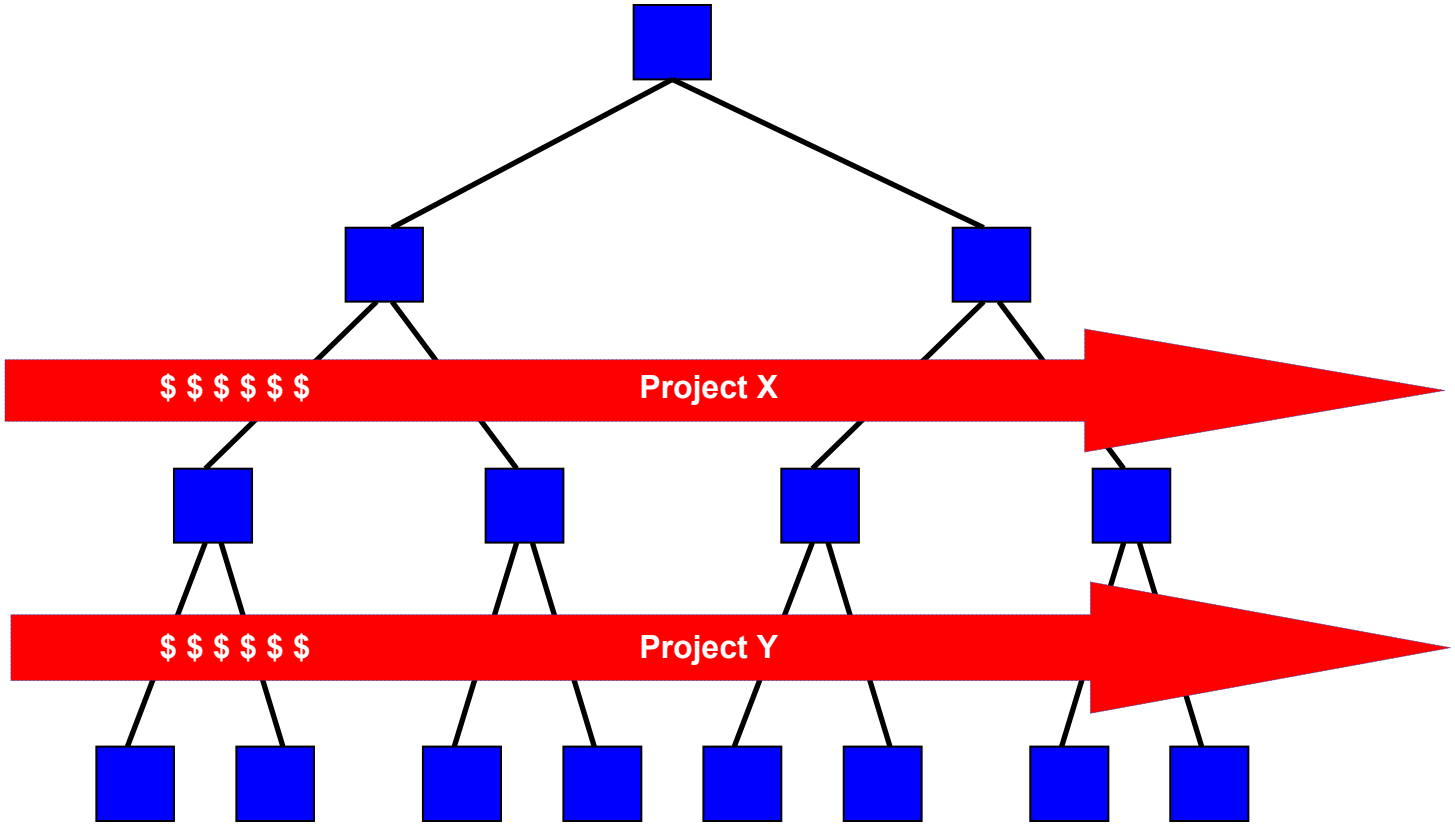
- **Assumptions**
  - Simple form (easy to produce)
  - Advanced content
  - Save experts' time
  - Courses should be available when needed

- **Blended learning methodology**
  - Expert's supervision
  - Sometimes - Exams

Pr-IM(e)

Project & Innovation Oriented Motivation System

Project Oriented Organization / Motivation



Linking bonuses to successful result of the project

Project Oriented Part

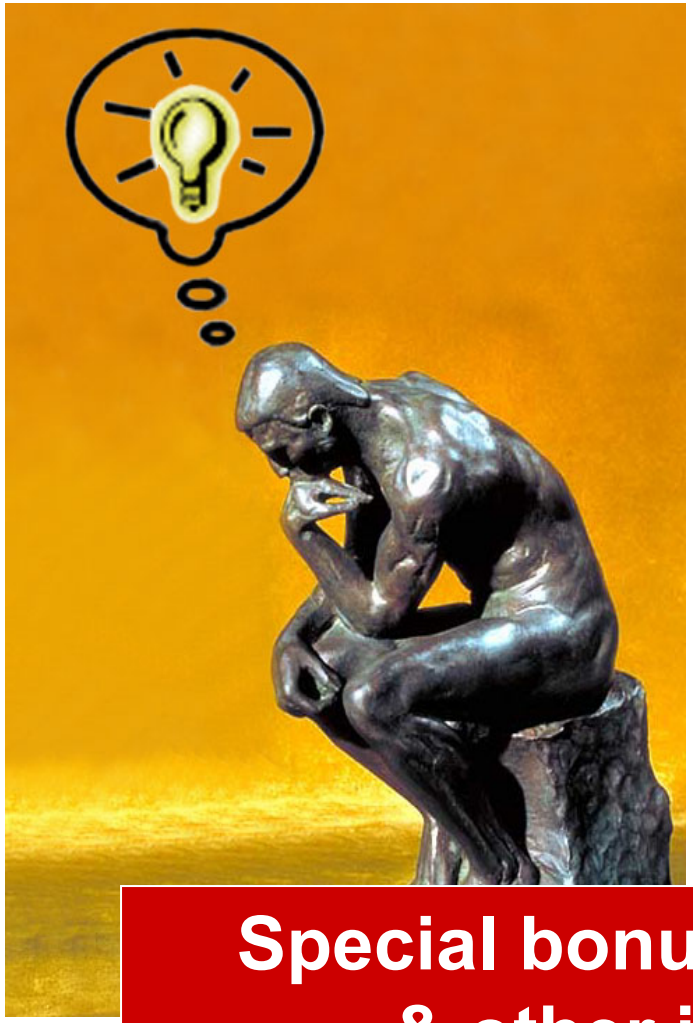
- Bonus conditions – customer acceptance (manufacturing)
- No manufacturing = no bonus
- Payments in 2 instalments:
  - on manufacturing start
  - after 2 months at customer's site when no problems reported (quality-related)
- For internal projects - internal customer

Identification with the idea:

"I earn when the company earns"

think and act like
a small entrepreneurial company

Innovation Oriented Part



Competitiveness = f (Innovation)

Special bonuses for Innovation & other important idea

Recognition

‘Investor in Human Capital’

Polish State
Institute of Management Award

(one of 40 companies in Poland)

‘Leader in Management’

Promoted by President of Poland

(one of 14 companies in Poland)

Janusz Szajna - Polish Entrepreneur of the Year 2004

In one of 3 categories: ‘Service’

Ernst & Young Worldwide Contest

‘For successfully keeping talents in Poland’

Visit of First Lady J.Kwasniewska

Visit of Prime Minister W.Cimoszewicz

АДВ Україна

(ADB Ukraine)

Choice - Kharkov

Kiev --

Kharkov 

Kharkov – 1800 km away from Zielona Gora

Kharkov at a glance

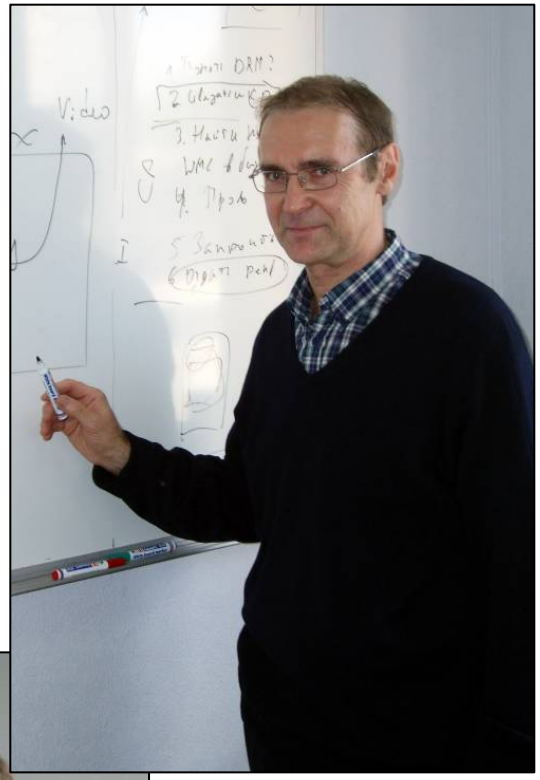
- **2nd largest city in Ukraine**
- **1.6 M people**

- **250 k students**
- **23 universities – mainly science oriented**

- **in previous Soviet Union:**
  - 3th place in industry & science (after Moscow & St Petersburg)
  - Military & space industry (now collapsed)

- **General situation – as in Poland 10 years ago**
- **English language – similar to Poland**

Start from University



prof. Oleg G.Rudenko
Kharkov University of Radioelectronics

- Janusz Szajna's professors degree earned in Ukraine
- 8 Ukrainian engineers fully employed in Zielona Gora

President of Kharkov University in Zielona Gora

Prof. M.Bondarenko

ADB Ukraine - Following Polish paths

- Currently: **23 employees**
  - Prof. Oleg G. Rudenko – President of ADB Ukraine
- 2 Engineer Departments (22 Eng)
  - Software Connectivity Dept
  - Software Solutions Dept
- Office
  - at University (2004-2005)
  - Rental (2006)
- ADB Ukraine works as a part of Software Eng. Unit in Poland
- Within 2 years it can be extended to 100-120 engineers

Training in Poland

2005, 2006	
No of people	18
Man-months	40

Most of the current staff trained at ADB Poland

Building Pride

with Prime Minister W.Cimoszewicz

Building relationship & trust

Summary

In summary

A sophisticated human resources strategy

1. Strong links with universities
   - Constant interaction with professors and students
2. Spot the best-of-best
   - Nationwide algorithmic contest
3. Continuous education
   - ADB Corporate University
4. Structural motivation
   - Project & Innovation oriented motivation system

A sophisticated result

- Very good, highly educated and carefully selected R&D team
- Very low turnover
- Good start in Ukraine

Thank you

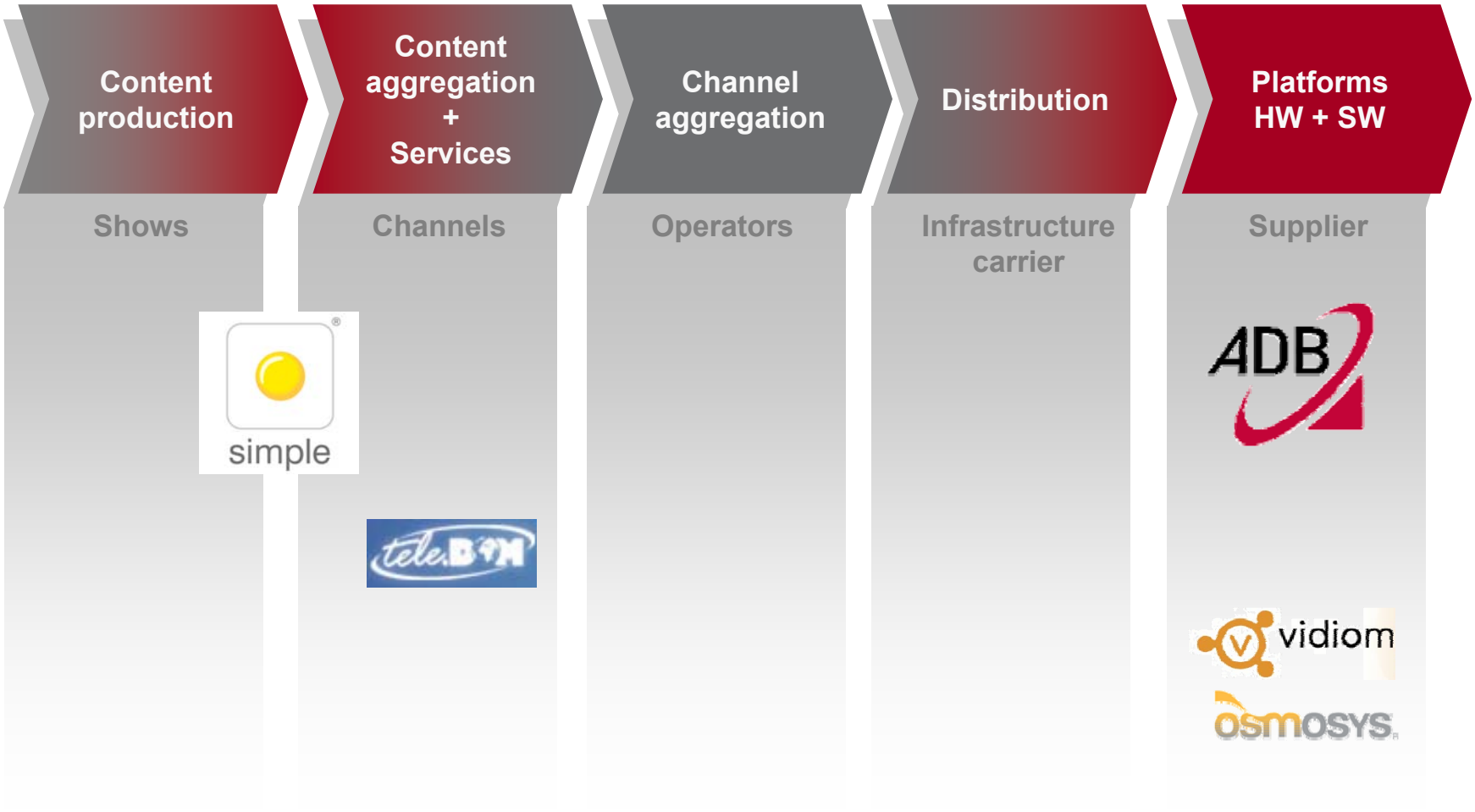
R&D: ADB Group’s DNA

Krzysztof Kolbuszewski - CTO ADB Group
Krzysztof Biliński - CTO ADB SA

ADB Group's R&D Mission

Ensure the company's leading technology position in the digital TV and communications industries

R&D to serve ADB Group's strategic positioning



ADB Group involvement

ADB Group Services and Products

Interactive Network and Broadcast

Consumer Premises Devices

Innovative Content and Applications
Value-added Services

System Definition an Design	**Applications: EPG, T-Mail, Games, Shopping**
Integration: ADB and Third Parties	**Middleware: MHP, MHEG, OCAP, GEM** Osmosys, OpenTV, NDS Core
Customized Software	**Conditional Access** Nagravision, NDS, Conax, Irdeto, Viaccess
Test and Maintenance	**Real Time Software: Kernel, Drivers**
Operator Training	**Hardware Elements: PSU, Tuners**
After Sales Support	**Key Chipset** ST, Broadcom, IBM, TI, ATI, NEC

FEATURE-RICH DIGITAL SET-TOP BOX

Note:

- **ADB Group activity**
- **ADB Group partners activity**

ADB Group's R&D resources

Digital TV Equipment

Operator Systems | **Consumer Products**

iDTV Modules

322 engineers

Software and Services

Software Products

Services

68 engineers

42 engineers

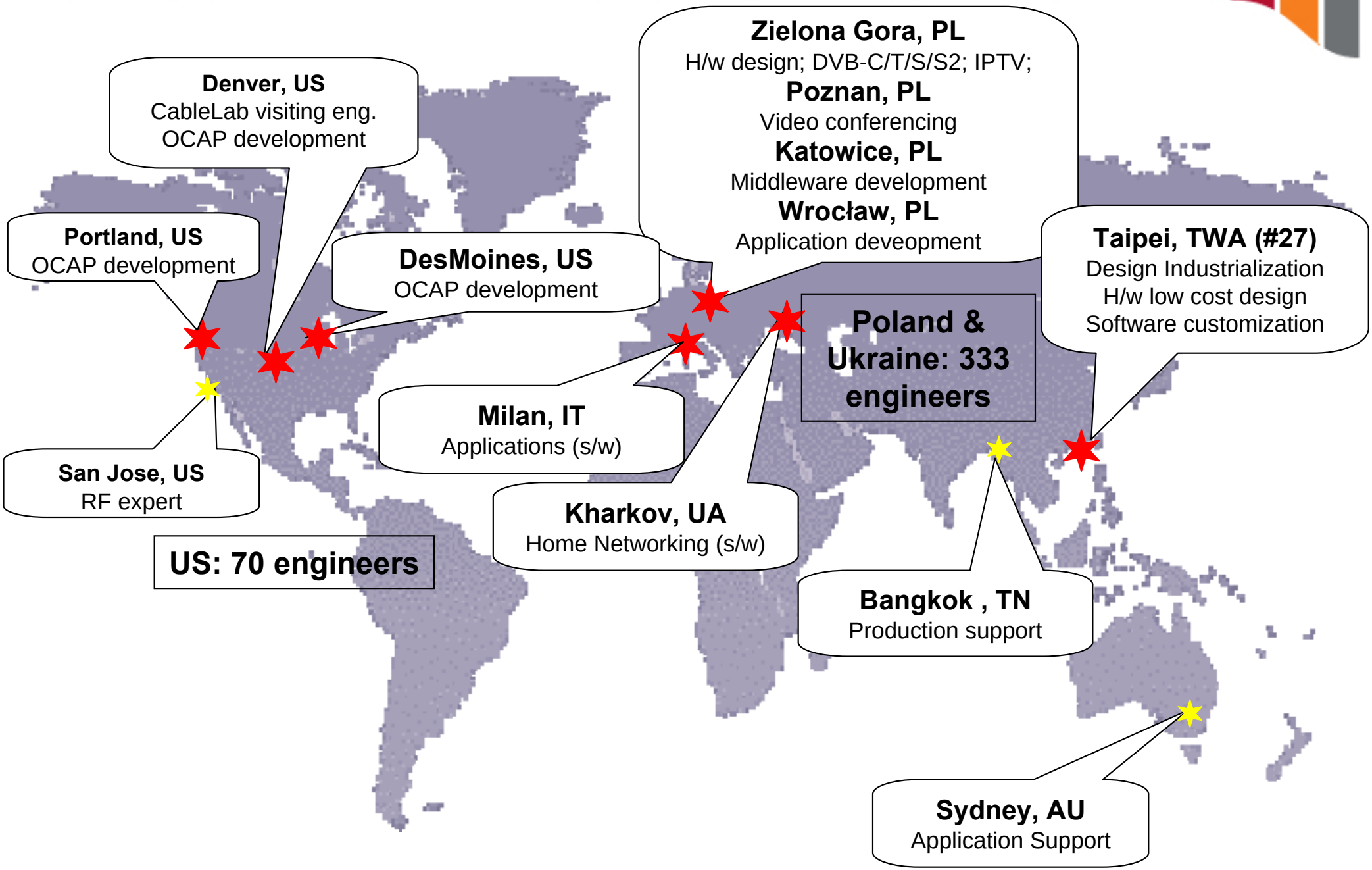
New Initiatives

Interactive TV Systems

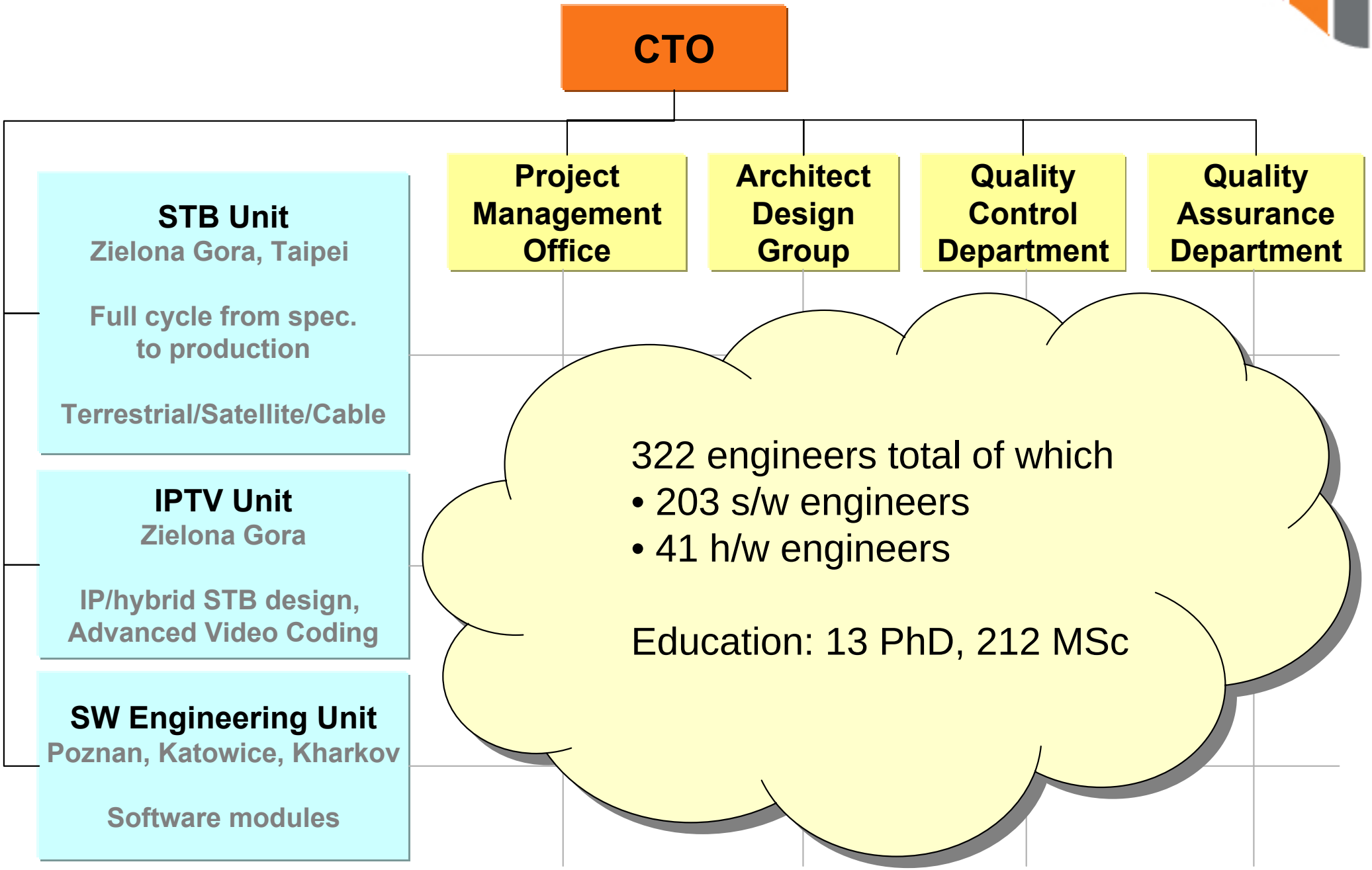
New Content and Media

3 engineers

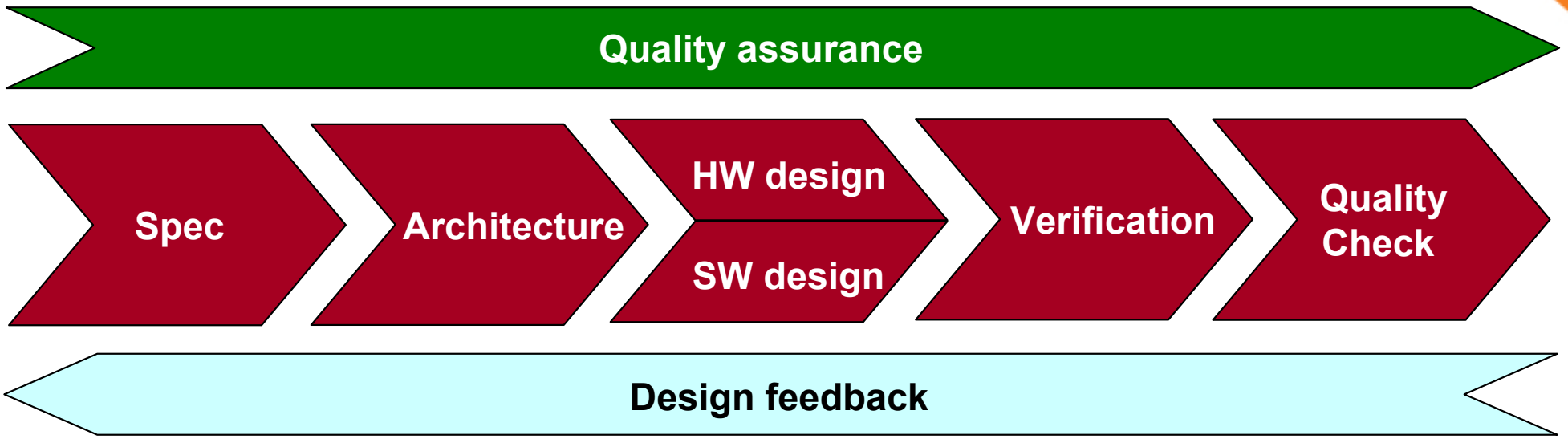
Global R&D presence



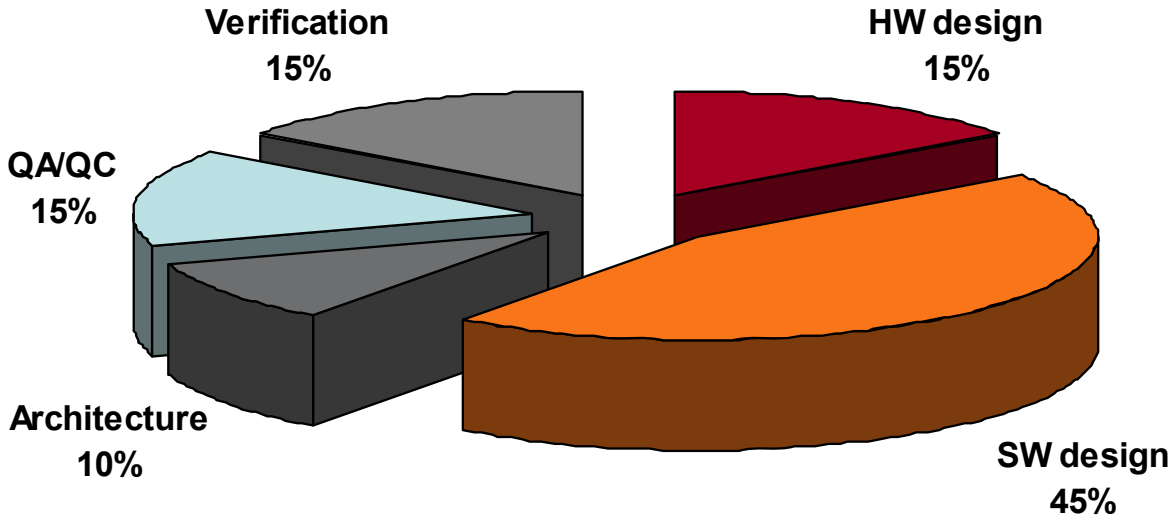
R&D Organization & Structure



Typical STB design process



Typical allocation of resources



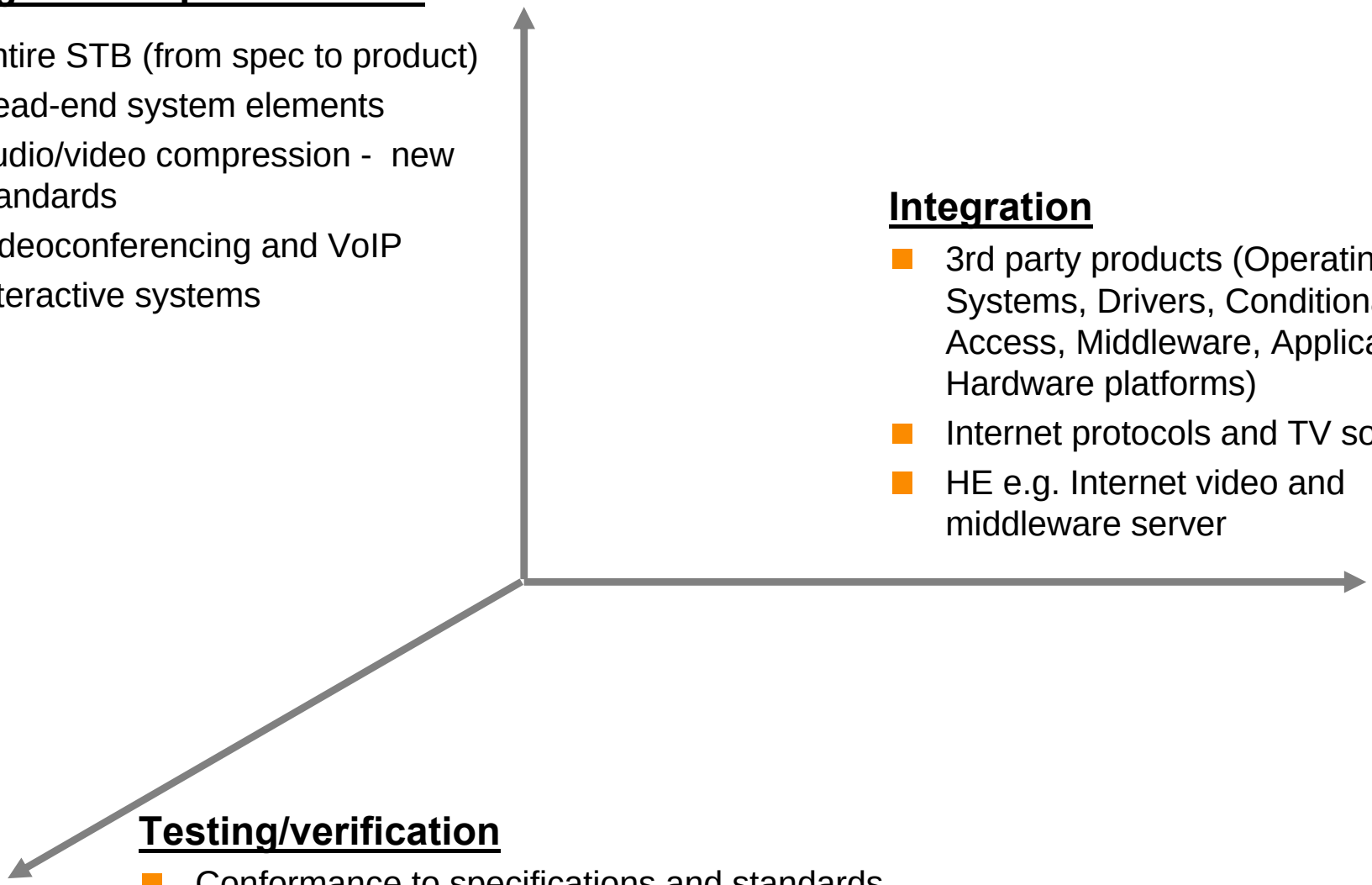
Distinctive capabilities

Design and implementation

- Entire STB (from spec to product)
- Head-end system elements
- Audio/video compression - new standards
- Videoconferencing and VoIP
- Interactive systems

Integration

- 3rd party products (Operating Systems, Drivers, Conditional Access, Middleware, Applications, Hardware platforms)
- Internet protocols and TV solution
- HE e.g. Internet video and middleware server



Testing/verification

- Conformance to specifications and standards
- Proprietary test suites
- Automation

Distinctive competencies

Processors

- Time- and resource-constrained environment
- Parallel programming
- Reliability in any usage condition
- Multiple processor support
  STM, IBM Pallas, NEC EMMA, Broadcom, TI

Audio/Video

- Audio/Video processing on TV
- Real time video processing
- Multiple coding standards support
  MPEG2, AVC, SDTV, HDTV, AC3, Dolby Digital, AAC

Data comms.

- High speed data communication protocols
- Real-time data processing
- Multiple standards support
  DOCSIS, USB, IEEE1394, IEEE802.11x, Ethernet, DVB-RCC, PSTN

Operating Systems

- Industry standard OSs
- Proprietary OS –ARTOS
- Multiple OS support
  OS20, uCOS, Linux, Nucleus

Conditional Access

- Engineering knowledge
- Integration of CA systems
- Verification and certification
- Multiple CA support
  Irdeto, NDS, Nagra, Conax, Latens, S-A, Cryptoworks, Mediahighway, Motorola

Mechanical design

- Thermal modeling
- Mechanical 3D CAD systems

Customization

- Extensions to OpenTV middleware – TCP/IP stack extension
- DVR Extensions to MHP middleware
- Non-standard EPG data broadcast over Internet or OpenTV application.
- Customized Added Value Services

Middleware

- Specification knowledge
- Proprietary embedded stack
- Multiple middleware support
  OpenTV, MHP, OCAP, NDS Iconics, Microsoft .Net, WinCE

RF design

- RF circuits design –proprietary tuners based on silicon ICs
- RF IC architecture knowledge
- Multiple RF technology; support
  Microtune, Broadcom, STM, Philips, Maxim; RF Magic

System/Head-end

- Support for Head-End operators in broadcast start-up
- Debugging and integration with 3rd parties
- Field trials

Competitive advantages

- **Drivers, Real-Time Operating Systems**
- **Digital Signal Processing**
  - ClariTV – picture improvement (Standard definition video to HD TV)
  - Audio/video codecs, e.g. H.264 (MPEG4)
  - Transcoding technologies, e.g. MPEG2 into MPEG4
  - Performance improvers, e.g. Web browser
  - VoIP & Video Telephony
- **Hybrid systems**
  - Multi-medium: Satellite & IPTV, Terrestrial & IPTV, Cable & IPTV
  - Multi-OS: OpenTV + IPTV & MHP + IPTV
  - Multi-CA: Nagra + Conax + Irdeto
- **Advanced technologies**
  - Video On Demand, Push VOD, Pull VOD
  - Home Networking (Multiroom)
  - Mosaic
  - Open Internet
  - Digital Rights Management
- **Connectivity**
  - Delivery Protocols: RTSP/IGMP, HTTP, UPnP/DLNA/WMC
  - VoIP, Video Telephony, P2P, Messaging, Skype, ...
  - H/W solutions: Wireless, HPNA, HCNA, MoCa, Home-plug

Software R&D: managing complexity

- **Middleware**
  - Imagenio
  - Alcatel OMP
  - Orca
  - MHP
  - NDS Iconics
  - OpenTV
  - Minerva (dev)
  - Myrio (dev)
- **CA & DRM**
  - NAGRA
  - Irdeto
  - NDS
  - Verimatrix
  - Latens
  - Widevine
  - Microsoft
- **OS**
  - uCOS
  - OS20
  - Nucleus
  - Linux 2.4 & 2.6
  - WinCE
- **Browsers**
  - Mozilla
  - ANT
  - MHP 1.1
- **Video Servers**
  - BitBand
  - nCube
  - Concurrent
  - SeaChange
  - Kasena
  - OVS
  - Streaming 21
  - Thales
  - Cisco
- **Delivery Protocols**
  - RTSP/IGMP
  - HTTP
  - UPnP/DLNA/WMC
- **AVC Encoders**
  - Reference Enc
  - Harmonic
  - Tandberg
  - SkyStream
  - Modulus
  - Thomson
  - Main Concept
  - Moonlight
  - x264
- **AV Codecs**
  - MPEG2
  - H.264,263 Enc/Dec
  - VC-1, WMV, WMA
  - AAC LC/SBR
  - H.261
  - G.711 uLaw/ALaw
  - G.723.1
  - GSM.6.10

DTV Equipment technology experts in DVB systems

- 300+ engineers
- 15,000,000+ lines of source code
- Designing s/w for digital STBs since 1996
- Designing h/w for digital STBs since 1997
- 250+ software releases for ADB products
- 70+ hardware platforms
- Worked with ~60 customers all over the world – real life experience
- Over 200 technology patents applied for to-date

Awards For Design Excellence

- **Winners of The Cable & Satellite International Product of the Year Award**
  - **“Best Interactive TV Technology” - Mediacast 2003 (London)**
    - ADB's MHP interactive software
  - **“Best Customer Premise Technology” - Mediacast 2004 (London)**
    - 3100TW, MHP Internet Protocol (IP) terrestrial set-top box
  - **“Best Customer Premise Technology” - IBC 2006 (Amsterdam)**
    - 3800TW high definition, AVC IPTV set-top box
  - Several times ADB was runner-up/short-listed or nominated in other categories and years

- **Spree-Neisse-Bober Euro region Awards 2003: German-Polish Innovation: 1st Prize**

In summary, ADB Group's differentiation relies on

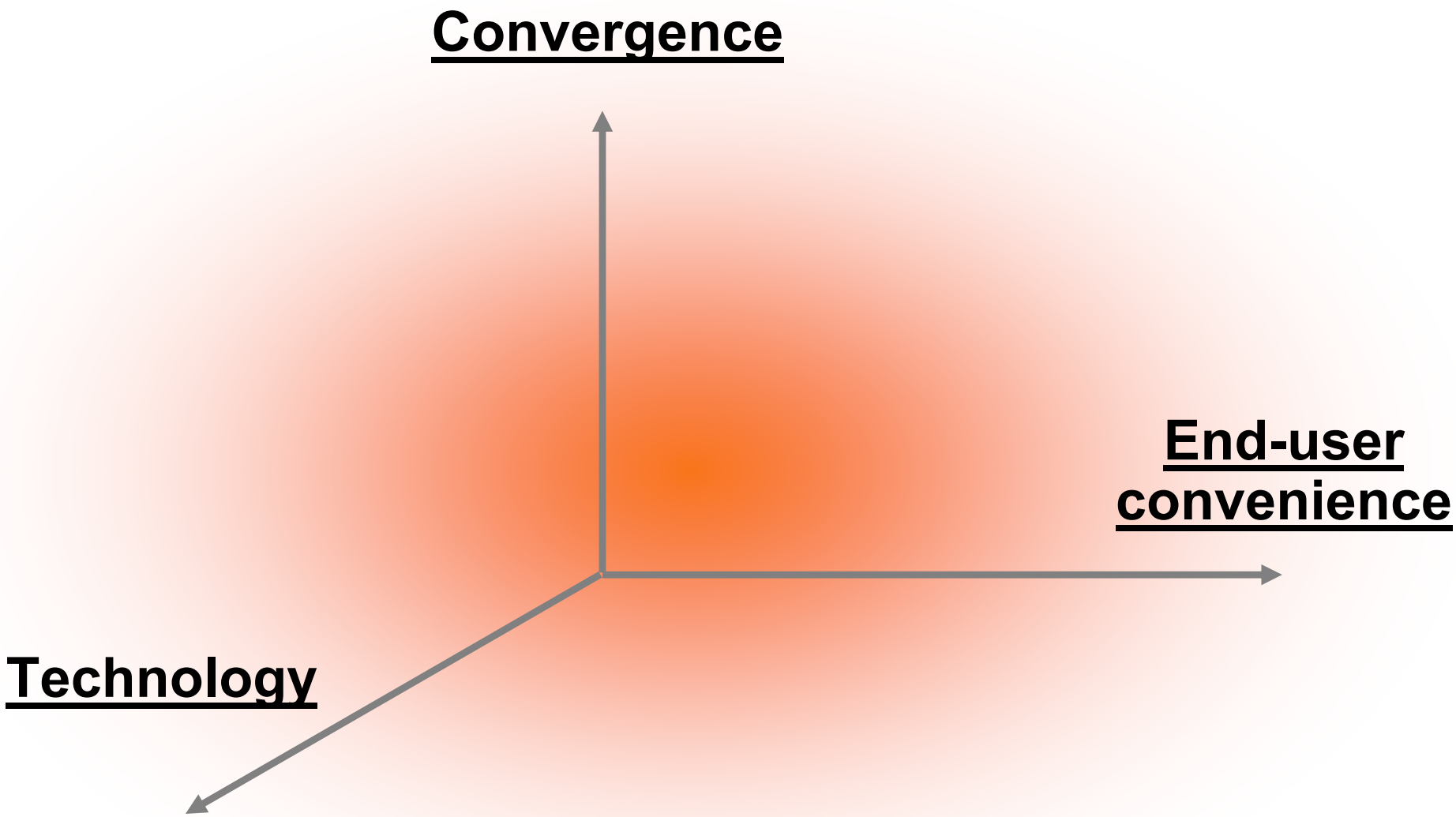
1. **Massive R&D expertise focused on differentiating areas**
   - Software, integration, testing, QA/QC, customization
2. **Mastering its own destiny**
   - From low-level drivers/OS to applications and systems
3. **Versatility, adaptability**
   - Mastering a wide portfolio of technologies
4. **Management of complexity**
   - Objective: time-to-market and quality
5. **Innovation**
   - Defining Digital

Where really is the industry?

- Still some way to go
  - 50% of HDTV screens are not displaying any HD content
  - 58% of households with broadband and multiple PC's do not have home networking
  - 34% of households with Digital Camera never print any photo
  - 74% of households with Digital Camera do not have color printer
  - 78% of households with MP3 player never buy any music online
  - 80% of web enabled phone never use data services
- Integration between products and services is required to make a device something more than a piece of plastic

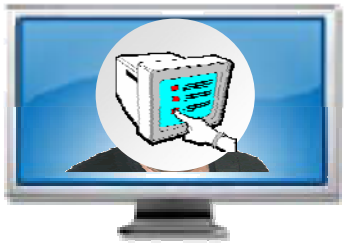
Source: Independent research

A space of opportunities



Convergence: on-line IP Services

- **Music & Video on-demand**



- **TV shows / Series**
  - Chapters on-demand: Archive, Pre-views, Podcasts,…
  - Search engine - a search function dedicated to a certain program
  - Extended Multimedia information - Video, Photos, text, screensaver, ring tones,…)
  - Participation - (Videoblog)

- **Widgets Services**
  - News, Weather Forecasts, Sport, Public services, Community, Traffic information, …
  - Content format conversion – eg Web to TV, TV to mobile,…
  - Personal EPG

- **New Channels**
  - Theme channels, *e.g.* Sketches, History, Community, News, etc.
  - Expert/Celebrity Guide VideoMagazine + links
  - Community channel – the most voted contents by users
  - Videoblog - Peer to Peer

- **T-government, T-learning**
  - e-ID conditional access

End-user convenience

- Content Access
  - Broadcast, Multicast, Peer-to-peer
  - Multi-Operator Premium Services

- Content Management
  - Multi-Platform User Interface (TV, Mobile, PC/MAC)
    - Remote management
    - Personal Program Agenda (Personal EPG)
  - Editing, formatting, morphing

- Content Sharing
  - Personal Networking, multi-platform, multi-site
  - Internet Posting

- Remote support
  - Telediagnosys (servicing)
  - Upgrades & Configuration for dedicated services

Technology

- **Hybrid and multistack** are mandatory to make convergence happen
  - Connect existing operators with legacy systems to internet by using Multi-stacks
  - Satellite/IPTV, Terrestrial/IPTV, Cable/IPTV, Terrestrial/Sat
  - Transcoding
- Technology is **integrated**
  - Attractive content - (SIMPLE)
  - Advanced middleware (OSMOSYS)
  - User-friendly application (ADB/OSMOSYS/VIDIOM)
  - HE connected servers (ADB/OSMOSYS/VIDIOM)
  - Maintenance services (ADB/OSMOSYS/VIDIOM)
- Technology as **value adder**, not as gadget
  - Advanced communication (e.g. videoconference, VoIP, video messaging): add value to consumer, therefore to operator
  - Peer-2-Peer content distribution system: facilitate distribution, reduce bottlenecks
  - Hyperlinks in content (e.g. TV advertisement), audience metering: increase operator's value proposition
  - Gaming technologies: network, user-generated content

A vision

INTEGRATION + QUALITY + EASY OF USE

- END-TO-END SYSTEMS - content, security, business model
- ADDED VALUE SYSTEMS - for end-user and operator
- HOME ENTERTAIMENT SYSTEMS - multi STB per home + HNW+PVR+...
- CONNECT TO INTERNET - more content and services
- HYBRID AND MULTISTACK - convergence
- ADVANCED FUNCTIONS - differentiation

MASTERING A WEALTHY TECHNOLOGY PORTFOLIO IS KEY

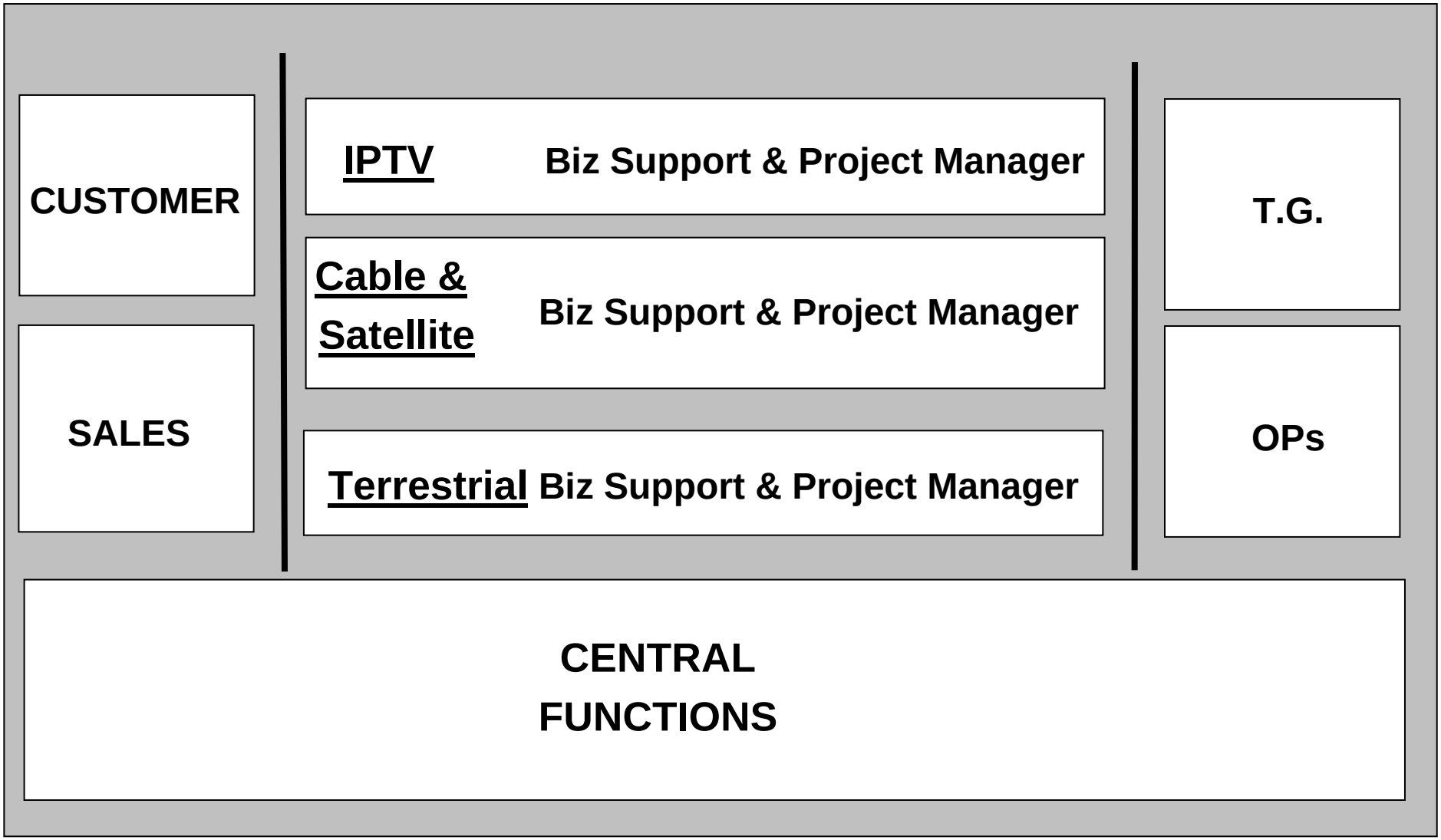
Thank you

Project management at ADB Group

Eric Jumelet

Vice President, STB Product Group

STB Product Group : COORDINATION



An ADB Group product

broadcasting

branded content

electronic guides

navigation tools

application software

systems & middleware

hardware

An ADB Group project

IP Providers

broadcasting

branded content

electronic guides

navigation tools

application software

systems & middleware

hardware

Quality control

Component Suppliers

External certifications

Manufacturing subcontractors

After-sales Customer service

Logistics

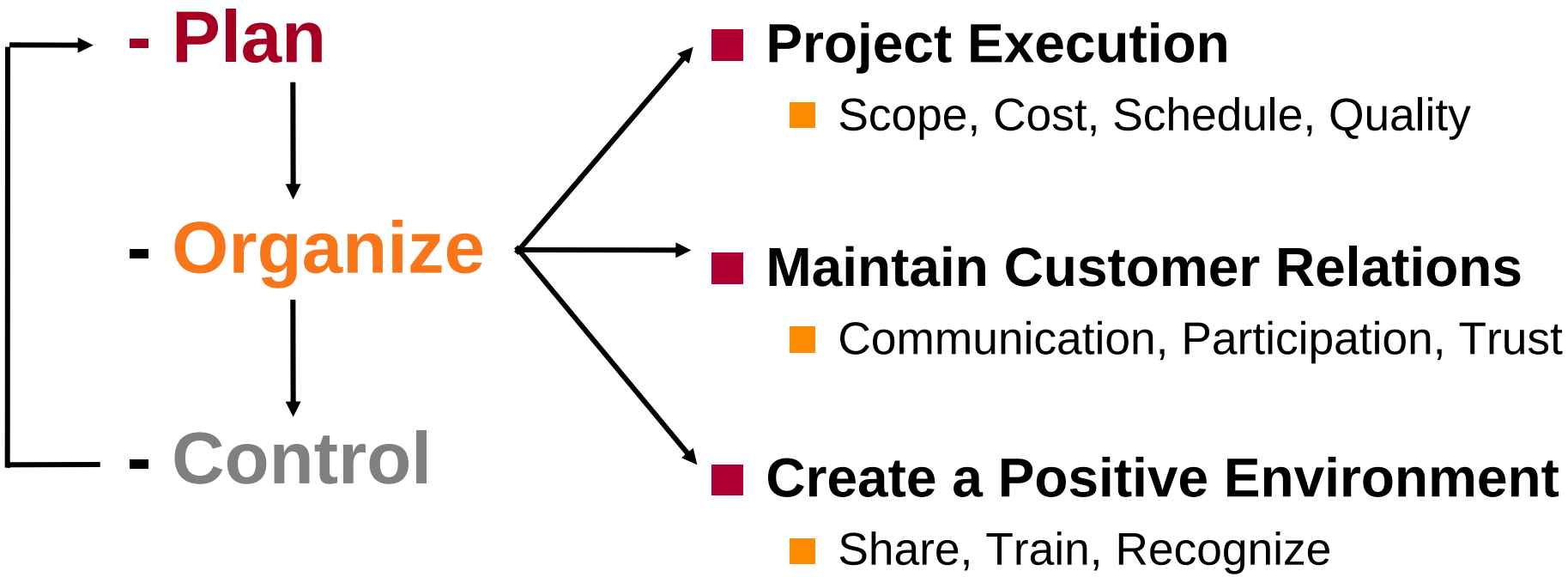
Project Management is :

Causing a Planned Undertaking to Happen

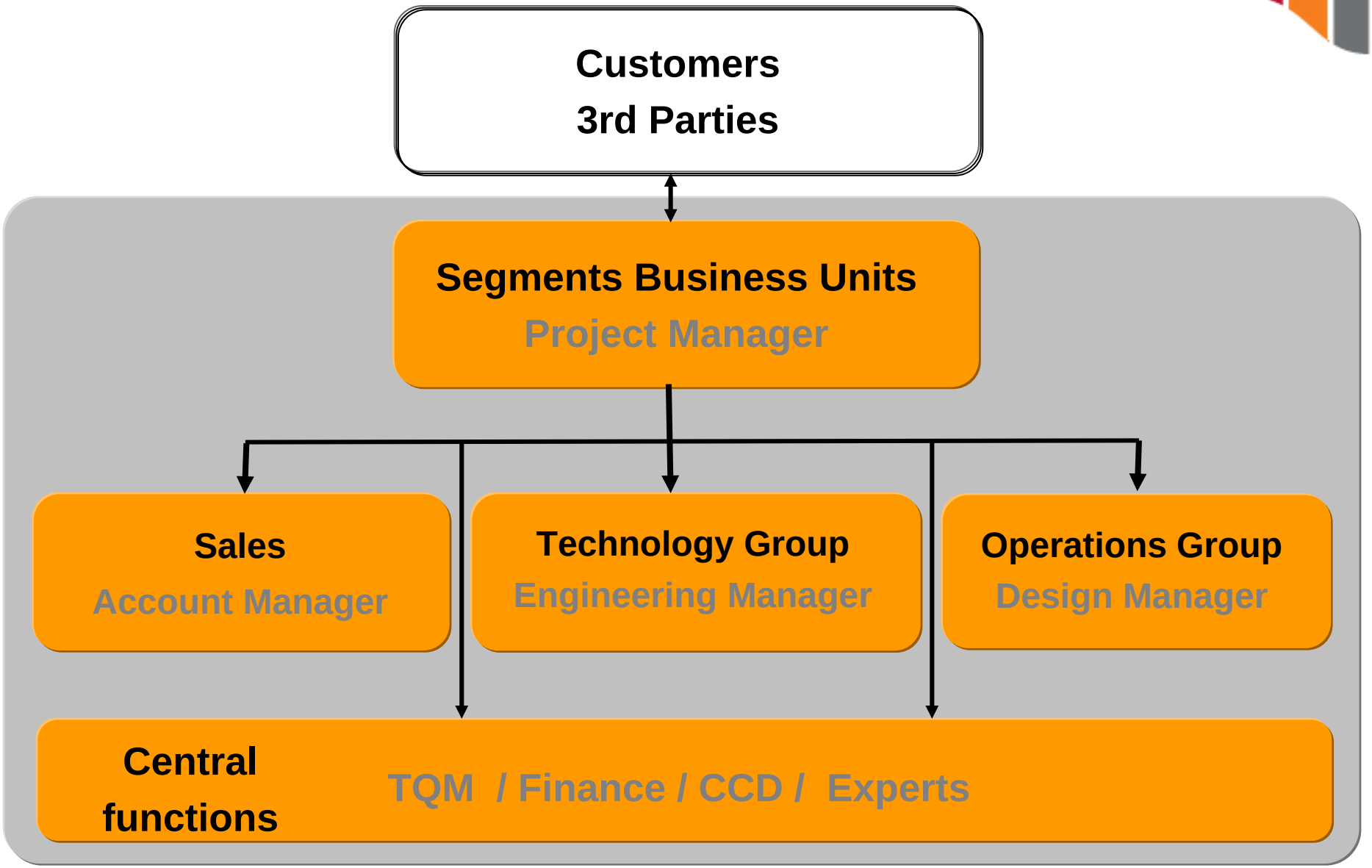
Why focus on Project Management

- Optimize overall project cost
- Optimize strain on working capital
- Maximize effective use of resources
- Highest quality of the final product
- Management of complexity
- Accurate management of time

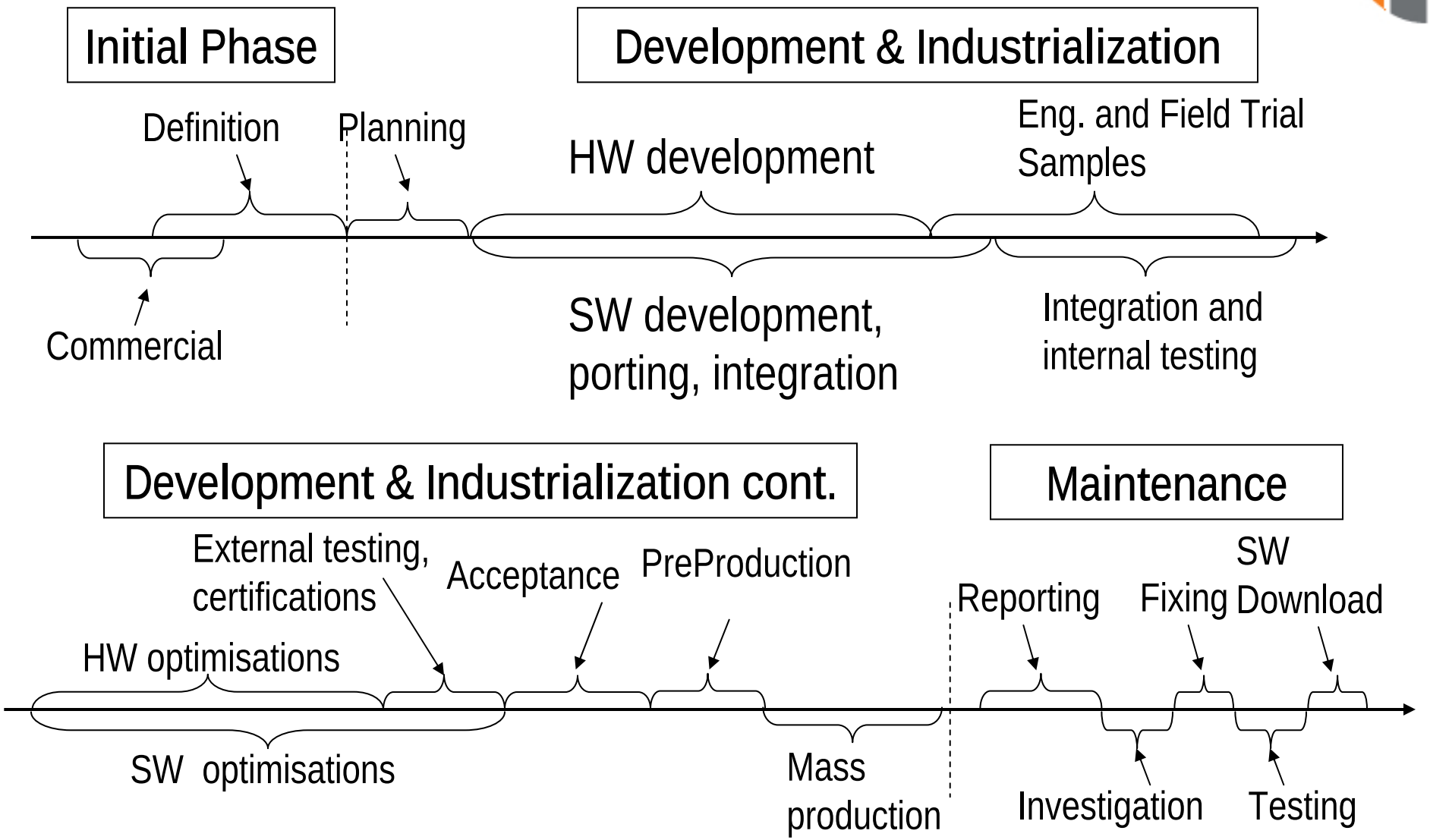
Our approach to Project Management



Project management organization

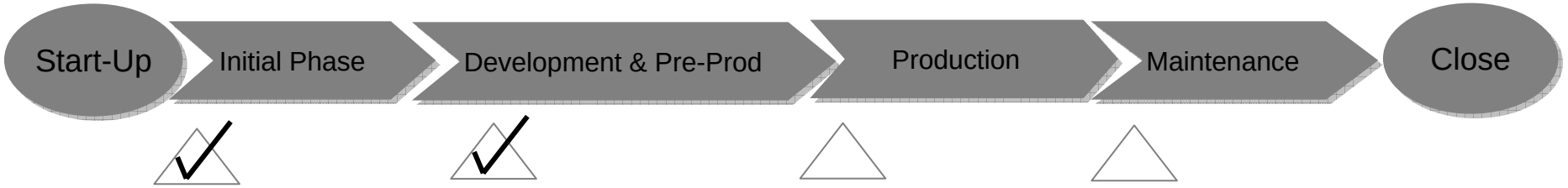


Project Management Phases - Overview



A process supported by tools

Plan, Organize, Control



- Project Opening Form (Product Targets,…)

- Project Portfolio Management System (Shared Status Report)

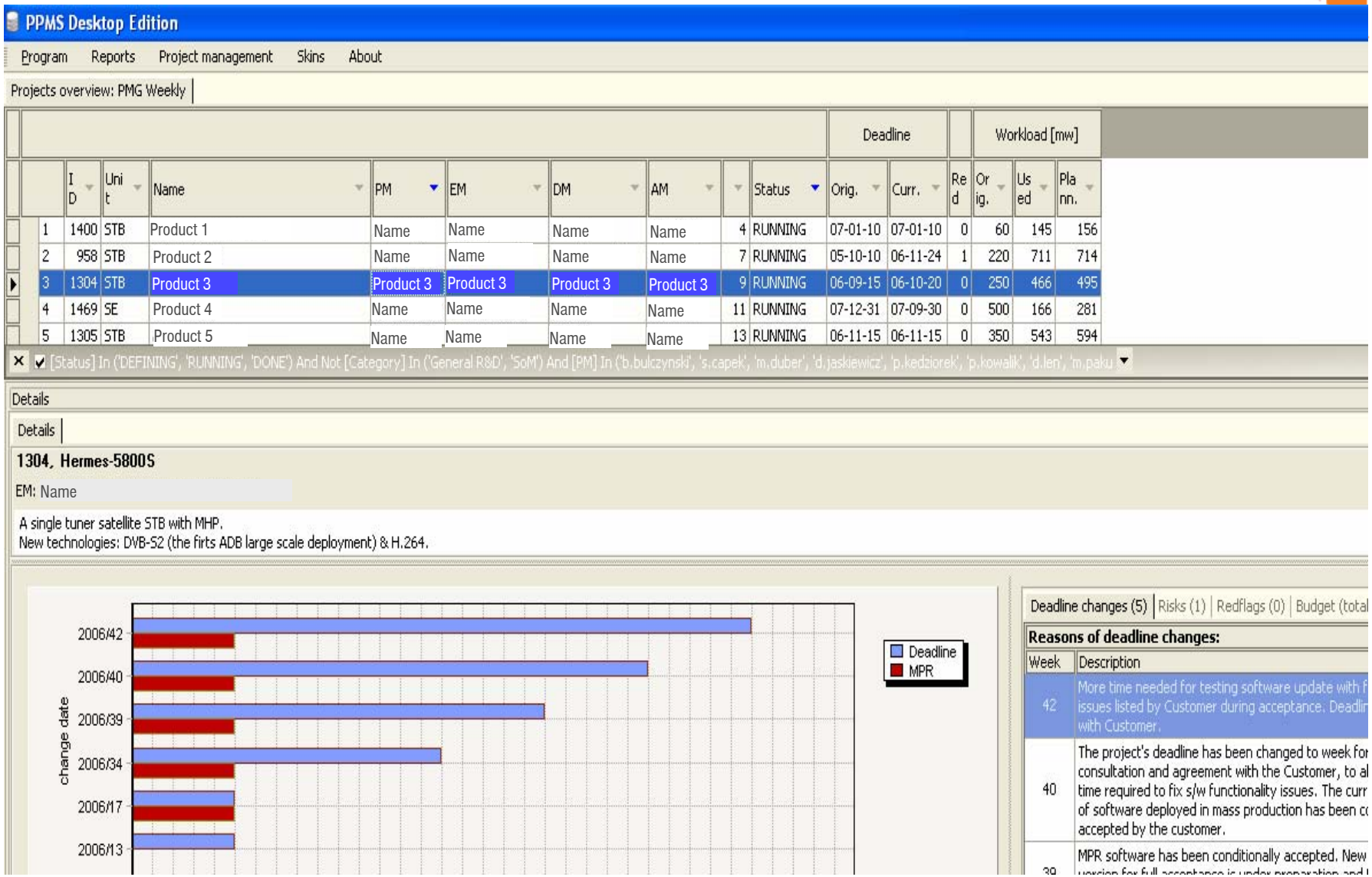
- Project Opening Form (Product Targets,…)

- Product Check Plan (Milestones, Sign-off…)

- Product Cost Tracking (Cost Monitoring…)

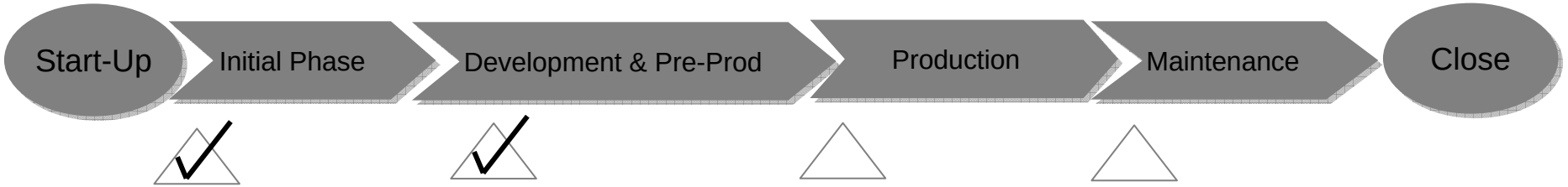
- Inside / Outside On-line issues database shared

One step beyond: project portfolio management system

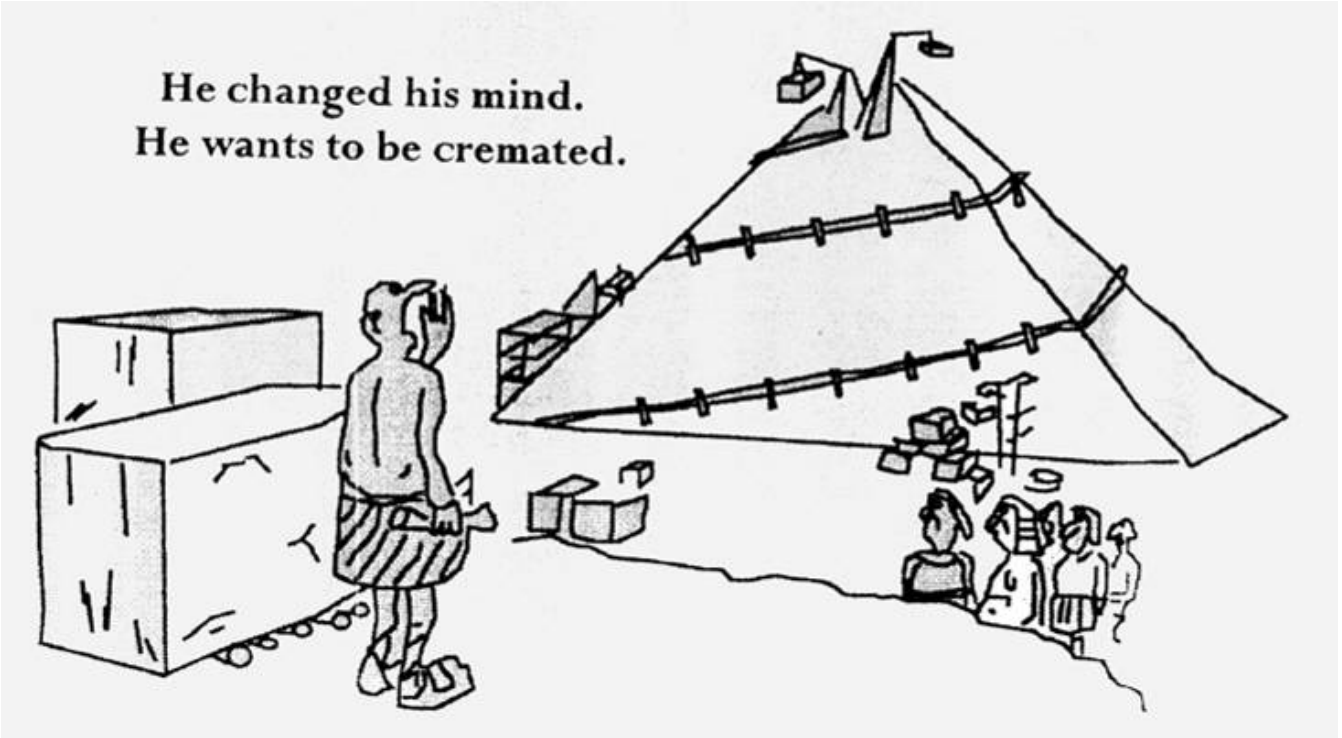


A process supported by tools

Plan, **Organize**, Control

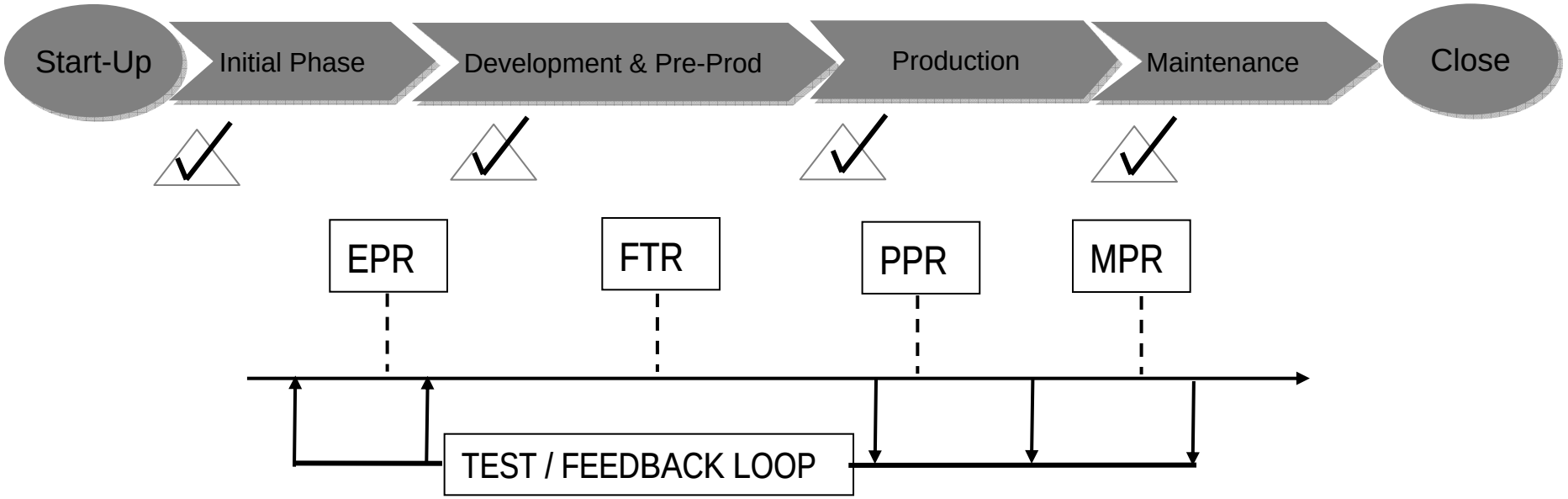


Acceptance Versus Production start



A process supported by tools

Plan, Organize, Control



Acceptance Versus Production start

- HW Acceptance Test Procedure (RF Parameters, Video,…)
- Field trial
- 3rd parties certification (CA, Middleware, Dolby, HDMI…)
- EMC / Safety
- Type Approval (CE Mark)

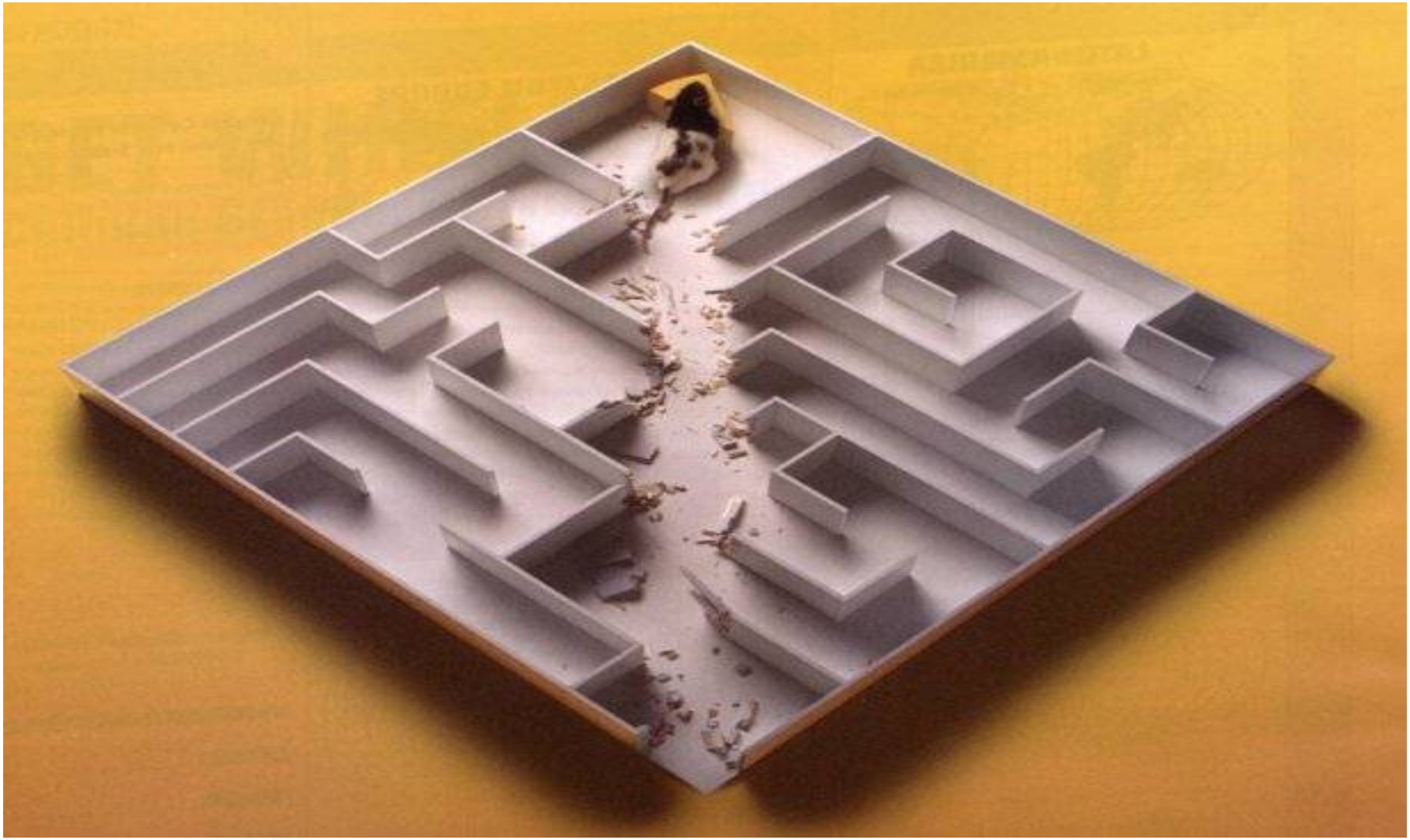
Our ultimate project management challenge

Plan the Work…

Work the Plan

- More than 60 customers
- More than 7 million STB deployed
- More than 250 successful projects
- More than 30 participants on average per project
- More than 400 engineers around the world

Our ultimate project management challenge (take 2)



Thank you

Customer Care at ADB Group

Roman Rauper

Regional Director EMEA & US

Customer Care Division

Customer Care Division's Mission

To be recognized as outstanding after sales service organization of STB hardware and software service solutions.

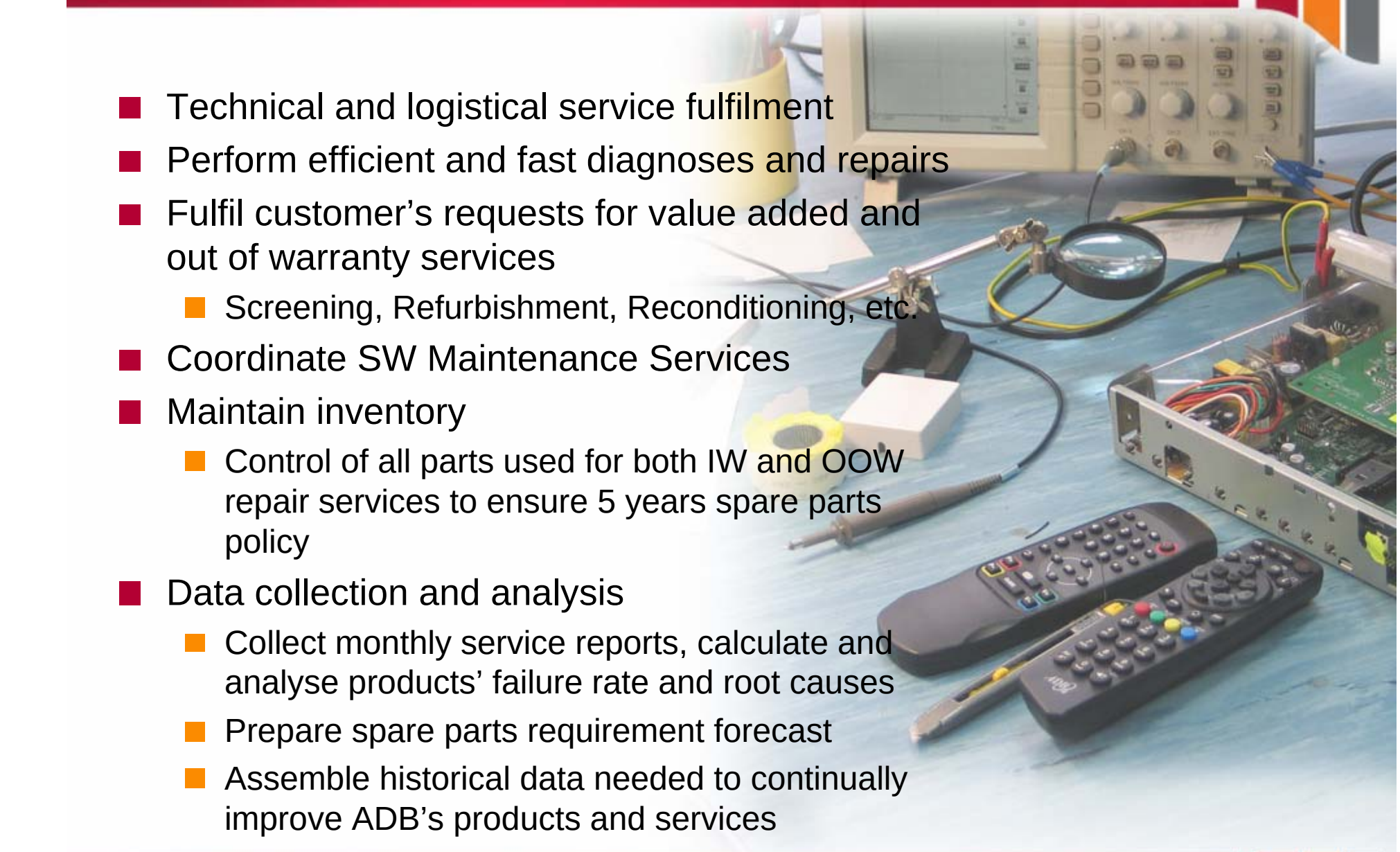
Establish CCD as key competitive advantage and differentiator for ADB Group in the digital entertainment industry world wide.

CCD Facts

- Formed as a division in 2001, headquarters based in Geneva
- 22 direct employees worldwide
- Revenue contributor to ADB Group
- Service Portfolio of above 6.24 million STB
- Excellent Service Menu to enable customized service solutions
- Tailored, value-added services
  - warranty program management, logistics management, integrated fulfillment, technical support center, data processing and reporting, inventory management, etc.
- Transparent, state of the art service organization
  - Currently 9 Service Centers worldwide
  - Using top-class business tools & methods (BSC, Lean, WCM practices, ...)

Global Presence

CCD Main Duties



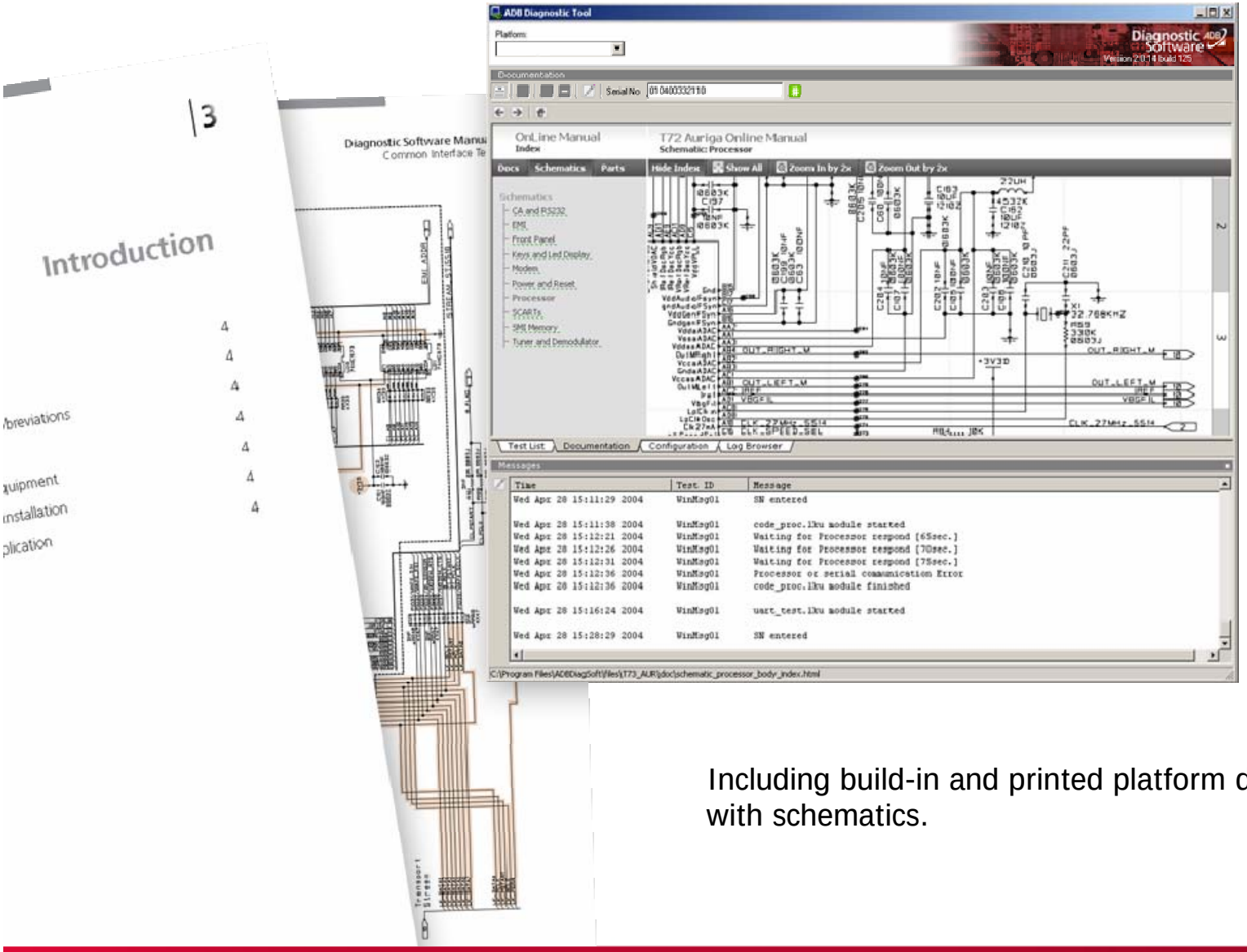
- Technical and logistical service fulfilment
- Perform efficient and fast diagnoses and repairs
- Fulfil customer's requests for value added and out of warranty services
  - Screening, Refurbishment, Reconditioning, etc.
- Coordinate SW Maintenance Services
- Maintain inventory
  - Control of all parts used for both IW and OOW repair services to ensure 5 years spare parts policy
- Data collection and analysis
  - Collect monthly service reports, calculate and analyse products' failure rate and root causes
  - Prepare spare parts requirement forecast
  - Assemble historical data needed to continually improve ADB's products and services

Reverse Supply Chain Solutions

How to connect multiple suppliers to create an effective reverse supply chain solution?

CCD Connects

Diagnostic Software



Including build-in and printed platform documentation with schematics.

Preferred by our Customers

Our Unique Sales Proposition

- Know-how
- Service Focus
- Complete Service Menu
- Customized Solutions
- Responsive Organization
- Industrialized & scalable Processes
- Cost Competitiveness
- Global Presence
- Leading with Quality
- Reporting Capability

A KEY TO ADB GROUP'S CUSTOMER-ORIENTED POSITIONING…
…AND A BUSINESS

Thank you