

Positive

Delivering Innovation



Positive pos-i-tive [poz-i-tiv]

1. Dealing only with matters of fact and experience; not speculative or theoretical
2. Constructive, optimistic or confident
3. Showing progress or improvement
4. With no possibility of doubt; definite; certain

Positive is one of the top 1000 frequently used words in English.

Message from the Chairman

As I look at the history and development of Positive over the years since our foundation, I am happy of what we have achieved but I am excited about our outlook for an equally promising future. We have successfully transitioned from a small venture to become a highly respected firm, providing cutting-edge advisory, audit, tax and business services in Cyprus, Europe and the surrounding area, while earning our clients' trust along the way.

It is satisfying to know that we are able to help and guide our clients to transform their organisations and be by their side through implementation to support them in delivering improvements and operate fundamental aspects of their business more efficiently and economically. Customer satisfaction is the trademark by which we measure our performance, and we hold ourselves, as do our clients, to the highest standards of quality.

In this continually evolving marketplace, our clients are more informed than ever about their solutions provider options. Even so, they continue to select Positive as their partner of choice because of our experience, commitment to quality and integrity.

As we continue to grow, each new day offers a chance for us to work together, pursue new opportunities and improve upon the past. We establish in-depth relationships with our clients by learning their environments, challenges and goals firsthand, so that we can offer tangible solutions with a candid perspective.

Every day we make advances in emerging technologies such as distributed computing to optimise our processes and deliver unparalleled efficiency and performance.

We continue to manage our business around the evolving needs of our clients, so that we can be at the forefront of change and deliver value—because value is what they, their shareholders and stakeholders demand.

I am convinced that long-lasting success is always dependent on personal relationships. Therefore, every day we remain aware of the need to treat every client as an individual. You can count on us to be there when you need us the most. On that you have my word.

Sincerely,

George Demetriou
Chairman, Positive Group



About Us

Positive is a group of companies headquartered in Cyprus. Powered by our dedicated teams of professionals, we offer management consulting, audit, outsourcing, corporate and tax services to clients in Europe, Russia, the CIS, the Middle East, China and the U.S.

We believe in being proactive and forever in swift motion, generating and maintaining the momentum for change in order to innovate in ways others cannot. We don't settle for anything less than excellence, and strive to improve, to collaborate, to simplify, and to be disruptive in what we do, so that each and every one of our ideas enhances the organisations it targets, and inspires the people it reaches.

We partner with clients from the private, public, and not-for-profit sectors to identify their highest-value opportunities, address their most critical challenges, and transform their enterprises.

We demonstrate an impressive record of successes by utilizing decades of experience and functional expertise while integrating state-of-the-art technologies in our offerings and processes. Through our customized approach that combines deep insight into the dynamics of organisations with deep collaboration at all levels of the organisation, we ensure that our clients achieve sustainable competitive advantages, build more capable organisations, and secure lasting results.

Through our wide network of associates in all major financial centers of the world, including international firms of lawyers, accountants, tax consultants, bankers and trust companies, we sustain access to an unprecedented range of tax, legal, banking and financial expertise.

In today's interconnected world of globalized markets and growing interdependency, constant availability has become critical – and for more than the obvious reasons. Servicing clients' needs as they arise, staying at the cutting edge of technological advancement, shifting paradigm and flexibly reinventing strategies in the face of a fast pace of change are critical to our mission.

This is our unyielding commitment to our clients, as we continue to innovate towards a better business and a better society, through challenges and across time zones, because for us, the sun never sets.

Our People & Culture

Our people are the essence of what differentiates us - and the source of our ability to deliver the highest value to clients. We recruit top talent with a focus on diversity and inclusion, with traditional and non-traditional backgrounds, so that we continue to build Positive as a great place to work at.

We're all business but we take it very personally.

Any way you look at Positive - our customers, our solutions, our service, our track record of success, our competitive spirit - we're truly all business. But that demands something very personal from us: a commitment to building strong relationships with our clients and delivering value on terms you define. We're there for you whenever and however you need us.

Yet, we differ for our "human" approach, centered and focused on your needs.

We take real pride in our small-company roots and culture and the value to our customers in being open, friendly and honest. Every day, we focus on trying to simplify complexity and deliver with reliability solutions that offer the best possible customer satisfaction but always add a personal, human touch.

We will be there for you when you need us the most.

At Positive, our people are chosen for their leadership ability and potential, their integrity, their sharp analytical minds, their creativity and innovative spirit and the ability to work with people at all levels in an organisation, so that we can always have the best team of minds, with the broadest range of industry and functional experience, to bear on every engagement.



Our Ethics & Values

We seek to be agents and drivers of change, towards better business and better society, transforming both the former, through our partnering work for clients and the latter, through the contribution of our expertise to some of society's key organisations.

Strong corporate governance is critical to our mission. We are sensitive to our social responsibility, and we are dedicated to minimizing environmental impact and helping individuals build skills that enable them to contribute positively to the economy and society.

A strong set of values enables us to sustain the quality solutions our clients have come to expect:

- Fulfilling our obligation of building a better and stronger firm, innovative and forward looking, yet respectful of tradition and heritage; protecting and building the Positive brand and helping improve communities and the environment.
- Attracting, developing and retaining the best talent, challenging ourselves and our people, demonstrating a "hands-on" practical attitude and promoting a supportive and collaborative workplace.
- Delivering value to our clients because we take their interests to heart; and we do that through our personal touch, the innovation and creativity in our approach and thinking and the expertise and experience that we make available.
- Being constantly available and ready to assist our clients, operating efficiently and striving to optimise our processes and services for their benefit.
- Leveraging state-of-the-art technology to enhance our performance, streamline our operations and deliver innovative solutions.
- Valuing each individual for his/ her unique contribution, fostering diversity and promoting an open, inclusive and trusting environment.
- Demonstrating continuously our commitment to ethics; acting with integrity, inspiring trust by being respectful and honest, matching our claims to actions and being responsible for those actions.

Our Approach

Our process is simple and allows clients to easily understand the value that we bring and notice the positive impact we deliver:

- Thorough research of the background and needs of each project.
- Identification of the most important needs to be addressed as a result of the engagement and confirmation of these needs in discussions with our clients.
- Creation of an action plan and of a timeline.
- Implementation using expert consultants in the appropriate field of the engagement.
- Presentation of findings and recommendations as early as possible.
- On-going support where appropriate and needed.
- Online support and monitoring of projects through our in-house project management and collaboration system, the Positive Platform.

Crucial to our delivery is that we will be there for you when you need us the most, when things need to get done. We strongly believe that the skills, services and solutions we bring will result in superior value to your company.

- Our consultants are professionals of very high calibre and are members of appropriate professional bodies.
- Our experience involves working both in Cyprus and abroad with both large and small organisations in a wide range of industries and sectors.
- Finally we shall present to you our recommendations as soon as they arise in order to ensure that savings and improvements can be realized and implemented the soonest possible.

You can expect:

- Practical, tailor-made, innovative, value adding solutions.
- Support during implementation.
- All round skills and cutting edge knowledge.
- Strong, continuing relationships.
- Objectivity, integrity and professionalism.
- Understanding and awareness of risks.
- Flexibility and adaptability when problems or circumstances change.



How We Differ

Personal Touch

- At Positive, we differ because we look beyond standard solutions.
- We add a personal touch to our service offering, rendering our service unique to each individual client, whilst maintaining best of class quality standards.
- We partner with our clients to deliver solutions that address their needs and resolve their most significant issues by combining decades of experience and industry expertise.
- We develop new initiatives, energise organisations, push for tangible results and enhance the capabilities of our clients.
- We do not simply deliver paper solutions. We get involved in their implementation, hands-on, where and when our support is most needed.

Constant Availability & High Efficiency

Our people are committed and available to you at all times. In today's world where change happens at sweeping speeds, you need to react to real business situations fast. Our promise is that we will be there for you when you need us. Our philosophy makes us flexible and Client focused. We are a Client Centric firm.

We believe that the answer to increasing workloads is not to work more but to work better. To become more efficient requires continuous innovation in order to be able to improve or fine tune the execution of work, both the Client's and ours. It also requires that we utilise technological advances to ensure this gain in productivity and efficiency. We strive to improve the work we do for you continuously. With this philosophy in mind, it is our second nature to strive to bring improvements to the way you conduct your operations. We strongly believe in adding value which in practical terms means to make work (yours and ours) better, more efficient.

State of the Art Technology & Innovation

At Positive, technology has been a crucial part of our strategy since the very beginning. We have for long used technological innovations to organise our work, streamline our processes and

deliver enhanced results, yet the quality that genuinely differentiates us is our vision of technology as more than a tool to be used, but as a major sector to be developed so as to push boundaries, solve otherwise impossible problems, and sustain our constant charge towards innovation.

Decades of Experience & Industry Expertise

Positive's team of experts have been involved in the management of large local and international organisations and public sector entities and have been offering professional services for over 30 years. We have the depth of knowledge and experience required for a professional services firm to be able to stand strong and win government tenders, be chosen by multinationals for our expertise and by SMEs for our hands-on approach, personal touch and understanding of the special issues that they face.

We also possess a width of experience that spans a wide range of industries and sectors. Following are a few examples of the diversity of experience and industry expertise we possess:

- Have carried out route evaluations for an airline.
- Developed detailed costing systems for a wine-producer.
- Have analysed the profitability drivers and turned around a large retailer.
- Have proposed a restructuring of the operation of a meat-processing firm.
- Have analysed the supply chain of the Cyprus retail industry.
- Have improved the cash flow monitoring of a shipping company.
- Have analysed the logistics strategy of an Oil Marketing and Distribution firm.
- Have helped the financing of a Government Organisation and an Oil & Gas multinational and countless SMEs.
- Have restructured the financing of a Real Estate Developer and a Concrete Manufacturer.
- Have acted for the buyers or sellers in a multitude of M&A deals.
- Have provided project management for the setup of an Oil & Gas logistics Group.
- Have developed the logistics strategy of organisations in the Oil & Gas Industry
- Have been advising major international Oil & Gas Groups



Services Overview

Management Consulting

- Overview
- Start-Up & Growth
- Organisation, Talent & Change
- Management & Optimisation
- Finance & Analytics

Start-Up & Growth

- Strategy
- Business Planning
- Corporate Finance
- SME Start-Up Toolkit

Organisation, Talent & Change

- Organisational Effectiveness & Transformation
- Change Management
- Learning & Development
- Talent & Reward Management
- Interim Management

Management & Optimisation

- Sales & Customer Management
- International Development
- Business Process Management
- Corporate Renewal (Turnaround)
- Supply Chain Management
- Innovation Management
- Organisation, Talent & Change
- Finance & Analytics
- Risk Management

Exit, Divestment & Succession

- Asset Disposal
- Transition & Succession
- Corporate Renewal (Turnaround)
- Insolvency

Outsourcing & Business Services

- Overview
- Finance & Accounting BPO
- Internal Audit BPO
- Interim Management

Audit, Assurance, Risk & Compliance

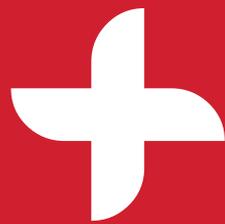
- Overview
- Financial Statements Audit
- Corporate & IFRS Reporting
- Governance, Risk Management & Internal Audit
- Regulatory Compliance

Legal & Corporate

- Overview
- Company Formation & Administration
- Trust Formation & Administration
- Bank Account Operation
- Immigration & Property
- Tax

Tax

- Overview
- Tax Compliance
- Specialist Tax Services





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