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PANU KAUSE ANNOUNCES SUCCESSFUL LAUNCH OF NECORPOINT

Business transformation and continuous renewal services are in high demand as many industries and businesses are undergoing heavy restructuring.

Helsinki, Finland, June 6, 2011 – Panu Kause announced today the successful launch of Necorpoint, a business transformation and change management company.

Necorpoint helps its customers with business transformation programs and provides support solutions for continuous renewal. Necorpoint delivers the necessary experts, market foresight, methods, and tools both for one-off transformations and for continuous renewal.

Panu Kause, the founder and CEO of Necorpoint holds well over 15 years of executive experience: top positions at publicly traded corporations, lead roles at startup companies, and several years as an interim manager and consultant. His most recent position was Vice President, Global Solutions at Ixonos Plc. Mr Kause has also worked as the Managing Director of HiQ East and Group Executive Board Member at HiQ International, as well as in key positions at Sonera's mobile business units.

"The launch of Necorpoint in November 2010 was based on the fact that the business environment is moving faster than ever. Successful companies will exploit the emerging opportunities and build on new sources of competitive advantage: visionary leadership, continuous renewal, and ecosystem agility. Necorpoint is there to help its customers with all this," explains Panu Kause.

Necorpoint supports its customers in taking their businesses towards a selected vision. There is high demand for transformation support in areas such as business refocusing, M&A integrations, partnering, and portfolio management.

"Six months after Necorpoint's launch, I am proud to say we are working with forward-looking customers such as Anvia, Celectus and Itella. As an example of potential business impact, our previous partnering related transformations have laid a foundation for new business opportunities worth tens of millions of euros. In turn, our procurement renewal assignments have resulted in more than 20% savings for our customers, on average," highlights Panu Kause.

"We support our customers in all phases of transformation programs and continuous renewal management, from market foresight to implementation of the required changes. With our continuous renewal support solutions, our customers are able to incorporate market foresight, innovation management, strategy updates and portfolio roadmaps into a pragmatic management framework," Necorpoint's Panu Kause concludes.

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