REPORT COMPANY

Simsa
TEO SOFTWARE

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1. EXECUTIVE SUMMARY: WHO SIMSA IS

Servicios Informáticos Mecanizaciones, S.A. – *Simsa* -, is a software company incorporated in Barcelona in 1986, which now has a workforce of over 70 people.

Ever since it was created, it has focused all its efforts on offering the best possible service to companies in the <u>furniture sector</u>. In other words, *Simsa* is not just any IT company, but rather a company that <u>specialises</u> solely <u>in providing solutions</u> to any business that is engaged in this industry.

To accomplish these objectives, Simsa is fully committed to a work philosophy underpinned by:

- **Direct and continuous communication** with professionals in the sector.
- And on a constant **review of cutting-edge technologies**.

The result of this effort is the birth of Teowin, a software with numerous key features that is commonly regarded as one of the best applications for this sector in the world today.

Now, more than 7,000 clients all over the world **enjoy the advantages offered by Teowin**. Thanks to their confidence, knowledge and the performance they obtain on a daily basis, these clients are the best endorsement of the quality of our solution.

With this background, in 1999 Simsa decided to expand its frontiers and break into foreign markets. Teowin is currently distributed in:

- Spain: Catalonia, Andalusia, the Basque Country and all the rest of Spain
- Portugal, France, South Africa, Mexico, Brazil, Argentina, Turkey

Parallel to the **development of Teowin**, *Simsa* has made a **major investment in training its technicians**. Training is focused on the management of Teowin and on a basic knowledge of the furniture sector: core concepts, jargon, work dynamics, etc. The objective is to ensure that our technicians are specialised in giving effective solutions.

This huge investment was prompted by Simsa's commitment to **offering its clients an effective, professional and personalised after-sales service**. This service provides mainly:

- **Consulting** in the implementation of the programme
- Assessment in network installation
- **Installation and commissioning**
- **Training**
- Direct **support** to the user by telephone, modem and the Internet (InQuiero, PCAnyWhere, FAQ, Web-based Updates or Upgrades, etc.)
- **Insertion and updating of manufacturers' catalogues**

Simsa, true to its philosophy at all times, is committed to constantly working according to the same premises, as this is the best way to evolve and rise successfully to the constant challenges posed by the market.

This philosophy has brought us excellent results and new products such as Teoweb, Teo360, TeoiPad or TeoLive, which are the evolution called for by the market in certain areas of Teowin.

2. PRODUCTS

2.1. Teowin, the software for the furniture sector

As we have already seen, Teowin is Simsa's star product. However, we should not make the mistake of seeing Teowin as a static, closed or single-purpose program. **Teowin** is a **modular software** with a common base and multiple facets that will be defined depending on its constituent modules.

When we say that Teowin is capable of **managing any kind of business**, it is because there are different standards of the program, or rather different versions of Teowin that deliver specific applications for the varying businesses that operate **in the furniture world**. We may generalise by distinguishing between three variants:

- **Teowin Design** for kitchen, bathroom, refurbishing, cupboard, home furniture, office, interior design shops, etc.

- **Teowin ERP** for furniture factories (kitchens, bathrooms, children's furniture, modular and embedded cupboards, offices, home furniture, hotels, etc.) with high production volumes.

- **Teowin manufacturing** for small factories, carpenters, cabinetmakers and workshops.

Teowin design is a tool conceived to facilitate the day-to-day work of shops, and to increase their sales. For this reason, all design and estimate-related aspects have been enhanced in this variant of the program. Or in other words: "*Design your products directly in 3D and calculate the price automatically in record time*".

Moreover, **Teowin ERP** is a much more complex application, so much so that its main features cannot be explained in just a few lines. Broadly speaking, we would say that unlike the previous application, all efforts have focused on consistently developing a system capable of managing all the processes involved in the everyday life of a furniture factory, integrating the furniture engineering facet that makes this sector so special. For this reason, estimates cease to have major importance, as opposed to production and stock control, purchase and sales management which, together with accounting and finance, have been given much greater relevance. Simsa is proposing here the perfect tool for the **4.0 factory**, fully integrated with high performance and a great resources optimisation.

However, it should be mentioned that while design may not be of crucial importance to a factory, increasing sales is definitely an interesting concept for any business. This gave rise to **Teowin closed copies**, the best showcase for your product.

This version of Teowin is in actual fact the most attractive part, commercially speaking, of **Teowin design**, but only with its catalogues inserted. It is a new concept in product cataloguing, which besides generating greater profits will also help you to achieve better lead times.

Moreover, communication between factory and shop is implemented by means of a system called **TeoService**. Its main objective is to leverage the new technologies in order to make the processes which require the sending of information between the factory and your points of sale easier and more economical, and namely: the sending and receipt of orders and distribution of manufacturers' catalogues to points of sale.

And finally we have **Teowin manufacturing**, intended for small manufacturers that combine the production of furniture with selling to end clients. The application in question is a halfway house between the ERP and design, in other words, **Teowin manufacturing** = **Teowin design** + Manufacturing Module + Commercial Management (+ optionally: Accounting, Work Monitoring and Financial Management).

Following this brief introduction into what Teowin actually is, we shall look at the list of different modules that can be implemented**:**

- Estimate Management.
- Design, furniture and surface editor.
- Commercial Management (Purchasing and Sales).
- Manufacturing Management (furniture engineering and job sheets).
- Material optimisation.
- Machine connection (Beam Saw, CNC, Edge Banding, Nesting, etc.) in the native language
- Production Management (Real time dashboards, productive analyses, resource management and work planning).
- Stock Management.
- Work Monitoring.
- Accounting and Finance.
- CRM
- TeoService, Factory-Shop communication for the dispatch of orders and the distribution of catalogues.
- Teoweb, the web portal for your customers (on-line estimates, on-line design, user management, document distribution and more).
- Teo360, the free App for the iPad that allows you to display projects in 360° from your iPad.
- TeoiPad, an App linked to Teowin which allows you to manage orders via your tablet.
- TeoLive and TeoLive VR: motions Renders in Virtual Reality

2.2. Teoweb, the software for the furniture sector.

Teoweb is the new family of on-line software for the furniture sector. It is the **rebirth of Teowin on the internet** and is designed to fully leverage the new technologies and **work permanently in the cloud**, with all the advantages that this involves.

Currently, Teoweb is a family of on-line programs with a clear objective: "**To help furniture professionals sell more, by bringing them closer to the end customer through the Internet".**

In fact, Teoweb uses the Internet to: present projects and catalogues, create designs, calculate estimates and offer shops a set of tools that will captivate their customers and consolidate their brand image.

There are different modalities of Teoweb, classified depending on the function they perform:

- **Teoweb planner** is an on-line application for designing interiors directly in 3D based on a pre-established library.

  It is the ideal software for manufacturers or groups of shops that want to get closer to the end customer via the Internet and thus promote their products and offers.

  With this program, anyone can create their own design according to their own criterion and taste using the libraries offered by the manufacturer. They can also access the brand's showroom, where they will find different designs promoting the models that are currently on offer.

- **Teoweb plus +** is a tool for calculating estimates and for sending orders to the factory from any browser.

  It is the perfect application for furniture manufacturers that wish to create loyalty for their shops, making their job easier and offering a professional and serious image.

  With this software, shops or sales professionals can quickly calculate any estimate, since this tool implements the manufacturer's pricing logic. It will also facilitate the sending and processing of orders to the factory once the estimates have been accepted.

- **Teoweb site service** is a web platform integrating several tools within the same portal (teoweb planner, plus+, etc.).

It is an on-line system that seeks to facilitate joint work between the manufacturer and its agents. It features a powerful internal manager that permits by-user access to suitable tools and information.

Your Home has a messaging system that provides access to a general notice board and to a private forum between the factory and agent.

You can also access Teoweb planner, the showroom, Teoweb plus and the cloud.
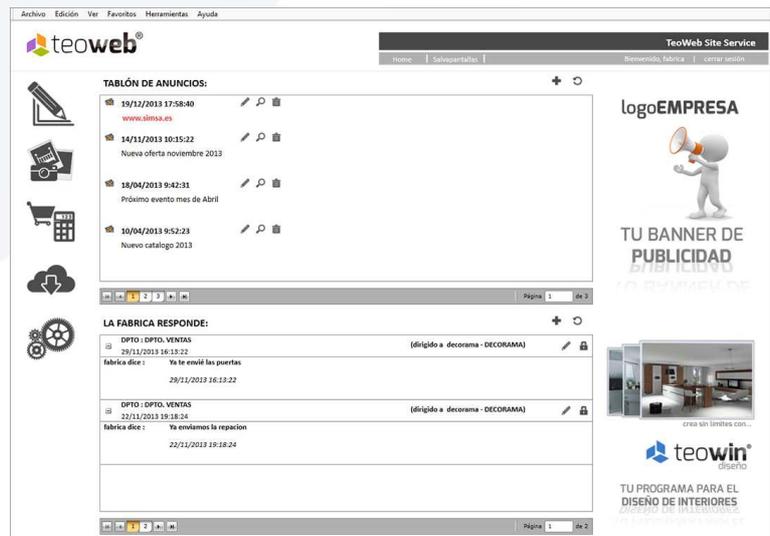
2.3. Teo360, a Teowin App

Teo360 is Teowin's first app and is a free iPad application which Teowin users can leverage to present their projects to the end customer on any iPad.

It is an original and cutting edge form of presenting projects, since the iPad's dynamic movements allow you to browse the 360° renders generated with Teowin.

The objective is to win end customers by offering a free app, with a login and password that allows you to show off your products on their tablet.

Simsa also has other app, **TeoIpad**, which is a configurator online for shops and vendors based on IOS technology, connected by cloud, in order to do on-size furniture step by step in front of the customer and to place orders.

2.4. TeoLive and TeoLive VR: a brand new module

TeoLive is the newest Teowin's add on module that shows the 3D projects below their best perspective: Live them from inside! Using a powerful 3D engine inspired from video games, Simsa raised the rendering to its finest level, proposing a motion render with high quality textures, real-time lighting effects and interaction with all the items in the 3D.

Simsa also coupled this technology with Virtual Reality, and with the help of VR devices (Oculus, HTC,...) it is now possible to place the customer inside his future project: he can walk in the room, grab the objects, open the drawers and doors, interact with the environment in general to do some changes of colours for example.

Teolive VR allows you to move around the stage, opening up an infinite number of possibilities. Show customers how to adapt their space to their needs, whether the furniture is at the right height, whether the color combination is adequate, whether the layout of the elements in the room gives sufficient convenience to the future user of the kitchen … In summary, the new application of Simsa really allows to feel the space and to own it. One more step has been taken, bringing the consumer a little closer to its purchase, guaranteeing a design satisfaction close to a 100%. Only virtual reality can make this feat possible today.

We are therefore in the presence of the showroom of the future. This is a first step because technology is changing. The short-term goal will be to improve the experience in terms of atmospheres, light and textures. Improvements will also come from technology and the marketplace. One could imagine that the vendor and the client find themselves together to draw the project directly from the virtual interface, or to be able to do it remotely, from home. These are assumptions. Whatever the direction of the market or the technology, Simsa will continue to support them and position themselves at the forefront of these with innovative and efficient tools for the furniture and interior design sector.

3. MANUFACTURERS' REFERENCES

To demonstrate the variety of types of companies that benefit from the Teowin tool in their day-to-day management, some of our customers are listed below:

Company	LOCATION	ACTIVITY	NO. OF WORKERS
SPAIN			
cocinas puntocom	NAVARRA (SPAIN)	KITCHEN COMPONENT AND FURNITURE MANUFACTURER	OVER 400
ALVIC GRUPO	JAÉN (SPAIN)	KITCHEN COMPONENT AND FURNITURE MANUFACTURER	OVER 500
Top Form	TOLEDO (SPAIN)	KITCHEN COMPONENT AND FURNITURE MANUFACTURER	OVER 100
FINSA	A CORUÑA (SPAIN)	KITCHEN COMPONENT AND FURNITURE MANUFACTURER	OVER 100
DOCA MUEBLES DE COCINA	TARRAGONA (SPAIN)	KITCHEN AND BATHROOM FURNITURE AND CUPBOARD MANUFACTURER	OVER 100
cocinas aurosol	MADRID (SPAIN)	KITCHEN FURNITURE MANUFACTURER	OVER 50
ARLEX S.A.	BARCELONA (SPAIN)	OFFICE AND HOUSEHOLD FURNITURE MANUFACTURER	OVER 50
TREKU	GIPUZKOA (SPAIN)	MODULAR AND HOUSEHOLD FURNITURE MANUFACTURER	OVER 10
Benno armarios de diseño	MADRID (SPAIN)	CUPBOARD AND CUPBOARD DOOR MANUFACTURER	OVER 10
esteba	GIRONA (SPAIN)	KITCHEN COMPONENT AND FURNITURE MANUFACTURER	OVER 50
lamiplast ENTRE PROFESIONALES	VALENCIA (SPAIN)	KITCHEN COMPONENT AND FURNITURE MANUFACTURER	OVER 50
cosapa MOBILIARIO DE COCINA	MÁLAGA (SPAIN)	KITCHEN FURNITURE MANUFACTURER	OVER 10
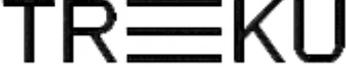
Company	LOCATION	ACTIVITY	NO. OF WORKERS
KIBUC	NATIONWIDE DISTRIBUTION GROUP (SPAIN)	HOUSEHOLD FURNITURE PURCHASING GROUP	MORE THAN 40 SHOPS
DECORactiva	NATIONWIDE DISTRIBUTION GROUP (SPAIN)	HOUSEHOLD APPLIANCES AND KITCHEN FURNITURE PURCHASING GROUP	MORE THAN 40 SHOPS
Nectali Mobiliario de cocina	MADRID (SPAIN)	KITCHEN FURNITURE MANUFACTURER	OVER 10
KYRYA	ZARAGOZA (SPAIN)	BATHROOM FURNITURE MANUFACTURER	OVER 10
flykitchen	MURCIA (SPAIN)	KITCHEN FURNITURE MANUFACTURER	OVER 10
ARMAKITCHEN	MURCIA (SPAIN)	KITCHEN FURNITURE AND CUPBOARD MANUFACTURER	OVER 10
GRUPOEMILIO mobiliario de cocinas y baños	MURCIA (SPAIN)	KITCHEN AND BATHROOM FURNITURE MANUFACTURER	OVER 10
losgatos	VALLADOLID (SPAIN)	KITCHEN FURNITURE AND CUPBOARD MANUFACTURER	OVER 10
josico muebles	CIUDAD REAL (SPAIN)	CHILDREN'S FURNITURE MANUFACTURER	OVER 10
Mirplay	BARCELONA (SPAIN)	SCHOOL FURNITURE MANUFACTURER	OVER 10
elmenut.com	VALENCIA (SPAIN)	CHILDREN'S FURNITURE MANUFACTURER	LESS THAN 10
MIDI mbstudio	BARCELONA (SPAIN)	HOUSEHOLD FURNITURE MANUFACTURER	OVER 10
INKO cocinas	MÁLAGA (SPAIN)	KITCHEN FURNITURE MANUFACTURER	OVER 10
JJP	TARRAGONA (SPAIN)	CHILDREN'S FURNITURE MANUFACTURER	OVER 50
cora	MURCIA (SPAIN)	MANUFACTURER OF ALL KINDS OF FURNITURE	OVER 10

Company	LOCATION	ACTIVITY	NO. OF WORKERS
J cocinas	VALLADOLID (SPAIN)	KITCHEN FURNITURE MANUFACTURER	OVER 10
VIMOR EQUIPAMIENTO COMERCIAL	LAS PALMAS (SPAIN)	COMMERCIAL EQUIPMENT MANUFACTURER	OVER 10
ceballos	GRANADA (SPAIN)	KITCHEN FURNITURE MANUFACTURER	OVER 10
Auxaldis	MADRID (SPAIN)	KITCHEN AND CUSTOM-MADE FURNITURE MANUFACTURER	LESS THAN 10
Fusteria Rocas	GIRONA (SPAIN)	CUSTOM-MADE FURNITURE MANUFACTURER CARPENTRY	LESS THAN 10
Dinor	TARRAGONA (SPAIN)	OFFICE PARTITION AND FURNITURE MANUFACTURER	OVER 10
ISIDRO FERRER DIVISIÓN COCINAS	ZARAGOZA (SPAIN)	KITCHEN AND BATHROOM FURNITURE MANUFACTURER	LESS THAN 10
IMCO cocinas	ZARAGOZA (SPAIN)	KITCHEN FURNITURE MANUFACTURER	LESS THAN 10
COCINAS ASTURCON	ASTURIAS (SPAIN)	KITCHEN AND CUSTOM-MADE FURNITURE MANUFACTURER	LESS THAN 10
idasoa IEFPS - IRÚN - GBLHI	GIPUZKOA (SPAIN)	ESCUELA F. P. DEL MUEBLE [School of Professional Training in Furniture]	....
REST OF EUROPE			
YOU Cuisines et Bains	LES HERBIERS (FRANCE)	KITCHEN FURNITURE, BATHROOMS AND CUPBOARD MANUFACTURER	OVER 200
SLIDE GLIDE The Sliding Wardrobe Specialists	CORK (IRELAND)	CUPBOARD MANUFACTURER	LESS THAN 10
móveis piquete	SOURE (PORTUGAL)	KITCHEN FURNITURE AND CUPBOARD MANUFACTURER	OVER 30
VALE & FILHOS Indústria de Móveis, Lda	VISEU (PORTUGAL)	KITCHEN FURNITURE AND CUPBOARD MANUFACTURER	OVER 50

teowin®   teoweb®   teoalu®

Company	LOCATION	ACTIVITY	NO. OF WORKERS
genesis	LISBON (PORTUGAL)	KITCHEN AND GENERAL HOUSEHOLD FURNITURE AND CUPBOARD MANUFACTURER	LESS THAN 10
fabri	LISBON (PORTUGAL)	KITCHEN FURNITURE MANUFACTURER	OVER 10
Cozinhas PL	FAFE (PORTUGAL)	KITCHEN FURNITURE MANUFACTURER	LESS THAN 10
Alberto L. Gaspar	MONTE REAL (PORTUGAL)	KITCHEN FURNITURE MANUFACTURER	LESS THAN 10
AUSTRALIA			
moduline	INGHAM (AUSTRALIA)	KITCHEN AND BATHROOM FURNITURE MANUFACTURER	OVER 100
Merritt Joinery P.TY. LTD. CARPENTRY & TIMBER	SOUTH LAUNCESTON (AUSTRALIA)	KITCHEN FURNITURE MANUFACTURER	LESS THAN 10
LATIN AMERICA			
mt	BOGOTÁ (COLOMBIA)	MODULAR AND CUSTOM-MADE FURNITURE MANUFACTURER	OVER 10
MODERCLOSET E.U. MUEBLES MODULARES	BOGOTÁ (COLOMBIA)	CUPBOARD AND CUPBOARD DOOR MANUFACTURER	OVER 10
INVAL El mueble que uno quiere	PALMIRA (COLOMBIA)	MANUFACTURER OF ALL TYPES OF MODULAR AND CUSTOM-MADE FURNITURE	OVER 50
Gaudì cocinas	DURANGO (MEXICO)	MANUFACTURER OF KITCHENS	OVER 10
INDUSTRIAS M MENDOZA DE PUEBLA S.A. DE C.V.	PUEBLA (MEXICO)	MANUFACTURER OF KITCHENS AND OTHER FURNITURE (LABORATORY, CLINICAL, INDUSTRIAL AND SCHOOL)	OVER 10
Madeval	QUITO (ECUADOR)	KITCHEN AND BATHROOM FURNITURE AND CUPBOARD MANUFACTURER	OVER 50
euromobilia LO MÁXIMO EN MUEBLES	SAN JOSÉ (COSTA RICA)	MANUFACTURER OF ALL KINDS OF FURNITURE	OVER 100

Company	LOCATION	ACTIVITY	NO. OF WORKERS
Villena	CASTRO (BRAZIL)	MANUFACTURER OF ALL KINDS OF FURNITURE	OVER 10
AFRICA			
MAISON & ESPACE	DAKAR (SENEGAL)	KITCHEN FURNITURE MANUFACTURER	OVER 20
meg'africa	LUANDA (ANGOLA)	KITCHEN FURNITURE MANUFACTURER	LESS THAN 10
MOBILÜX decoração de interiores	LUANDA (ANGOLA)	KITCHEN AND LIVING ROOM FURNITURE AND CUPBOARD MANUFACTURER	LESS THAN 10
DAMAZÉDECOR	LUANDA (ANGOLA)	KITCHEN AND HOUSEHOLD FURNITURE MANUFACTURER	OVER 10

ANNEX: CONTACT DATA

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