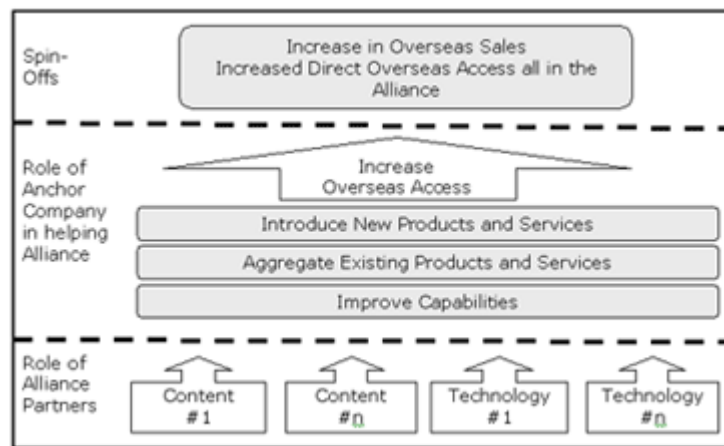


## iPartners Project

An iPartners alliance consists of one Anchor Company and several Alliance Partners. The companies in the alliance will formulate an alliance business plan and contribute resources and management support to execute the plan. An iPartners Business Development Manager will champion the goals of the alliance and lead in the execution of the alliance business plan.



### Role of Anchor Company

The Anchor Company will spearhead the alliance by providing one or more of the following value-add to the Alliance Partners:

- Greater access to targeted overseas markets or a different segment of the overseas markets through its value proposition including brand recognition, track record, market insights, etc;
- Adapt existing products or services for overseas markets; and
- Develop capabilities to penetrate the overseas markets including the upgrading of existing technology or technological capabilities.

### Role of Alliance Partner

The Alliance Partner must be able to complement the Anchor Company in this project and provide value proposition to the project. The Alliance Partner must sell its products or services in the overseas markets targeted by this alliance.

## Role of iPartners Business Development Manager

iPartners Business Development Manager's responsibilities include:

- a) To champion the goals of the alliance, to lead in the execution of the alliance business plan and to ensure that the alliance's targets and objectives are met;
- b) To identify, pursue and develop overseas business opportunities and markets for the alliance; and
- c) To report the progress of the project.