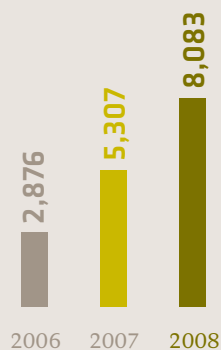


Thriving towards success

Annual Report 2008 / Essentials

Key figures				
in EUR k	2008	2007	Change	in %
Profit situation				
Sales revenues	66,774	45,646	21,128	46
domestic	59,089	40,444	18,645	46
foreign	7,655	5,202	2,453	47
EBITDA	8,083	5,307	2,776	52
EBITDA-margin (in %)	12.1	11.6	0.5	4
Consolidated earnings	4,278	2,429	1,849	76
Balance sheet				
Balance sheet total	55,818	48,231	7,587	16
Equity	25,341	20,984	4,357	21
Equity ratio (in %)	45.4	43.5	1.9	4
Liquid assets	18,699	11,597	7,102	61
Employees				
Employees (FTE)	529	473	56	12
domestic	481	423	58	14
foreign	48	50	-2	-4
Gross profit/Employees	120	111	9	8
Share				
Outstanding shares	40,001,726	40,001,726	-	-
Price at the end of the financial year (in EUR)	0.72	0.87	-0.15	-17
Market capitalisation at the end of the financial year (in EUR million)	28.8	34.8	-6	-17
Earnings per share (in EUR)	0.11	0.08	0.03	38
P/E ratio	6.5	10.9	-4.4	-40

EBITDA in EUR k



+ 52 %
07 - 08

EBITDA-margin in %



+ 4 %
07 - 08

Business areas

IT services

Custom consulting and software development

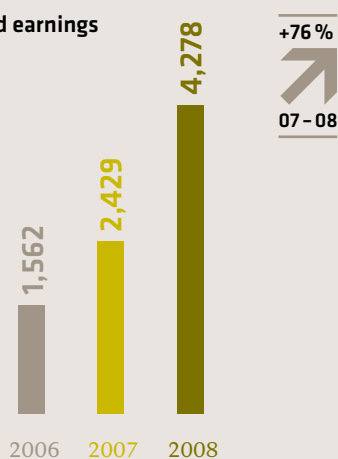
The service portfolio in the IT services business area comprises strategic and technological consulting as well as software development and implementation. Focal points include defining and implementing IT-supported business models and business processes as well as developing modern applications to optimise our customers' core business. The technical consulting services offered by more than 100 of our consultants usually provide market access. adesso's core industries are currently insurance and reinsurance, banking, healthcare and lotteries.

IT solutions

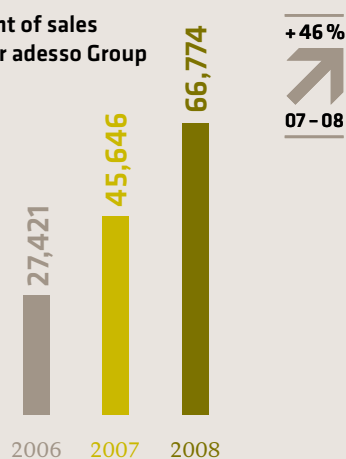
Effective product portfolio for industry-specific solutions

The company's project business is often faced with tasks that are not customer-specific or already covered by efficient products. adesso develops solutions for these kinds of niches. From a certain level of maturity onwards, the company supports the further development and sales of these solutions by its own affiliates.

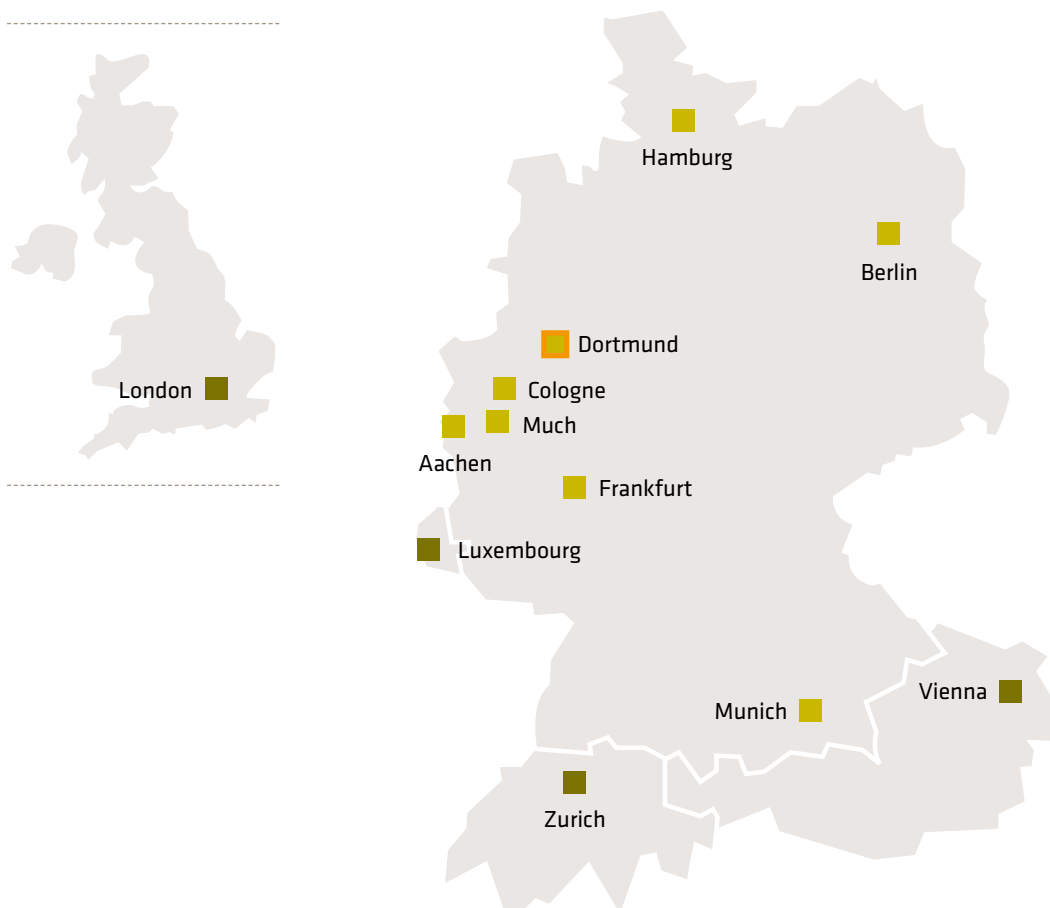
Consolidated earnings
in EUR k



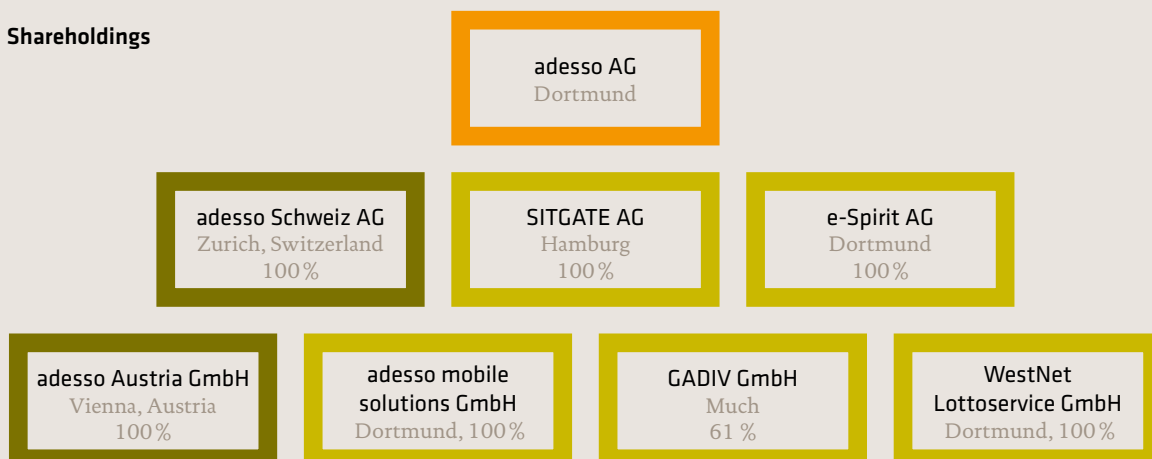
**Development of sales
revenues for adesso Group**
in EUR k



Locations



Shareholdings



Mission statement

adesso optimises companies' core business processes by targeted use of information technology. We offer customers expert consulting based on our in-depth industry knowledge and use our technical know-how to develop customised software solutions. As an independent partner, we aim to help our customers to completely develop their business potential while retaining flexibility in the future.

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Contents

Foreword by the Executive Board

Dear shareholders, employees and friends of the company,

We are delighted to announce that adesso has had a profitable 2008 financial year characterized by strong growth. Despite operating in an increasingly demanding market environment, adesso AG was able to increase sales revenues by 46 % to EUR 66.8 million with operating earnings based on EBITDA up 52 % to EUR 8.1 million. Consolidated earnings also grew, from EUR 2.4 million to EUR 4.3 million. Our company was able to generate cash and demonstrated a solid basis in other key figures such as equity (ratio) and free liquidity. These results mean that we have achieved the revised forecast we made on releasing the half-year figures, significantly exceeding the targets set.

In line with the strategic approach of the adesso growth model, we enhanced market penetration in our core industries, tapped a new market segment and extended the company's range of technology. This successful development is in no small part based on the outstanding commitment shown by our employees. In 2008, adesso expanded its workforce by over 70 employees to almost 600.

In the core industry of insurance, 15 of the 25 largest companies in Germany are currently part of adesso's active customer base. After acquiring the global market leader, adesso now supports three of the world's five largest companies in the field of reinsurance as well as others in this segment.



Rainer Rudolf, Christoph Junge, Dr. Rüdiger Striemer, Michael Kenfenheuer (from left to right)

In 2007 adesso made banking into one of its core areas and quickly expanded business in the segment to include a range of new services. The company has already achieved sales revenues of more than EUR 9 million in this segment. In line with our tried and tested approach, we are increasingly expanding our sales activities and product portfolio in this sector to include sub-segments such as commercial banks, savings banks, co-operative banks, capital investment companies as well as building societies. This strategy is highly successful in allowing us to generate increasing sales revenues.

A new market segment was also established in the field of legal expense insurance. In this area we succeeded in developing a “pay-per-use” business model which includes a portal platform for lawyers. This solution will enable our company to sustain income in this area for a number of years.

The rapid development and expansion of the “Microsoft technologies” business area within just one year highlights our ability to generate organic growth. This area currently has 40 employees and extends adesso’s technology range.

By acquiring Vienna-based beiT Consulting GmbH at the start of 2009, we have successfully realised the announced expansion into Austria. The company is already trading under the name adesso Austria GmbH, which means that adesso is now represented in every German speaking country with its own companies. It is now essential to roll out the entire, ever-growing adesso portfolio in these regions.

adesso is consistently pursuing its growth strategy and supporting further expansion by establishing corresponding organisational units within the company. It goes without saying that our company's further development has to be based on the assessment of adesso's relevant market. Compared to the domestic economy as a whole, the IT services market emerged from a phase of strong growth with a six percent rate of increase in 2008. In other words, adesso is still operating in a dynamic market segment. Although the repercussions of the financial and economic crisis came considerably later than in other industries, they are now also being felt in the IT segment. Project start dates are being postponed more often, follow-up orders are being allocated over shorter terms and there has been a drop in the number of new project requests received. In line with expectations from the industry association BITKOM, we anticipate at least a stable market for IT services in 2009, despite the negative signs. And this is another area where adesso's strength lies. In cooperation with our customers, we optimise their core business processes and develop efficient systems for customer acquisition and customer care. These areas are, at the very least, just as important in difficult periods as they are in boom years. adesso is also able to gain a competitive edge thanks to its outstanding industry knowledge.

We intend to achieve the same amount of sales revenues from existing business in 2009 as in the previous year and build on this figure with the additional sales revenues generated from our entry into the Austrian market. These targets motivate us. We gained momentum from two major orders with a total volume of around EUR 15 million: developing new information systems for health insurance companies as well as setting up an integrative portal platform for Commerzbank. We have an order backlog lasting until 2010. Our company will feel the effects of the recession in 2009 with a reduced operating margin resulting from an estimated lower average capacity utilisation and lower product sales revenues. We are planning for sales revenues volume of between EUR 68 and EUR 70 million and an operating margin of at least five percent, based on earnings before interest, taxes, depreciation and amortisation. adesso remains well positioned for further profitable growth in this exceptionally dynamic market segment.

We would like to take this opportunity to thank you, dear shareholders, for the trust you have placed in our company and our work. We will continue providing you with transparent information on the development of adesso as well as communicating our course and future prospects. We would also like to thank our employees for their enthusiasm and drive in keeping with adesso's high tempo business approach and contributing to this rapid company development on a daily basis. Last but not least, and definitely on behalf of all shareholders and employees, we would like to express our gratitude to our customers for the trust they have shown in adesso's ideas and know-how. We are delighted to be able to shape the future both for you and with you.

Dortmund, March 2009
The Executive Board



Rainer Rudolf
CEO
Human Resources,
Administration and Legal Affairs



Christoph Junge
Member of the Executive Board, CFO
Finance, Mergers & Acquisitions
and Investor Relations



Michael Kenfenheuer
Member of the Executive Board
Consulting and Sales



Dr. Rüdiger Striemer
Member of the Executive Board
Software Development and
Corporate Communications

Highlights 2008

29 January

Great start into the year with major “iskv_21c” contract

In January 2008, adesso AG heralds the beginning of what was to be a successful year by announcing an important major contract.

The contract assigned by ISKV GmbH (today: BITMARCK Software GmbH) is worth EUR 7.3 million and commissions the support of adesso for software development and consulting services.

adesso is to assist in the rollout of the “iskv_21c” information management system which will handle the administrative and information processes of more than 200 statutory health insurers in future. adesso is therefore playing an integral role in one of the biggest German software development projects.

6 March

adesso AG strengthens its profile and parts ways from IT training company

adesso strengthens its own service profile and separates from its IT training division which is not part of its strategic service portfolio. The business of subsidiary BOV Training AG, which was acquired as part of the merger between adesso AG and BOV, is sold to Schöll AG as part of an asset deal.

31 March

First publication of consolidated figures in accordance with IFRS

At the end of March, adesso AG publishes consolidated financial figures for the first time in accordance with IFRS accounting standards as well as comparative values for the previous year.

This move makes adesso Group's performance more transparent for the capital market to interpret. Strong organic growth combined with company takeovers ensure a jump in sales revenues of 67 % to EUR 45.6 million coupled with an 85 % increase in operating income to EUR 5.3 million – a fantastic start.

19 May

New adesso shares accepted for trading

In total, an additional 29,210,150 individual no-par value shares in the name of the bearer are accepted for trading on the stock exchange in May. The new shares are the result of increases in capital stock arising from the merger with BOV AG and the acquisition of Sitgate AG. In addition to 25,573,650 no-par value shares from existing adesso shareholders, 3,636,500 no-par value shares from existing Sitgate shareholders were relisted on

the Frankfurt Stock Exchange.

The total number of shares increased to 40,001,726.

May/June

adesso expands its range of services to include a new industry and a new area of technology

adesso expands its consultancy and software development portfolio to include the new industry of legal services and the Microsoft technological field. The service range for offices centres around optimising internal and customer-related processes through the introduction of web-based portals, electronic file processing, e-billing or digital knowledge management. The new technological area Microsoft is dedicated to providing consulting and development support for solutions employing the Microsoft Office SharePoint Server. Further focuses of this area include offering infrastructure consulting services and developing applications based on the Microsoft SQL server and the .NET framework.

July

Strategic expansion of the fourth core industry (banking) is successful

An additional contract from Cortal Consors underscores adesso's positive progress on the road to expanding the banking industry into our fourth core industry. With other noteworthy clients including AWD, Commerzbank, Credit Suisse, Postbank and DWS, the banking sector makes an important contribution to adesso's sales revenues growth. adesso is benefiting from the financial sector's increased demand for service providers that can offer subject-specific and technological expertise in the implementation of business-critical requirements. The company focuses on the areas of customer portals and e-banking, sales support as well as payment processes and securities transactions

21 August

adesso AG raises its forecast for the full year after publishing excellent half-yearly figures

After its impressive 2007 figures, adesso was also able to sustain the growth trend with the publication

of its half-yearly figures for 2008. With significant growth in sales revenues of 66 % to EUR 30.8 million, adesso reports the highest half-yearly sales revenues in the company's history. After just six months, the company achieved earnings of EUR 2.2 million, which was very close to the figure for the full year 2007 (EUR 2.4 million). Based on the success of the first halfyear, the company's order backlog and the promising market situation, adesso raises its growth target for 2008 to at least 25 % (> EUR 57 million).

October

adesso gains major contracts worth EUR 15 million from Commerzbank and BITMARCK Software GmbH

Two major contracts for consulting services and software development worth a total of about EUR 15 million result in a "golden October" for adesso. In the case of Commerzbank, the contract involves transferring and expanding the bank's existing banking portals onto a new platform. BITMARCK Software extends its cooperation with adesso to include development work for the "iskv_21c" information management system.

13 November

adesso Annual Report 2007 awarded

The first annual report released by adesso AG since its listing receives an award. The editorial department of Deutsche Standards publishing house selects the adesso annual report for 2007 from over 1,000 publications and includes it in its rundown of the 100 "Best Annual Reports". The yearly publication presents the best financial reports from German companies. The benchmark is a widely recognised list of criteria for evaluating the transparency of the content, language quality and creativity of a financial report.

15 December

adesso corporate design is relaunched

In mid-December, adesso AG launches its new corporate design. At the heart of the design is a new company logo system that embraces the growth of adesso Group and accommodates the increased number of shareholdings. Under the "adesso Group" logo, a further web portal (in addition to the new adesso website itself) is provided to give interested parties a better insight into adesso Group's activities.



Growth



In biology, growth refers to the size of an organism increasing without the outer shape of that organism fundamentally changing. At adesso, the concept is similar. The company ensures that growth is controlled, retaining the tried and tested profile for its customers as a result. Growth targets are approached strategically.

Paving the way to increasing company value

adesso is a growing company. Founded as a two-man start up in 1997, adesso currently has around 600 employees. adesso has grown every year – continuously, on a solid basis and, for the most part, organically. In the past two years, the company has also grown significantly through the targeted acquisitions of companies that match our strategic service portfolio.

adesso's strong growth is not an end in itself but rather an elementary precondition for increasing the company's value. By cleverly linking the increasing range of ideas, knowledge and resources within adesso Group, growth also leads to additional returns and provides a basis for further growth. The company's management has already clarified its aims in terms of growth:

- ▶ adesso should be expanded into a leading central European IT consulting company for industry-specific business processes.
- ▶ adesso should grow faster than much of the competition and record above-average income.

To achieve these goals, adesso must grow significantly faster than the market. To be precise, we aim to generate organic growth at least twice the market rate. In accordance with our defined acquisition strategy, which we are actively pursuing with the support of a number of M&A advisors and investment banks, we also aim to increase our growth potential through targeted buy outs. The market for

IT services and software products remains heavily fragmented. As a result, adesso is presenting itself as an active "consolidator" and is using this approach as another growth driver.

In biology, growth refers to the size of an organism increasing without the exterior shape of that organism fundamentally changing. This can happen in three ways: the cells in the organism can grow in size, the number of cells in the organism can increase or the space between the cells can grow. Growth in adesso Group can be viewed in the same way. We are not growing aimlessly. On the contrary, adesso is maintaining its outer form, so that our customers, employees and shareholders always know what the adesso brand stands for:

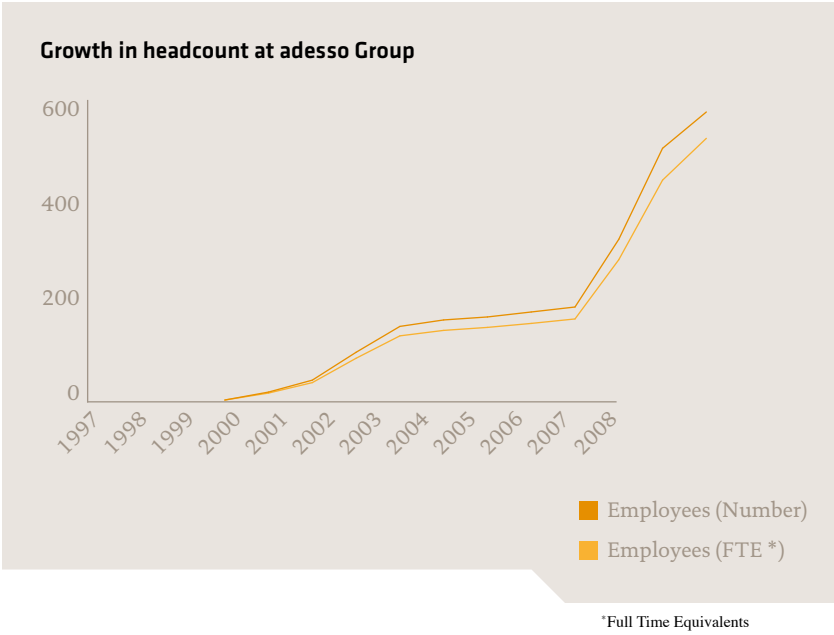
- ▶ We successfully combine top IT consulting and ground-breaking software development in our core industries.

In the longterm, growth can only be achieved from a position of strength. adesso has good income and measures all business activities against a sustain-

able minimum operating revenues margin (EBITDA margin) of 10 %. This creates room for investment in the development of new prospects and offers the potential for weathering weaker phases. Income above the minimum margin is invested in further growth, which results in continuous and sustainable growth in both absolute income and the value of the company.

Reputation as a multiplier

In the IT consulting industry, growth goes hand in hand with a service provider’s high level of technological expertise. Only those companies that can satisfy a sufficiently high number of customers will be able to increase their number of customers further in the future. An excellent reputation is therefore of fundamental importance for continued company growth. With good reason, as potential customers do not merely rely on information material but instead often want a one-to-one conversation with our consultants. If we failed to offer this, many customers would simply take their business elsewhere. Our approach has succeeded in impressing customers with our subject-specific, technological and methodical expertise. Our lasting business relationships are based on providing excellent consultants and developers with a sound knowledge of how to implement new ideas and the most cutting edge technology. This allows us to constantly gain



new customers and create an important multiplier effect for our continued growth. adesso ensures controlled growth in line with the company’s objectives by setting up internal organisational structures, while long-term strategies as well as short and medium-term goals ensure that the growth model is constantly being revitalised. We will present adesso’s strategies and goals in the “Strategy” section.

The adesso growth model has four drivers

adesso growth drivers	Biological analogy
Tried and tested model for industry penetration and industry expansion	Cells become bigger
Transferring the model to new industries	Number of cells increases
Setting up a portfolio of solutions	Number of cells increases
Regional expansion	Space between the cells becomes bigger





Strategy

Most plants need light as well as water, heat and oxygen to sprout. These types of plants have to approach strategical when distributing their seeds. Fortunately, adesso doesn't have quite the same requirements for growth. In fact, a company only needs a secure foundation such as adesso's proven growth strategy.

Methods are the key to achieving a clearly defined goal

adesso is establishing itself as a leading IT consulting company for industry-specific business processes in Central Europe. To realise this aim, adesso follows a well-defined, tried and tested growth strategy based on the basic principles it has committed to. The day-to-day actions of our employees match this strategy and serve as the basis for charting the company's course in the long-term.

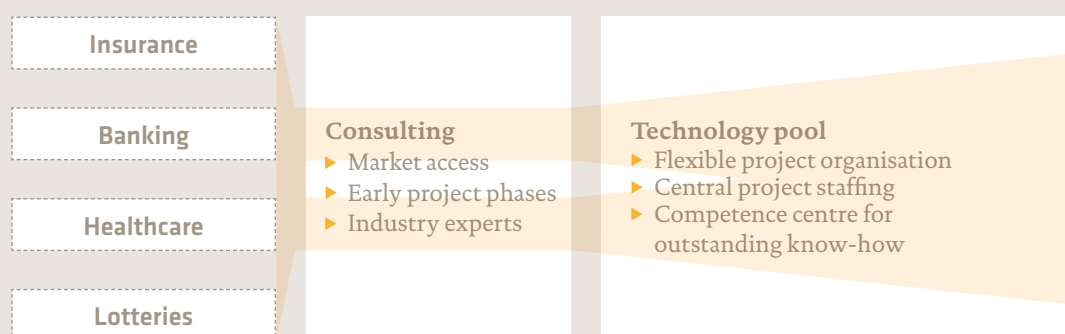
adesso's strategic principles:

- ▶ adesso is a premium IT service provider.
- ▶ adesso gains its market access through specialist industry expertise and knowledge of industry-specific business processes.
- ▶ adesso is a high-tech company and develops software at the highest technical and methodological level.
- ▶ As a fast growing company, adesso grows (organically) at least twice as fast as the market.
- ▶ adesso is an active "consolidator" in the industry and follows a well-defined acquisition strategy.
- ▶ adesso is profitable and achieves a double-digit operating margin which exceeds the market average.

Strategic approaches for the successful further development of adesso based on the above mentioned principles:

- ▶ Increasing market penetration within an industry and continually entering into further sub-segments within an industry. The target is to acquire 50 % of the top-25 companies within a given industry as adesso customers.
- ▶ Expanding into new industries on the basis of the adesso industry model: adesso strives to develop a new core industry every three years. In addition, a niche segment is tapped every year.
- ▶ Expanding the sales activities of the growing adesso service portfolio, starting in the German-speaking market.
- ▶ Internationalising the adesso product portfolio.
- ▶ Acquiring profitable, growing IT service providers to consolidate industry and consulting expertise or to enter new regional markets.
- ▶ Giving high priority to intensive, successful recruitment processes and maintaining high levels of employee retention.

adesso business model



adesso gains market access as a result of its industry expertise. To accomplish this, consulting and technology services geared towards individual industries are developed in so-called "industry groups". The services offered within a given industry are itemised more precisely as experience and references increase.

The adesso growth strategy forms the cornerstone of the company's success. This strategy is supported by four pillars of growth:

Pillar 1: **Industry penetration and expansion**

adesso has structured its market activities according to industries. This means that specialist consulting and technology services are developed and then marketed to target customer groups by experienced account managers and senior consultants. The process is managed by senior business developers.

An industry group is established for each industry, with each group pooling all specified disciplines and actively managing ongoing industry penetration.

Step 1: As soon as adesso increases its base of references and enhances its experience in any given sector, it breaks down its market activities more carefully. Insurance companies are differentiated between insurance and reinsurance as well as between the medical, property and life insurance sectors. Banks are differentiated as private banks,

savings banks, cooperative banks, building societies and capital investment companies. New, specialist service ranges are developed for each individual industry segment and customised for their unique business processes. adesso staffs each segment with experienced consultants and technicians who focus on marketing the specialist services.

Step 2: The industry groups actively seek out opportunities for expansion. This means expanding the adesso customer base by also acquiring the business partners of our existing customers from the core industries. Insurance companies tend to cooperate closely with external sales organisations such as multi-level marketing companies. Insurance companies are in turn customers to reinsurers. adesso looks for projects at the IT interface between business partners in an effort to gain them as customers as well. Building business relationships with insurers paved the way for us to add three of the five largest reinsurers as well as numerous well-known agencies. An active exchange of information between business partners is required for targeted industry expansion.

Industry groups currently exist for insurance, reinsurance, banks, health care and lottery companies. The aim is to always have at least 50 % of the top 25 companies in all of adesso's core industries as active customers in every country.

adesso complements its industry approach with a technology-driven competence centre. In the competence centres, technological expertise is kept at the highest level and market-relevant technological topics are put centre stage.

Pillar 2:

Transferring the model into new industries

The success of our model for constant expansion within an industry can also be translated into other industries where adesso is not currently active. The Executive Board created a strategy group which is responsible for examining the future suitability of other market segments as a core industry for adesso, defining new target industries and preparing the company for entering new industries. Suitable industries have high standards for individual software solutions and focus on commercial and administrative business processes.

Thanks to its expertise and service portfolio, adesso is able to gain orders and as a result a significant proportion of the IT budget in this area. The aim is to enter a new core industry every two to three years. In 2007, the banking sector became a core industry and sales activities have been focusing on it very successfully since then. In 2008, this business segment achieved over EUR 9 million in sales revenues. adesso is looking at the public authorities as well as the logistics sector as the next potential core industries.

Each year an additional niche segment is tapped by adesso. Niche segments have lower market potential than adesso's core industries, but show all the characteristics of an ideal target industry. The "legal services" segment, which addresses legal expense insurers and large law firms, was tapped as 2008's niche segment. adesso wasted no time in implementing an innovative business model for legal expense insurers in Germany. This included assembling a data portal which is now shared by leading legal expense insurers.

Pillar 3:

Developing a solutions portfolio

Based on project experience, adesso develops a portfolio of industry-specific solution and cross-industry products either independently or in cooperation with partners. These solutions and products are an excellent addition to adesso's range of services and provide a great starting point for gaining new customers.

Examples of industry-specific solutions include the multi-channel sales platform "in|FOCUS" for lottery companies, the product family "in|SIGHT" for exchanging data between insurance companies, field staff and agents or "Morbi-DC" for evaluating the customer bases of health insurance companies.

The products mainly focus on content management and integration as well as mobile applications. The "FirstSpirit" product is one of the world's most technologically advanced content management systems, which satisfies the high requirements of large international corporations. With "web in|MOTION", adesso offers a complete solution for creating and marketing mobile internet portals, i.e. for mobile banking. Both products are among the



best in their respective segments and have achieved a high level of visibility in the market with customers such as Bosch, Commerzbank and BASF. Activities focussing on in-house solutions and products are assigned to the adesso IT solutions segment as soon as they are marketable. In 2008, these products generated sales revenues of over EUR 9 million.

Pillar 4: **Regional expansion**

adesso follows a clearly defined strategy for regional expansion:

- Local footprint in Germany with the greatest possible proximity to customers in important economic hubs. adesso already has offices in Dortmund, Berlin, Cologne, Munich, Hamburg and Frankfurt. The company is currently reviewing whether to set up an additional office in Stuttgart.

- Rollout of the service portfolio in the entire German-speaking market.
- Selective expansion offering solutions and products in other European countries.

By pushing ahead with its regional expansion, adesso is opening up new potential and opportunities for using its references, know-how and existing solutions as multipliers. Internationalisation is an important building block in adesso's strategy and is addressed in its own chapter starting on page 35.

adesso's exceptional growth is fuelled by carefully balancing these four growth drivers. This is then complemented by a clearly defined acquisitions strategy. At the same time, our clear strategic guidelines ensure that adesso does not fundamentally change as a result of growth, but continues to remain a reliable partner to our customers.





Quality

Blue Solanum shrubs need lots of sunlight, heat, water, fertiliser and as little trimming as possible if they are to maintain their beauty. As a premium IT service provider, adesso promises its customers work of genuine quality and aspires to constantly perfect its operations.

For top service providers, good is not good enough

In its position as a premium IT service provider, adesso has been committed to something that has defined its business activities for more than ten years: the promise of quality. That's why we are constantly striving to perfect the way we do business – especially at the direct interface with our customers. It is therefore not only the end result that matters, but also how we achieved it.

All delivery processes at adesso follow precise guidelines, uniform standards and reliable monitoring. In addition, the work is carried out by carefully selected staff. Managers at our competence centres ensure that prospective employees are compatible with our company culture as early as the recruitment stage. Necessary requirements include excellent qualifications, solid technical and specialist experience as well as good social and communication skills.

Why? Because IT specialists are first and foremost communications experts.

Genuinely good solutions are always the result of consistently well-moderated dialogue between customers and service providers, and are not automatically created by simply employing the most sophisticated technologies. That is exactly why the key to quality so often lies in the early phases of a project. If both parties have the same vision, the foundations for success are already in place.

Certified quality management guarantees our own high standards

The final stage of each project is also decisive, with the end product of our work being subjected to stringent quality assurance regardless of whether it's just a plan or a complex software system. The overriding importance of fixed processes also applies in this case. And once again, it all depends on the people who promote success within the company. Many of our employees are ISTQB certified, meaning they are familiar with modern software quality management methods and have been examined by an independent institute. That's why our customers only receive top quality results. These customers value our own high standards and the correspondingly excellent services we offer. Our methodical approach may be more complex, but the quality and effectiveness of the solution soon pay off. Customers reward this with years of loyalty and a continuous flow of orders.

Although we have cultivated this quality from over a decade of experience in all processes, we are constantly reinvesting to make our services sounder,



more reliable and better across the board. This is most apparent when it comes to technological development. adesso strives to be a technology leader. For us, this means more than being the first to master new technologies and use them as our customers wish. It means recognising and furthering promising trends and “separating the wheat from the chaff” for our customers. adesso has a “Technology Board” specifically for this purpose dedicated to examining the multitude of technological trends to promote forward-looking developments. Close cooperation with universities at all main adesso locations enables us, among other things, to initially test new technologies under laboratory conditions with academic support, allowing us to gather reliable information for our customers.

In addition, adesso is a partner in many academic research projects. Here, our aim is not only to help make new discoveries but also to actively shape and push their technological development. This is an investment in the future – something which is a matter of course for adesso.

adesso speaks the language of its customers

A glance at our high standards proves that we never lose sight of what makes our services so special: we speak the same language as our customers. Well-founded technology may form the basis of what we do, but transforming this into specialist tailored solutions is the key discipline.

This is why software development at adesso is organised in a matrix structure. We have established technical fields of expertise which we derived from our core business activities. These have been manifested in our company organisation with the introduction of an industry-specific “Solution Centre”. It is precisely this connection between technical expertise and specialist know-how that sets adesso apart from the crowd. It allows us to provide a range of products at set prices with fixed delivery dates and the highest quality standards, even in difficult situations. Because we know how business works – both our own and that of our customers.



The background of the slide is a light gray gradient. It features several black and white photographs of dandelion seeds in various stages of dispersal, floating in the air. On the right side, there are stylized orange line-art illustrations of dandelion heads and seeds. The title 'Internationalisation' is written in a large, bold, orange sans-serif font, positioned in the lower half of the slide.

Internationalisation

Dandelions use the wind to spread their seeds. Their parachute-like structure can help carry seeds at high speeds for several kilometres before they drop to the ground. adesso's growth in Europe is also making the most of the favourable tailwind. There is however one big difference between adesso and the dandelion in this respect – adesso is expanding selectively whereas the dandelion's expansion is more haphazard.

On our way to becoming an international player

adesso has succeeded in becoming one of the top 25 IT service providers in Germany thanks in no small part to its tried and tested growth strategy. We are now aiming to further extend our market share above and beyond the German domestic borders. The goal is to develop the company into one of Central Europe's leading IT consulting houses for industry-specific business processes.

adesso's internationalisation follows three guidelines:

Guideline 1: Rolling out the service portfolio in the entire German-speaking region and, once our goals have been largely achieved in this region, in other countries as well

Guideline 2: Carrying out a selective expansion with solutions and products in other European countries

Guideline 3: Gaining orders for consulting and development projects abroad while employing staff from the German-speaking adesso companies

Based on these guidelines, strategic decisions have already been made and measures taken to internationalise adesso's business activities

Implementing guideline 1: Rolling out the service portfolio in the entire German-speaking region

adesso has established foreign subsidiaries in Switzerland and, since February 2009, in Austria. The company also maintains an office in Luxembourg via a subsidiary. Luxembourg is the world's most important fund location for international sales and investment fund management. The task now is to roll out the entire service portfolio in the other German-speaking markets after its enormous success in Germany and to establish the adesso brand there, too. This represents a great opportunity for adesso: following the German example, we will increasingly develop and enhance industry-specific—and now country-specific—expertise within our core industries. To a large extent, the statutory provisions of the countries in the DACH region



(Germany, Austria and Switzerland) are at least similar. This applies to developments in the insurance and banking sectors (which are based on EU principles anyway) just as it does to health care and the lottery sector. Consultants can easily work across domestic borders within the region. Software development projects can be staffed with experts from around the world to optimise capacity utilisation. In the medium-term, adesso is aiming to achieve a level of market penetration in the German-speaking region similar to that in Germany. The company also hopes to benefit from the know-how of its foreign subsidiaries. Both are traditionally well positioned in working with public authorities. There is also further know-how to be tapped in the industrial and media sectors, which adesso has barely addressed in Germany up to now. This also gives adesso the opportunity to expand its portfolio in Germany and generate additional sales revenues.

adesso's most recent acquisition in Austria is also attractive as far as markets in Eastern Europe are concerned. Companies from this region have already become part of adesso Austria GmbH's customer base. In the medium-term, adesso hopes to benefit from the traditionally intensive business relationships between Austria and Eastern Europe and use the location to gain a foothold in the region.

Implementing guideline 2: Carrying out a selective expansion with solutions and products in other European countries

The product business (which involves comparatively less consulting and is less licence-bound) is to be expanded beyond the German-speaking region. In contrast to the service business, sales revenues can be generated quickly abroad with industry-specific solutions and products by establishing efficient relationships with business partners as well

as creating small sales and marketing units. Investments in developing applications can therefore be increasingly allocated to a greater number of customers. All products from adesso and its subsidiaries can be used in several languages. The “FirstSpirit” content management system is already being used successfully in several countries. adesso products are of course also sold from the offices in Zurich and Vienna. In addition, an office was opened in London as a basis for developing business in the English-speaking market. The Scandinavian market is also being served from here. In an effort to allow adesso to initially carve out a reputation in a new market, expansion is being pushed ahead gradually and selectively. This precludes the risk of opening several new offices at the same time.

**Implementing guideline 3:
Gaining orders for consulting and
development projects abroad while
employing staff from German-speaking
adesso companies**

adesso strives to acquire projects abroad and employ staff from Germany, Switzerland or Austria for these projects. On the one hand, this relates to customers that have their headquarters abroad and will “take” adesso with them. On the other, adesso will be addressed due to its very unique specialist expertise, which is rare, even in an international

context. This has however been the case in Estonia, Israel, Italy, Spain and Russia. In the area of lotteries in particular, adesso has been able to develop specialist know-how and a good reputation, enabling it to operate even on the international stage. The company monitors these types of niches very closely and offers corresponding services and solutions.

In light of increasing globalisation, adesso no longer sees itself as merely a domestic player but is instead expanding its business internationally within a defined framework. This means that our operating range will continue to increase for our entire portfolio of products and services until adesso becomes one of the most successful IT consulting companies in Central Europe.

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Consolidated Financial Statement

Consolidated Balance Sheet

As of December 31, 2008 according to IFRS

Assets in EUR k	Dec. 31, 2008	Dec. 31, 2007
Short-term assets		
Cash and balance on account at credit institutes	18,699	11,597
Liquid assets held in trust	4,077	4,301
Trade account receivables	9,533	9,942
Receivables PoC	4,751	1,726
Receivables from income taxes	761	284
Financial assets	70	41
Inventories	0	4
Assets held for sale	0	43
Other assets	391	456
	38,282	28,394
Long-term assets		
Goodwill	6,596	8,038
Intangible assets	4,121	5,548
Property, plant and equipment	946	1,053
Shares in associated companies	0	10
Financial assets	422	205
Receivables from income taxes	80	70
Deferred taxes	5,120	4,610
Other assets	251	303
	17,536	19,837
Total assets	55,818	48,231

Liabilities

in EUR k

	Dec. 31, 2008	Dec. 31, 2007
Short-term liabilities		
Financial liabilities	5,288	5,230
Accounts payable	4,433	4,961
Liabilities PoC	2,908	1,490
Liabilities from income taxes	941	465
Provisions	1,887	1,948
Other short-term liabilities	10,546	7,731
	26,005	21,825
Long-term liabilities		
Financial liabilities	2,124	3,053
Pensions and similar liabilities	475	488
Provisions	149	17
Deferred tax liabilities	1,724	1,864
	4,472	5,422
Equity		
Subscribed capital	40,002	40,002
Capital reserve	-23,347	-23,321
Other retained earnings	4,222	1,815
Reserve for currency conversion	136	-4
Consolidated earnings	4,278	2,430
Share attribute to minorities	50	62
	25,341	20,984
Total liabilities	55,818	48,231

Consolidated Profit and Loss Statement

for the period January 1 to December 31, 2008 according to IFRS

in EUR k	2008	2007
Sales revenues	66,774	45,646
Other operating income	2,307	2,227
Total income	69,081	47,873
Costs of material	-6,416	-3,653
Personnel costs	-40,149	-26,700
Other operating expenditure	-14,433	-12,213
Operational result before depreciation and amortisation (EBITDA)	8,083	5,307
Depreciation and amortisation on fixed assets	-3,579	-2,108
Operational result (EBIT)	4,504	3,199
Earnings from associated companies	0	-54
Expenditure from investments	0	-6
Interest revenue and similar revenue	545	311
Interest expenditure and similar expenditure	-419	-199
Income from ordinary activities	4,630	3,251
Taxes on income and revenues	-352	-822
Consolidated earnings	4,278	2,429
Of which earnings attributable to minority shareholders	54	41
Of which consolidated earnings attributable to shareholders of adesso AG	4,224	2,388
Number of shares, end of the financial year	40,001,726	40,001,726
Earnings per share (in EUR)	0.11	0.08

Statement of Recorded Expenditure and Income

in EUR k	2008	2007
Actuarial gains and losses	18	9
Currency translation differences	140	-4
Expenditure and income recorded directly in equity	158	5
Annual net income	4,278	2,430
Total expenditure and income recorded	4,436	2,435
Attributable to shareholders of the parent company	4,382	2,394
Attributable to other shareholders	54	41

Consolidated Cash Flow Statement

for the period January 1 to December 31, 2008 according to IFRS

in EUR k	2008	2007
Earnings before tax	4,630	3,251
Financial earnings	-125	-112
Depreciation and amortisation on property, plant and equipment and intangible assets	3,579	2,108
Revenues from disposal of property, plant and equipment	17	-30
Earnings from investments recognised using the equity method, if these earnings are non-cash items	0	54
Non-cash revenues	43	0
Expenditure from the deconsolidation of subsidiaries	0	6
Change in pension provision	-13	5
Change in other provisions	71	484
Tax payments	-881	-473
Change to net operating assets	1,079	592
Cash flow from operational business activities	8,400	5,884
Disinvestments of tangible fixed assets	0	164
Payments for investments in subsidiaries	-65	-1,691
Payments for investments in tangible fixed assets	-513	-498
Payments for investments in intangible assets	-109	-118
Payments for investments in financial assets	0	-54
Cash flow from investment activities	-687	-2,196
Dividend payments	-35	-882
Acquisition of minority interests	-85	0
Repayment of liabilities from financial leasing	-72	-30
Repayment of liabilities to credit institutes	-870	-271
Payment from financial loans received	0	3,750
Interest paid	-223	-199
Interest received	534	297
Cash flow from financing activities	-751	2,665
Currency differences	140	13
Change in cash and cash equivalents	7,102	6,366
Cash and cash equivalents at the beginning of the period	11,597	5,231
Cash and cash equivalents at the end of the period	18,699	11,597

Finance Calendar 2009

Dates	Event
2009-03-30	Publication of the 2008 annual report, financial press / analyst conference, Dortmund
2009-04-28	MKK - Münchner Kapitalmarkt Konferenz, Munich
2009-05-06	Entry and General Standard Conference, Frankfurt/Main
2009-05-15	Publication of the interim report for the 1st six months
2009-05-29	Regular ASM, Dortmund
2009-08-28	Publication of the 2009 half-year figures
2009-08-31	DVFA SCC Small Cap Conference, Frankfurt/Main
2009-11-13	Publication of the interim report for the 2nd six months

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