



About M2G

OUR COMPANY

The history of M2G is traced back to 2004, when a new business area was started within Epssoft – a company specialized in IT which has been in the market for over two decades. Our objective was to provide our clients with an innovative service for sending messages from fax to e-mails and from e-mails to fax, using the Saas – Software as a Service –, a concept that had not been widely disseminated in the corporate world until then.

The evolution of our model of business, our wish to provide more and new products that might facilitate the exchange of messages in the corporate environment as well as our successful sales contributed to the foundation of M2G – Message to Garcia – as an independent company in 2008.

Simple, easy-to-implement and easy-to-use solutions

According to such a concept, our concern is the constant development of solutions – whether standardized or entirely customized – oriented towards the needs in our clients' businesses. Safe and easy-to-implement, such solutions will ensure the exchange of information between M2G clients and their client, partner and supplier base.

What we do

Solutions and projects of communication based on web platforms, mobile and landline network, in order to process and deliver messages via digital media.

Our NovoFAX solutions and Mobile Services are powered by a platform of integrated services for companies which comprises: Management Panel, a URA Configuration, 100% Delivering Service, e-mail, NovoSMS, Applications for Mobile and Desktop. Through these services our products become powerful tools for improving the relationship between you and your client.

m2g.com.br: © 2010 M2G Message To Garcia, Desenvolvimento, Processamento e Entrega de Dados Ltda.

Av. Mofarrej, 1200 - 3º. Andar - Vila Leopoldina - São Paulo - SP

Vendas: Tel. +55 11 3369-1350 | Fax +55 11 4082-8300 | contato@m2g.com.br

Atendimento à clientes: Tel. +55 11 4003-4341 | sac@m2g.com.br

Suporte Técnico 24 horas: Tel. +55 11 8931-4190

M2G Time line		
Year	Events at M2G	Events worldwide
2004	Epsoft finds a niche market for providing the service e-mail to fax/ fax to e-mail (NovoFAX).	In South Korea, genetic material is cloned for therapeutical purposes, for the first time.
2005	First clients in Brasília: Amil and Curinga Pneus.	For the second time, Ronaldinho is voted the FIFA World Player of the Year.
2006	Our 1st commercial team is established in São Paulo.	President Lula beats Alckmin and starts his second term in office.
2007	NovoFAX reaches healthcare market with the following clients: Medial, OdontoPrev, Samcil and Uniodonto.	Apple releases iPhone and establishes a new paradigm with regard to mobile phones
2008	<p>M2G is founded, with the mission: Deliver your message!</p> <p>Expansion in the portfolio of services: NovoSMS, 100% Delivery Service, URA, special projects for clients.</p> <p>The processed volume hits the record of 1 million messages/ month.</p>	Barack Obama is the first black to be elected president of the USA.
2009	Purchasing of new servers doubles the total capacity of messages processed per minute.	In a historical election, Rio de Janeiro brings the Olympic Games to South America.
2010	M2G expands their portfolio of services and launches new Mobile platforms.	FIFA World Cup takes place in Africa and a presidential election in Brazil

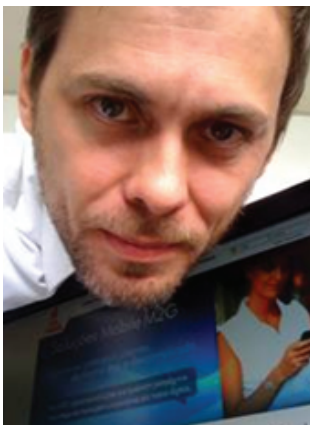
Our executive team



Edgar Parente

Director-General of M2G and a telecommunications engineer graduated from PUC-RJ, Parente is a pioneer in the development of computer systems and a great enthusiast in the creation of innovative technologies for communications within corporate environments. He founded Epssoft over 25 years ago and was one of the first professionals to implement an infrastructure for call centers, URA and CTI for clients such as Telesp (Telefônica), SPC-Porto Alegre, Telebahia, Ceterp and Sabesp.

He has also designed a number of message processing systems (telex, fax and e-mails) for Embratel, Mitsui, Empresas de Navegação, Sul América and other companies. Having developed customized products for clients, he created the Bdmax programming language in 1986. He currently focuses on the development of the technology "Superclient", aiming at optimizing the operation of call centers.



Daniel Lindenberg

One of the founders and the current Executive Director of M2G, Lindenberg has extensive expertise in the creation, development and implementation of multimedia communication platforms. His experience with important startups such as UOL, DaVinci NewMedia, StarMedia, his pioneer work as the leader of the Web Intelligence Team at Publicis Brasil, as well as his contribution to the creation of TV Interativa Focus, from Escola do Futuro (USP), are proof of his abilities to lead corporate initiatives in the digital world. In his view, online and interactive media are powerful tools for the creation of long-lasting relationships.



Aloisio Parente

Investor-Partner and a Board Member at M2G. His experience as an executive and Vice-President of Products Development and the leadership of international teams for over 12 years, as well as his keen strategic vision contribute to the planning, assessment and definition of the market positioning of M2G. At present, Parente is based in Hong Kong, as the Regional Director for Asia with Internet Securities.

m2g.com.br: © 2010 M2G Message To Garcia, Desenvolvimento, Processamento e Entrega de Dados Ltda.

Av. Mofarrej, 1200 - 3º. Andar - Vila Leopoldina - São Paulo - SP

Vendas: Tel. +55 11 3369-1350 | Fax +55 11 4082-8300 | contato@m2g.com.br

Atendimento à clientes: Tel. +55 11 4003-4341 | sac@m2g.com.br

Suporte Técnico 24 horas: Tel. +55 11 8931-4190

CLIENTS

Evaluations

“Definitely, the several solutions provided by M2G helped us to eliminate piles of paperwork and extra work, which, by the end of the day, translates into better quality in the services provided to our clients”.
Clayton Monteiro – Medial Saúde

“By including the NovoSMS from M2G in our routine we’ve not only expanded the possibilities to communicate with the target public but also pleased our clients, who welcomed the innovation. A win-win solution indeed”.
Rogério Abdala – Cifra

Cases

Medial Saúde

Agility and deadlines met when responding to Medial members’ needs.

Cifra Crédito Rápido

Surpassing the goals intended in billing negotiations, thus optimizing the process of billing confirmation.

CASE: ITEM 1

Medial Saúde

Agility and deadlines met when responding to Medial members’ needs.

The needs of the company

Saving time and gaining further efficiency when dealing with clients’ requests, such as the scheduling of consultations and exams, the authorization for procedures and others. Eliminating extra costs and unnecessary work through the replacement of fax machines and manual controls for a digital media processing, as well as the automated management of the entire process.

Why M2G?

M2G provides you with the most complete and integrated solution of NovoSMS for the corporate environment, presenting assertive campaigns with very positive feedback at the first attempts of contact with clients.

m2g.com.br: © 2010 M2G Message To Garcia, Desenvolvimento, Processamento e Entrega de Dados Ltda.

Av. Mofarrej, 1200 - 3º. Andar - Vila Leopoldina - São Paulo - SP

Vendas: Tel. +55 11 3369-1350 | Fax +55 11 4082-8300 | contato@m2g.com.br

Atendimento à clientes: Tel. +55 11 4003-4341 | sac@m2g.com.br

Suporte Técnico 24 horas: Tel. +55 11 8931-4190

What has been done

- Introduction of the product NovoFAX, with a server that ensures the best performance;
- Development of URAs in order to include the process of identification of clients linked to the process of document searching;
- This solution has been supplemented by the procedure of sending a NovoSMS so that members' requests can be dealt with as promptly as possible.

Results

By reviewing the entire process of receiving and dealing with faxes, starting with the processing via URA and the follow-up to NovoFAX, we managed to achieve an average reduction of up to eight hours when dealing with some members' requests. Furthermore, the automatic sending of NovoSMS, along with the processing via URA, has significantly reduced the number of clients contacting the call center service to ask for the confirmation of faxes transmitted.

CASE: ITEM 2

Cifra Crédito Rápido

Surpassing the goals intended in billing negotiations, thus optimizing the process of confirmation of such billing.

The needs of the company

Establishing a direct contact with the client in order to initiate the process of credit recovering and subsequently ensure that the terms of the agreement be respected, the deadlines met and the payment fees defined.

Why M2G?

M2G provides you with the most complete and integrated solution of NovoSMS for the corporate environment, presenting assertive campaigns with very positive feedback at the first attempts of contact with clients.

What has been done

- A preliminary assessment of the processes and ways of integration with the internal systems of the company;
- Introduction of a system whereby messages are sent in batches, thus ensuring a high daily capacity for processing;
- Immediate or scheduled sending of NovoSMS according to the client's need, and including the necessary data for payment under the terms of the deal;
- Introduction of control reports and the notification of messages delivery.

m2g.com.br: © 2010 M2G Message To Garcia, Desenvolvimento, Processamento e Entrega de Dados Ltda.

Av. Mofarrej, 1200 - 3º. Andar - Vila Leopoldina - São Paulo - SP

Vendas: Tel. +55 11 3369-1350 | Fax +55 11 4082-8300 | contato@m2g.com.br

Atendimento à clientes: Tel. +55 11 4003-4341 | sac@m2g.com.br

Suporte Técnico 24 horas: Tel. +55 11 8931-4190

Results

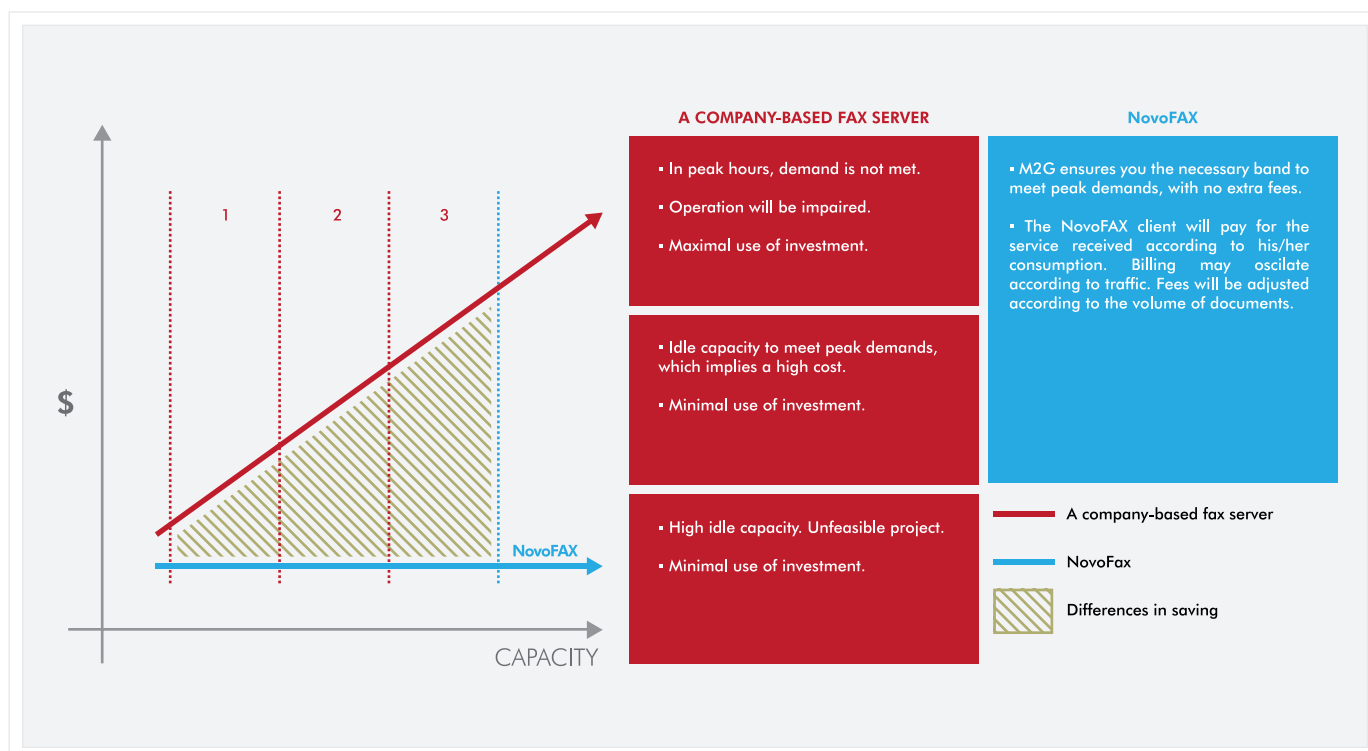
By using the NovoSMS for the delivery of messages, we managed to increase by 20% the rates of success in the process of credit recovering.

M2G Solutions

ABOUT NOVOFAX

NovoFAX is a service for sending and reception of faxes, supported by a technology exclusively created by M2G, which meets all the needs involved in this process: speed, punctuality, legibility, organization and the preserving of data and documents in digital media, in a completely safe environment.

Through the virtual numbers made available by M2G, the set of numbers available in over 250 Brazilian cities and towns as well as the client's electronic address, your company may rely on a sophisticated and yet easy-to-operate process to meet your clients, partners and suppliers' needs, who depend on the sending and the reception of messages.



m2g.com.br: © 2010 M2G Message To Garcia, Desenvolvimento, Processamento e Entrega de Dados Ltda.

Av. Mofarrej, 1200 - 3º. Andar - Vila Leopoldina - São Paulo - SP

Vendas: Tel. +55 11 3369-1350 | Fax +55 11 4082-8300 | contato@m2g.com.br

Atendimento à clientes: Tel. +55 11 4003-4341 | sac@m2g.com.br

Suporte Técnico 24 horas: Tel. +55 11 8931-4190

ABOUT MOBILE SERVICES

Our Mobile solutions cover the sending of NovoSMS, which is occasionally linked to other M2G solutions, as well as the complete implementation of smart and interactive applications for different platforms of mobile phone systems, and totally integrated to the programs of relationships with clients.

Our development includes online and offline applications for smartphones and PDAs, as well as the operation with the main brands and workaday models of mobile phones. These applications will connect the systems of your company to your client, aiming at the provision of corporative services such as the sending of reminders or collaborative tools, using these mechanisms as a front-end interface.

INFRASTRUCTURE

Our business model has been designed and developed in a way that provides your company with a pay-as-you-use system, causing no concerns whatsoever about purchasing, installation and updating of hardware and software, nor about the capacity planning or contingency plans, much less with the hiring of specialized technical staff.

M2G offers you the adequate partnership for your company to dedicate fully to its core business. Our services have been developed based on the concepts of Saas (Software as a Service) and Cloud Computing, prioritizing the safety and availability of the infrastructure.

Integrated services for companies

M2G solutions are supported by services that bring efficiency and efficacy to the processing of documents and messages. M2G provides you with the integrated services as follows.

1. Management Panel
2. URA (Unit of Audible Response)
3. 100% delivery (for NovoFAX only)
4. NovoSMS
5. Mobile Applications
6. Desktop Applications
7. Consulting

For further information about M2G, please contact us.

m2g.com.br: © 2010 M2G Message To Garcia, Desenvolvimento, Processamento e Entrega de Dados Ltda.

Av. Mofarrej, 1200 - 3º. Andar - Vila Leopoldina - São Paulo - SP

Vendas: Tel. +55 11 3369-1350 | Fax +55 11 4082-8300 | contato@m2g.com.br

Atendimento à clientes: Tel. +55 11 4003-4341 | sac@m2g.com.br

Suporte Técnico 24 horas: Tel. +55 11 8931-4190