

YOUR CUSTOMERS

- Marketing Solutions
- Customer Acquisition
- Customer Care
- Receivables Management

YOUR ENTERPRISE

- IT Services
- Finance & Accounting

INDUSTRIES

- Manufacturing & Retail
- High Tech
- Telecom, Media & Entertainment
- Banking, Financial Services & Insurance
- Healthcare & Public Sector

vision

“... the global business solutions company that partners with its clients to consistently deliver superior value...”

Corporate Fact Sheet

Minacs partners with global corporations to make a broad and substantial impact on their business by engaging deep and across their value chains. We leverage years of process, domain and technology expertise to help our clients *enhance revenues, profitability and customer service*. 21,000 Minacs experts power our solutions from 34 global centers.

Our global delivery model and history of leveraging powerful IT capabilities are key ingredients in our Value Partnering approach of working with clients to deliver tangible business impact. In relationships lasting across decades, *as true partners embedded firmly in their value chains*, our clients have trusted us to drive their revenues and product objectives (their P&L top lines), serve customers, and manage costs (and profitability).

heritage

A part of the US\$ 40 billion Aditya Birla Group until 2014, Minacs is today owned by a reputable investor group led by CX Partners and Capital Square Partners. It was formed in 2007, when TransWorks (one of India's pioneering business process outsourcing companies) came together with Minacs (a leading North American CRM services company, founded in 1981). PSI Data Systems, a best in class IT company with its own rich heritage of leadership and domain expertise, was integrated with Aditya Birla Minacs in 2009 to further strengthen the technology edge of our business solutions.

As an early industry pioneer providing business solutions to clients, Minacs has earned its reputation for *trust, partnership, service excellence, global vision and deep domain knowledge*. TransWorks not only helped develop the COPC standard that has strengthened the industry, it was one of the first companies in the world to have been COPC certified. Minacs was the first North American BPO company to acquire the ISO 9001 quality certification. Our process enhancing Six Sigma capabilities and our Group's leadership vision of being a premium, quality focused conglomerate continue to reinforce our DNA.

value partnering

- Hyundai Motor America and Minacs win Silver Stevie® for the Outbound Campaign of the Year 2014 for our Hyundai Hope on Wheels campaign.
- Gold at the Ford Motor Company's 2012 World Excellence Awards honoring Minacs Marketing Solutions as a top supplier achieving the highest level of excellence in quality, cost performance and delivery.
- Second at the prestigious annual Quality Council of India DL Shah Award twice in a row for client projects.

Anil Bhalla

Chief Executive Officer

Guy Brosseau

President, Information Systems

Nilanjan Chaudhuri

Chief Marketing Officer

Mike Doobay

Global Leader, Minacs Marketing Solutions

Gus Gikas

Chief Delivery Officer, North America

Ramesh Kamath

Chief Financial Officer

Anil Kumar

Chief of Staff

Scott Mullarkey

Global Sales Leader

Kevin O'Brien

Director, MMS Operations

B Rajkamal

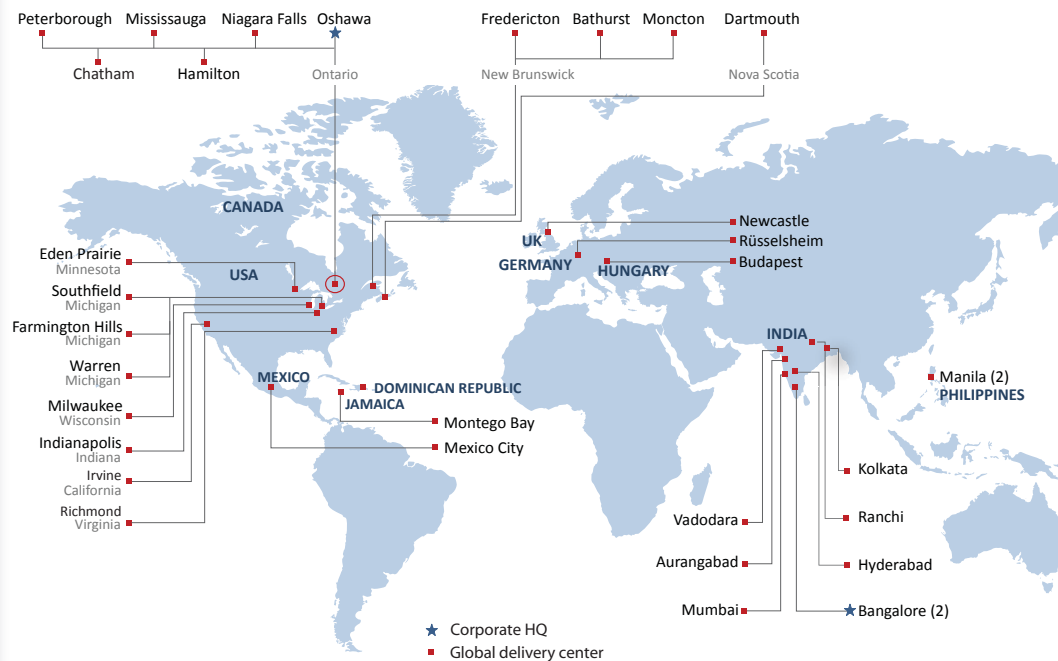
Chief People Officer

CK Sasmal

Global Leader, Business Excellence

Amitabh Vartak

Chief Delivery Officer, India



minacs worldwide

industry leadership

- IAOP Global Outsourcing 100® 2014, 2013, 2012, 2011, 2010: Leaders Category of the Global Outsourcing 100 and sub-lists of Leader in Automotive, Marketing Services, CRM, and Leader in Canada and India.
- 2013 Global Services 100: Including sub-categories Global Customer Management Leaders, Global Knowledge Process Leaders, Industry-Specific BPO Niche Leaders and Global BPO Challengers.
- Ranked in the Training Top 125 by Training magazine for extraordinary employer-sponsored workforce training and development offering in 2014.
- Certified for SEI CMMi DEV V1.3 Level 3.
- Processing Card Industry PCI DSS Level 1 compliant in multiple jurisdictions: In select group globally at highest compliance level.
- URAC accreditations for Pharmacy Benefit Management (PBM), Ver. 2.0 and Workers' Compensation and Property and Casualty PBM, Ver. 2.0.
- Ontario Chamber of Commerce finalist in the Service Excellence category at the 31st Annual Business Achievement Awards in 2013.

corporate offices

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www.minacs.com

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