



ГЕНЕРАЛЬНЫЙ ДИРЕКТОР

Letter of recommendation

Mr. Martin Peirl and his team from Avantgarde GmbH have been successfully working on projects for OOO Alfa Print, Moscow since a couple of years.

Declining sales and rapidly rising costs made it necessary in 2011 to focus the business model of Alfa Print to its strengths and the most profitable activities. Martin Peirl made us a detailed analysis of all activities in the company and assessed contribution to profitability of every single activity.

As the result of this analysis we went out of producing in our own production facilities, sold the machinery and gave up the building. With the help of the Avantgarde team we focused on our customer base and sales abilities and concentrated on high end products.

Martin Peirl conducted a tender for the services to be outsourced, evaluated the quotations and assisted in contract negotiations with our suppliers. In addition to this he rented out not needed business space to Austrian companies.

He proposed to look for an investor and outlined an agreement which should provide me a declining work load and a retirement plan.

By the end of 2012 profitability was at a good level and I was able to bring an new investor into the company. So I could retire. 2013 this investor increased his hold in the company to 99 %.

The advice and work accomplished by Mr. Peirl and the Avantgarde team was highly appreciated. I thank him for his valuable services. I wish him all the best for private and business life. We have been working together now for more than 22 years and became good friends.

Moscow, 2012-12-20

Vladimir A. Kalmanson
CEO OOO "Alfa Print"
Usbensi Pereulok 23/2
119122 Moskau

