



SIMPLEBIZ

Presentation

Building long-term relations



Contents

1. Portuguese Exports (Intra + Extra EU)

2. About us

3. Africa in the World Economy

4. Products and Services

5. Contacts and other information



Portuguese Exports

Portuguese Exports (Intra + Extra EU) of Goods by Group of Products

Group of Products	Values in Millions of Euros										y.o.y., %											
	2008		2009		2010		2011		2012		jan-jul		09/08		10/09		11/10		12/11		12/11	
	2º sem.	1º sem.	2º sem.	1º sem.	2º sem.	1º sem.	2º sem.	1º sem.	2º sem.	1º sem.	2011	2012	2º sem.	1º sem.	2º sem.	1º sem.	2º sem.	1º sem.	2º sem.	1º sem.	jan-jul	
Total Exports	18 388	15 273	16 423	17 807	18 955	20 943	21 382	22 880			24 721	26 914	-10,7	16,6	15,4	17,6	12,8	9,2			8,9	
Agricultural products and food	2 155	1 898	2 100	1 974	2 314	2 201	2 592	2 404			2 599	2 843	-2,6	4,0	10,2	11,5	12,0	9,2			9,4	
Mineral fuels and oils	1 006	586	959	1 263	1 203	1 375	1 724	1 987			1 665	2 314	-4,6	115,5	25,4	8,9	43,3	43,1			39,0	
Chemicals	1 987	1 673	1 876	2 147	2 219	2 699	2 577	2 840			3 176	3 360	-5,6	28,3	18,3	25,7	16,1	5,2			5,8	
Wood, cork and paper	1 445	1 327	1 345	1 653	1 714	1 850	1 755	1 852			2 163	2 172	-6,9	24,6	27,5	11,9	2,4	0,2			0,4	
Hides, leather and textiles	812	724	715	801	835	963	869	944			1 137	1 110	-11,9	10,6	16,8	20,3	4,0	-2,0			-2,3	
Clothing and footwear	1 899	1 715	1 747	1 710	1 885	1 947	2 016	2 005			2 408	2 443	-8,0	-0,3	7,9	13,8	6,9	3,0			1,5	
Ores and metals	1 880	1 501	1 619	1 853	1 992	2 362	2 384	2 729			2 739	3 179	-13,0	23,5	23,1	27,5	19,6	15,5			16,1	
Machinery	3 559	2 544	2 625	2 686	2 809	3 033	3 101	3 446			3 540	4 018	-26,2	5,6	7,0	12,9	10,4	13,6			13,5	
Transport equipment	2 136	1 849	1 872	2 151	2 395	2 852	2 705	2 960			3 342	3 416	-12,4	16,3	28,0	32,6	12,9	3,8			2,2	
Other manufactured goods	1 531	1 456	1 565	1 570	1 588	1 661	1 660	1 733			1 952	2 057	2,2	7,8	1,5	5,8	4,5	4,4			5,3	

Source: GEE, based on data on International Trade statistics from Statistics Portugal (most up-to-date versions available). Estimates for operators under the assimilation threshold and non-responses are included in Intra-EU trade.



Contents

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3. Africa in the World Economy

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a) **Company**

b) **Mission**

c) **Vision**

d) **Position**

e) **Strategy**

f) **Values**



a) Company

The SIMPLEBIZ is a private company based in Portugal, which operates in the area of International Trade, aimed for the areas of consulting, procurement & trading (import and export).

With professionals and consultants in global purchasing, develops the whole process until find the most competitive solution between the purchasing criteria defined by the customer.

b) Mission

Ensure the highest quality product or service, be an international platform for worldwide customers and develop business opportunities in the markets more promising. Assumption of social responsibilities to the community level where operates (in geographic areas in need).



c) Vision

Being a company of reference adapted to the International Trade reality, developing strategic partnerships and a culture of risk management within clearly defined parameters. For our company, the carefully managed risk is not a limitation but rather a business opportunity.

d) Position

Global business platform, focused on establishing partnerships and developing a network of contacts, enabling highly efficient in the areas of *consulting, procurement & trading* of any product and / or service.

e) Strategy

Strategy is to have goals, not react to adversity. Strategy is knowing what to do when there is nothing to do.



f) Values

QUALITY

Best practices, energetic approach and proactive to meet customer demands.

INNOVATION

Team training, motivation, adaptability and flexibility.

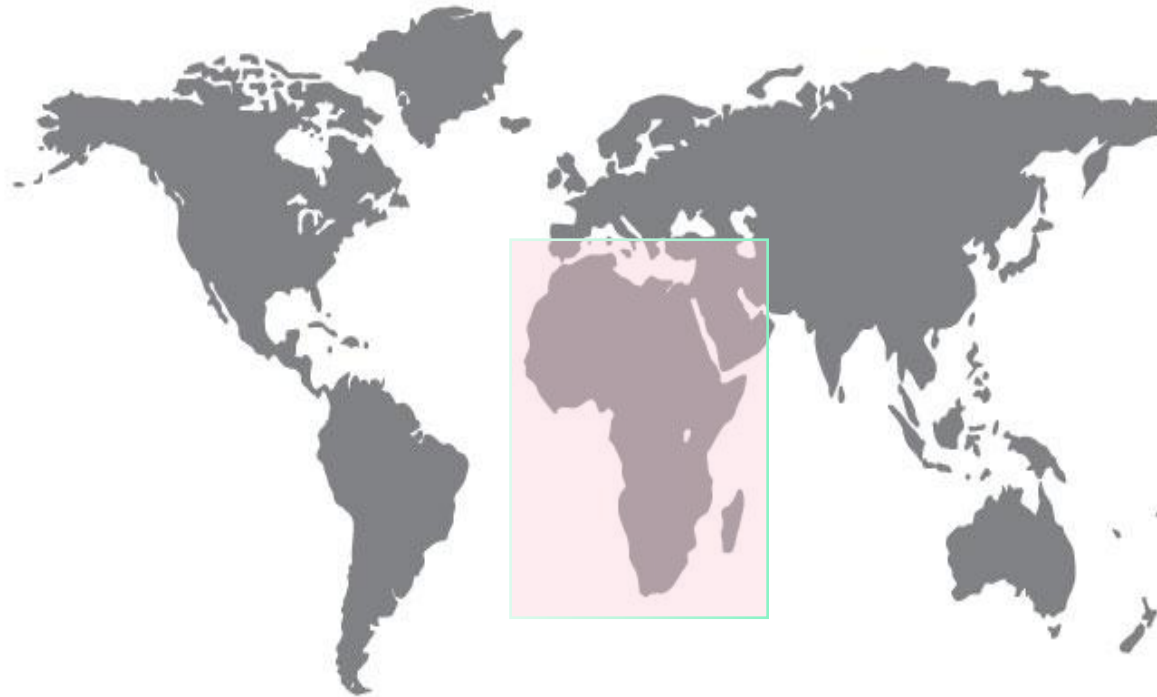
TRUST

Listen, understand and respond to the providers, clients, employees and society.



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4. Products and Services
5. Contacts and other information



- 3.3% of the world's trade
- 20.3% of the world's land area
- 14.1% of the world's population

- 2.8% of the World's GDP
- 6.1% GDP growth



Africa's area vs. area of major countries (fitted in) - Identical scale





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4. Products and Services
5. Contacts and other information



Group of Products (Goods)

- Agricultural products and food
- Mineral fuels and oils
- Chemicals
- Wood, cork and paper
- Hides, leather and textiles
- Clothing and Footwear
- Ores and metals
- Machinery
- Transport Equipment
- Other manufactured goods

Services

- Transportation
- Travel
- Communication services
- Advising services
- Computer and information services
- Royalties and license fees
- Other business services



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SIMPLEBIZ

Name: Simplebiz - Comércio Internacional Lda

Commercial Registry: Lisbon/Portugal

Share Capital: EUR 110.000,00

Address: Largo do Casal Vistoso N 5A - 1ºC, 1990 - 142 Lisboa, Portugal

Phone: (+351) 210 990 594

Mobile: (+351) 914 342 663

E-mail: geral@simplebiz.pt

Web: <http://www.simplebiz.pt>

Skype: davidv_simplebiz