



Marius Solea

Sales Director



Aastra Technologies Limited

- » Founded in 1983
- » Headquarters in Toronto, Ontario, Canada
- » Publicly Traded:
 - **Toronto Stock Exchange (TSX: “AAH”)**



Aastra Technologies Limited

- » **100%** focused on Enterprise Communication
- » A Leading Player
- » A company with solid fundamentals



Corporate History

- 1983 » Engineering consulting – Aerospace & Defense Market
- 1993 » Entered Telecom equipment Market – Consumer products
- 1996 » Listing as a Public Company in Canada
- 1996-1999 » Organic Growth (from C\$6 Million to C\$90 Million)
- 2000-2008 » **Growth through Acquisitions**

Aastra Acquisition

September 2003

» **Ascom** PBX System Division

ascom

March 2005

» **EADS Telecom** PBX System Division



August 2005

» **DeTeWe**



May 1st, 2008

» **Ericsson Enterprise Business**



2003 : Aastra entering the European market

2008 : Aastra leading player in Europe

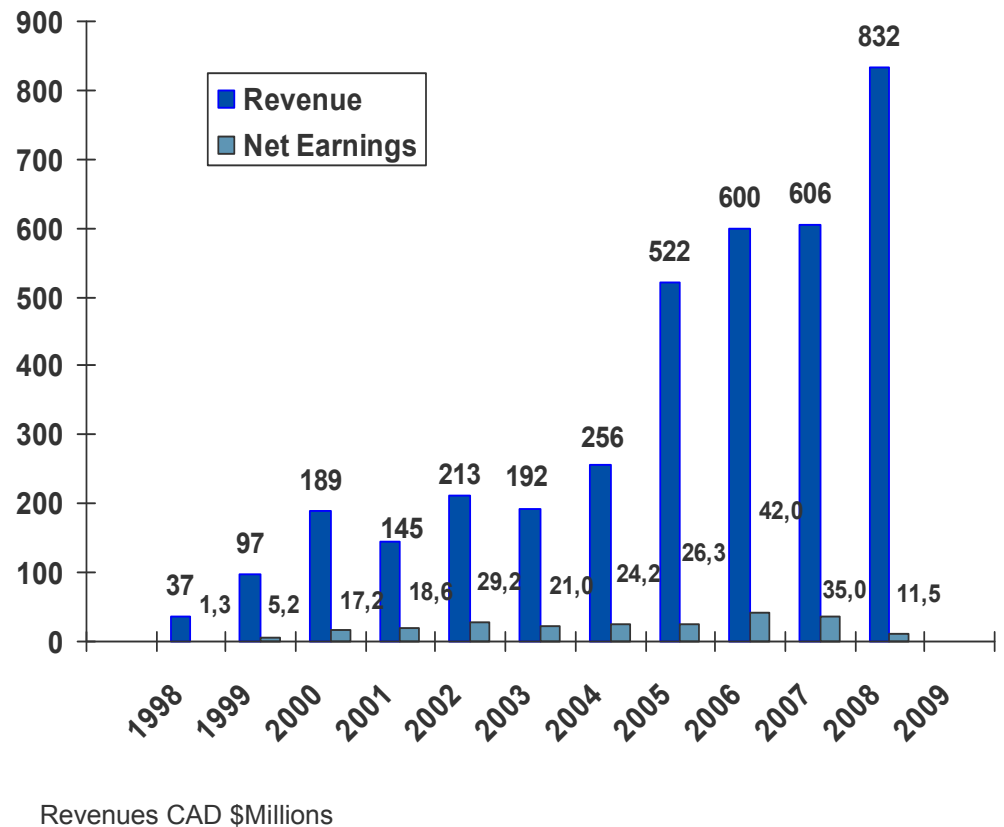
Aastra: A Growth History in the Telecom Market

» Strong Balance Sheet

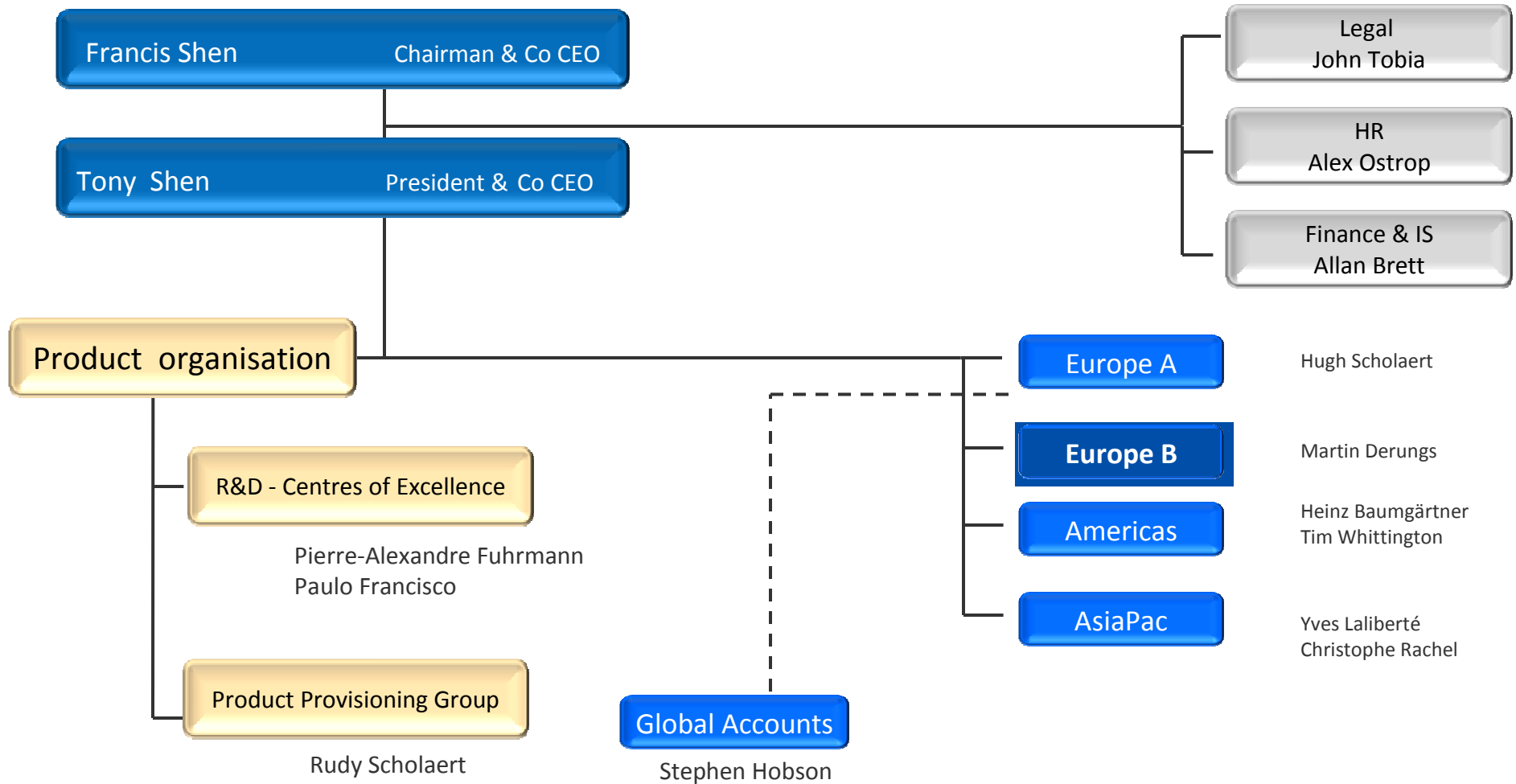
- »Cash – Positive
- »Strong cash flow

» Profitable

- »Q2 2009 was Aastra's 45th consecutive positive quarter,
- »CAD\$ 832 million in 2008



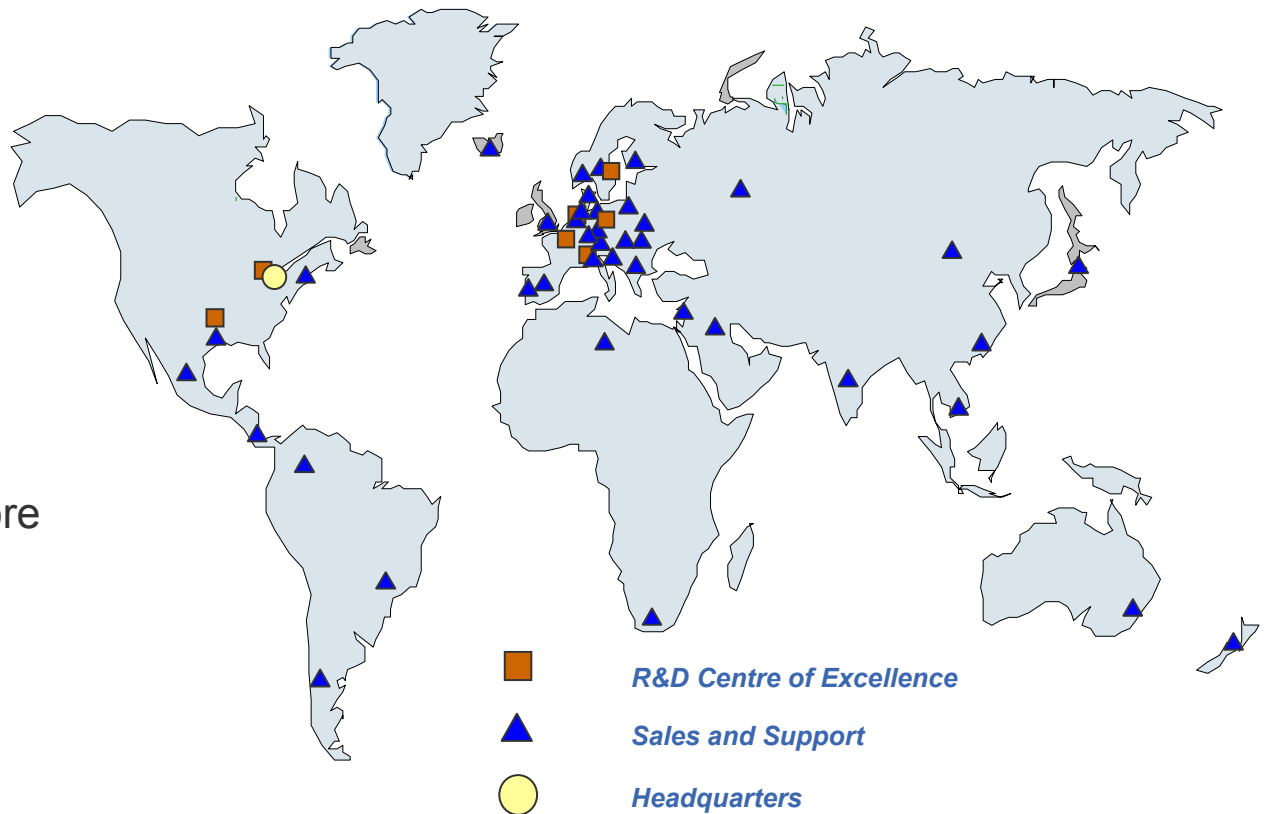
Global Organisation



Aastra's Global Presence

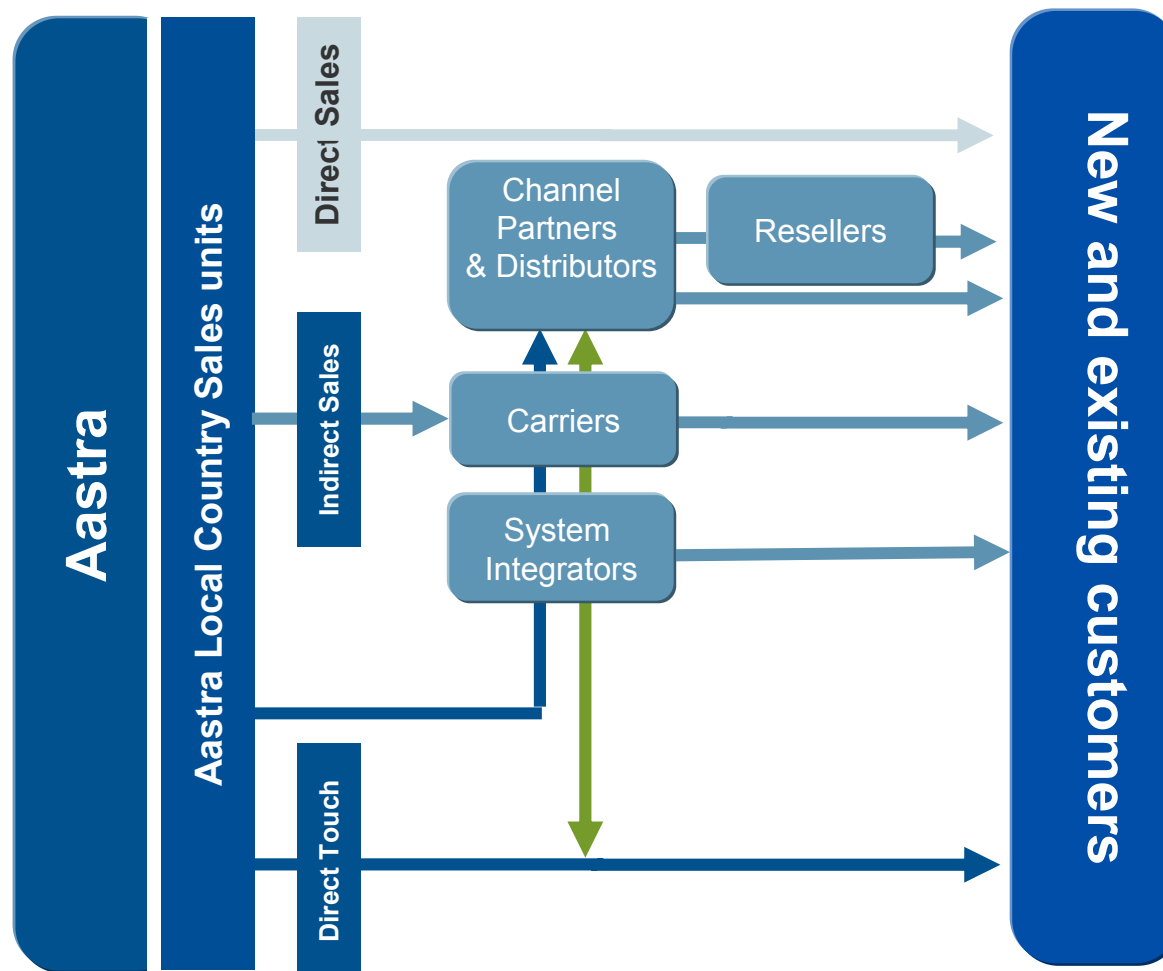
» Direct and indirect presence

- Aastra offices in more than 30 countries
- Indirect sales
- (SI, VAD, Carriers) in more than 100 countries
- More than 1000 IP PBX resellers



» Strong presence in carriers

Local Focus



- » One global organisation
- » Autonomous CSU's and MU's
- » New Multi-country team and deployment for International accounts
 - to coordinate international requests
 - to handle global customer services

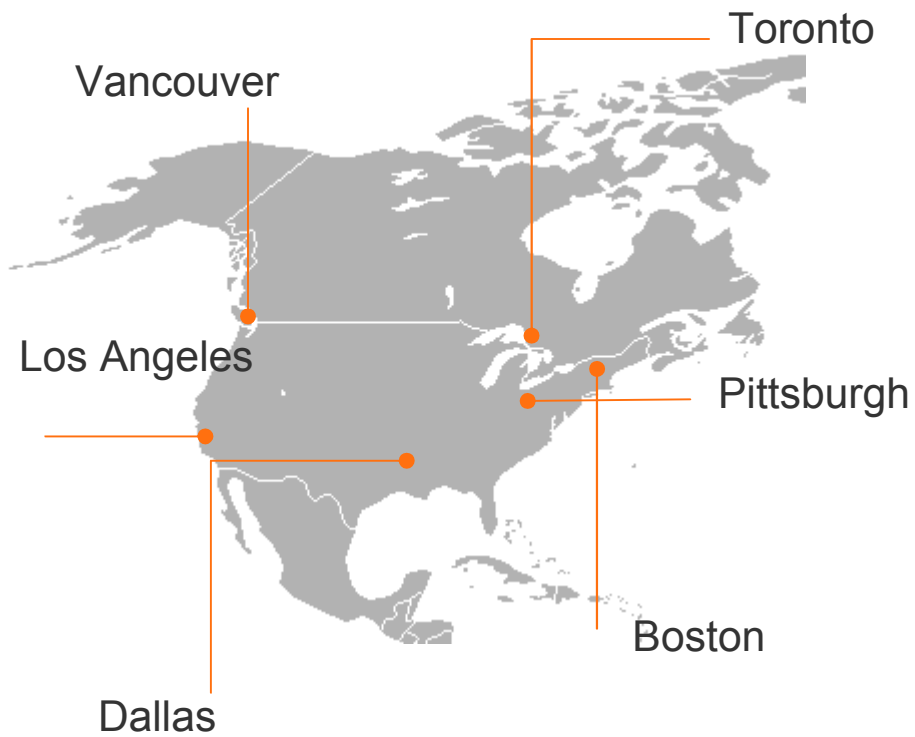
Focused efforts on R&D through Centers of Excellence

- » With more than **500 R&D staff**, Aastra invests more than **10% of sales**.
- » **Global Centers of Excellence**, where we focus our competence on:
 - Hybrid, IP and SIP-based PBX's
 - Terminals
 - Contact centers
 - Hosted solutions
 - Platform independent applications
 - Mobility
 - Conferencing and collaboration solutions
- » Aastra's systems enjoy **high reliability** levels, up to 99.999%.

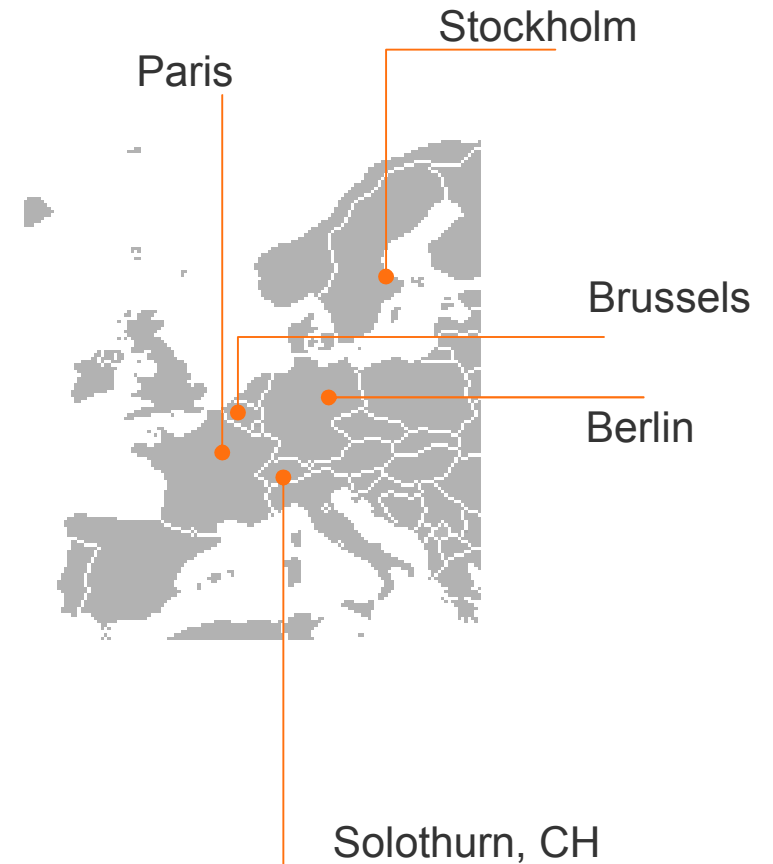


Centers of Excellence

North America



Europe



Aastra's offering - overview

- » **VoIP infrastructures** and integration of large complex systems
- » **Analogue, digital, IP, SIP and cordless handsets, softphones and CTI applications**
- » **Mobility solutions**, from DECT and WiFi handsets, Fixed Mobile Convergence solutions to advanced integrated mobility
- » **Unified Communications applications**
- » **Complete call center offerings**, ranging from small helpdesk to the large dedicated multimedia contact centre.
- » **Video conferencing tools**

User centric solutions for small to large enterprises and organizations globally, based on open standards

Aastra partnerships

Partnerships



Technology partners



Why Aastra?

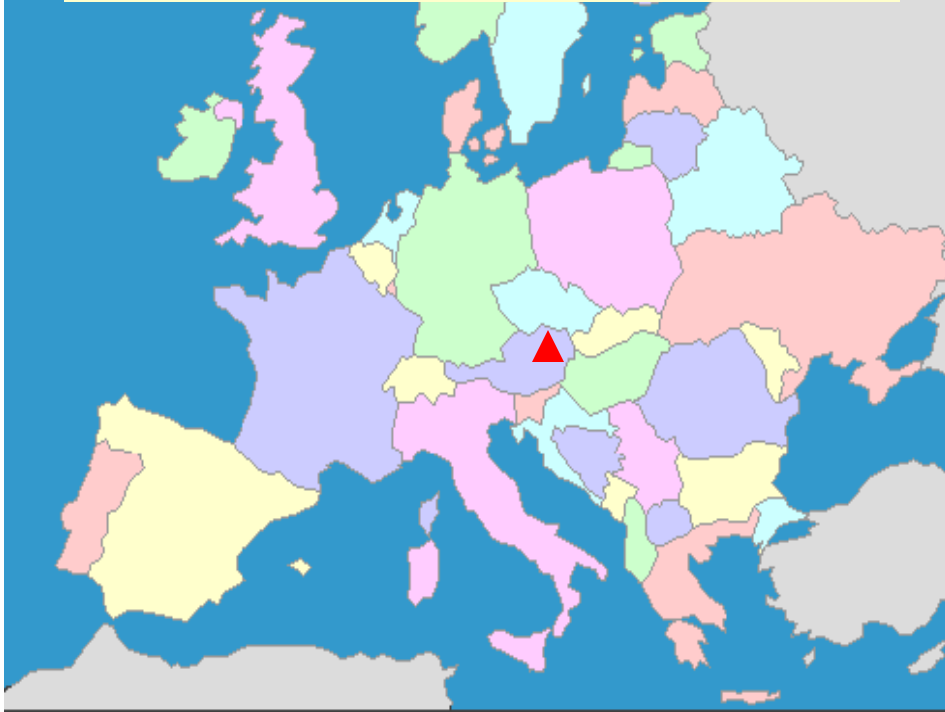
- » **Aastra is a profitable , global company**
- » **100% dedicated to Enterprise Communications**
- » **Broad portfolio of enterprise communication solutions based on open standards**
- » **Leadership and Track Record in**
 - Industry Consolidation
 - Customer Investment Protection
 - Product Roadmap (Continuity and Enhancement)
- » **Commitment to Partners and Customers**
 - Innovation
 - Focus on Open Standards to create market leading unified communications solutions
 - Time to Market
 - Responsive and Flexible



Aastra Central & South East Europe

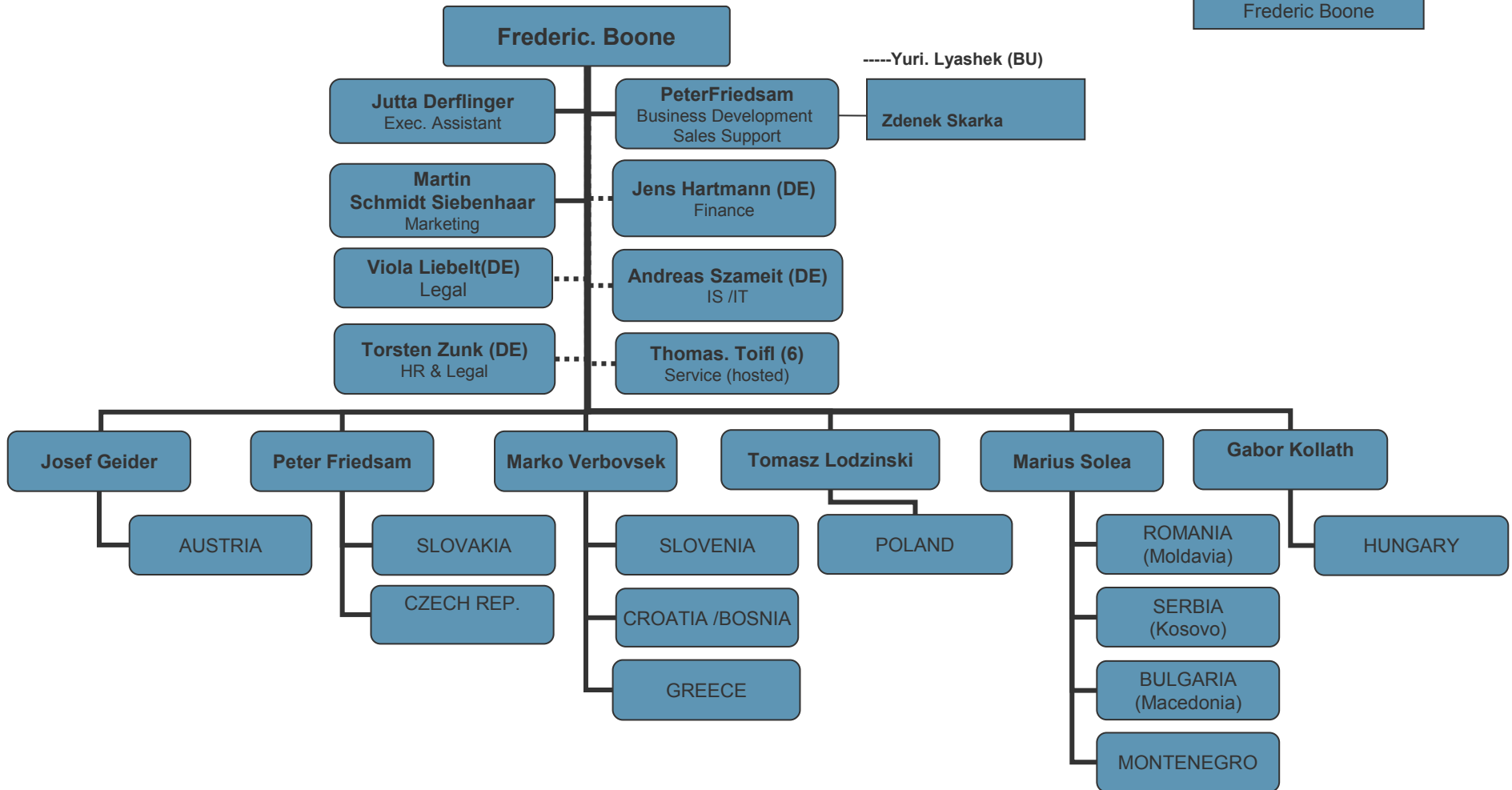
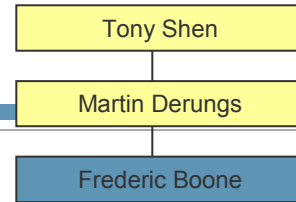
HQ ,Vienna

- » Marketing
- » Business Development & Sales support
- » Service



- » Hungary (Office in Budapest)
- » Poland (Office in Warschau)
- » Slovakia
- » Czech Rep (Office in Prague)
- » Slovenia (Office in Ljubljana)
- » Croatia
- » Bosnia
- » Serbia
- » Montenegro
- » Albania
- » Greece
- » Macedonia
- » Bulgaria
- » Romania
- » Moldavia
- » Cyprus
- » Malta

Aastra Austria GmbH Central South - East Europe





Aastra

Thank you



Industry recognition

- » **The 2008 Frost & Sullivan Growth Strategy Leadership Award in the European enterprise communications market is presented to Aastra Technologies Ltd.**

Its aggressive strategy of organic and acquisitive growth has positioned it among the largest participants in the European business telephony market and as a major player globally in enterprise communications.

While many of its competitors are currently struggling, Aastra has had a decade of consecutive profitable quarters. It has successfully moved up the infrastructure value chain in the enterprise communications business.

F R O S T & S U L L I V A N