

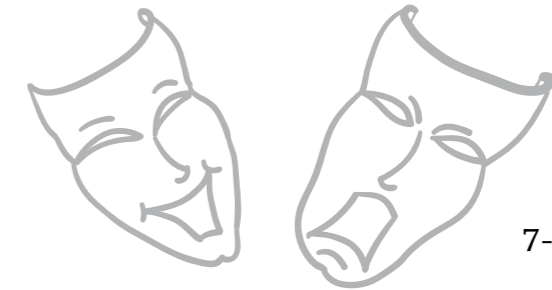


You are invited to the fifth Annual
Sogeti Executive Summit 2010

Don't Be Evil



For more information, please visit the
Sogeti Executive Summit website at
www.sogeti.com/summit2010



7-8 October 2010
Venice, Italy



One of the clearest consequences of 'The Great Recession' is the undermining of trust. Are you still confident that your bank will always do what is good for you? And what about your telecom operator, your insurance company or the companies that process your food? Do you still trust your government and politicians? Are institutions living up to the expectation you place in them? And what about your confidence in society as a whole?

There is a very interesting relationship developing between trust, transparency and technology. The naming and shaming on the Web is creating a new transparency that is pushing organizations towards genuinely 'doing good' behavior. At the same time, modern technology offers new possibilities to create a more client, employee and planet friendly organization.

At the heart of the Sogeti Executive Summit 2010, we will be looking at a number of far-reaching questions, such as:

- Should the motto for the 21st century organization be 'By doing 'good', we will do extremely well!'
- Will this be the end of the extreme focus on enhancing shareholder value?
- Is technology the key to restoring trust in organizations and confidence in the economy as a whole?
- Do you have the capabilities to create persuasive technologies for your organization?

It is with great pleasure that Sogeti's Executive Management cordially invites you to attend the fifth Annual Sogeti Executive Summit, taking place in Venice, Italy on October 7th and 8th, 2010.

At Sogeti's Executive Summit, we shall explore the relationship between trust, transparency and technology over the course of two intense days, with stimulating presentations from visionary thought leaders and inspiring discussions with fellow executives.

The Executive Summit will commence on Thursday October 7th at noon, and will close on Friday October 8th by 2.00 p.m.

