

GEN distinguishes four focus areas

GEN EXECUTIVE

GEN Executive provides programme management, sparring and daily support at management level with top professional specialists who have more than proved themselves at this executive level (only available in the Netherlands).

GEN BUSINESS SERVICES

Based on sound knowledge, broad experience and creative faculty of thought **GEN Business Services** is able to translate market dynamics into operational processes, which allows us to come up with the best solutions for the entire energy value chain.

GEN TECHNOLOGY SERVICES

GEN Technology Services starts with the optimization of operational processes, translates this into IT and then offers custom work in the implementation and management of suitable software solutions.

GEN SOFTWARE SOLUTIONS

GEN Software Solutions makes the transition from market to broadly usable software solutions and, with GEN eBase as the central application, manages the developments and control of these solutions.

GEN GROUP

Professionals. Together.



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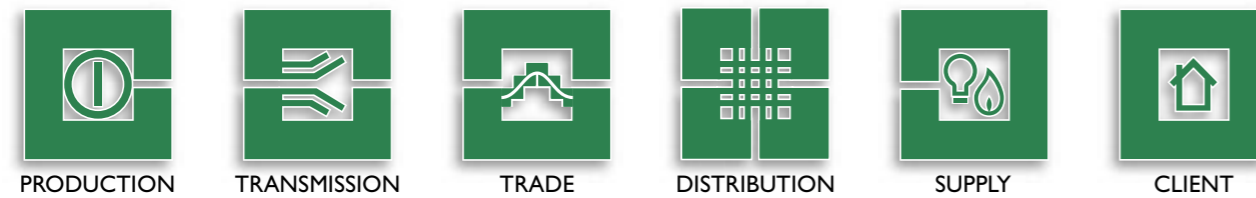
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GEN Group are experts in the energy market. We have in-depth knowledge of both the supply and demand side of the industry and can make the transition from market to operational processes. With experienced consultants and customized software solutions, GEN supports process enhancements and modifications throughout the entire energy value chain for both the gas and electricity market.



Our expertise covers areas such as the identification of new markets, market - and reference models and process optimization for transparent operations. In the Netherlands, GEN is market leader in the areas of energy demand forecasting. With our rich experience and specialist professional knowledge we can advise you and provide you with dedicated tools for commercial energy challenges, e.g.:

- *portfolio management*
- *energy trade processes*
- *energy data management*
- *energy demand forecasting*
- *market- & business models*

Our knowledge covers the entire energy value chain, from generation to supply.

GEN offers both professional advice and implementation services. It also offers customized software to make the energy market's complex operational processes manageable. What's more, GEN can organise the company-specific implementation of this software.

We can make the translation from market to company, from theory to practice and from business to IT. We can assist you from design to implementation. This is what makes GEN special.

Passion

Established in 1997, GEN gained its experience during the deregulation of the Dutch energy market. GEN's strength lies in the combination of experienced professionals, specialist market knowledge and focused technology. Our knowledge is not limited to one country. Increasingly our expertise deployed internationally. We know the industry, the players and the processes, both market and in-company

through and through. We attach a lot of value both to understanding the broad market developments and in having a sound knowledge of the smallest details. We feel that this is the only way to arrive at innovative and pragmatic solutions. Without exception our employees are professionals with a passion for their field of expertise and enormous commitment to the various projects.

Transparency

GEN creates transparency in the market- and the operational processes and the associated complex data traffic. Our advice is clear-cut, our solutions and applications are complete to the final detail and without any unnecessary frills. With a project-based approach commitments and deadlines are strictly observed.

GEN can take on different roles depending on requirements, from programme manager to supplier of (partial) solutions. We pay particular attention to knowledge transfer and support. We therefore work side-by-side with you rather than just for you, so that we can achieve results that apply to your specific situation. This is what matters to us.

controlling complex business processes