

Vern sur Seiche, February 28, 2014

Object: Reference letter

I, Christophe Venaille, Sales Director of Luceo SAS, certify working since 2011 with BTI Consulting, Inc., represented by Bruno Tateossian.

Luceo is a company that designs, manufactures and sells inspection systems dedicated to the food industry since 2006. Our systems are innovative equipment within a high tech market and sold business to business.

We asked BTI Consulting, Inc. to accompany us in our international expansion and more specifically in North America (USA and Canada). This approach was first made in partnership with Bretagne International (Brittany Region) and then pursued in the form of a direct contract between Luceo and BTI Consulting, Inc.

The strategy put in place with BTI Consulting, Inc. was the following:

- Validate the expansion of Luceo in the USA through a market study,
- Assist in the definition of targets by market segments (top 10 companies within 4 identified food sectors),
- Prospect the identified targets in order to know the right contacts, the production facilities and the investment plans,
- Contact and follow up with interested prospects,
- Serve as the local contact for sales development and quotes,
- Accompany the Luceo team in pre and post sales meetings,
- Manage communication efforts (research and identify the right supports, prepare a communication plan and implement the plan with an annual budget),
- Organize trade shows and conduct follow ups of all contacts,
- Lead economic intelligence research.

This contract was renewed for a 4th time in 2014. BTI Consulting, Inc. has always been very professional in its support of Luceo in the US and has perfectly adapted to the demands of Luceo and their evolution the past 3 years. Despite a technical context very pronounced and complicated, BTI Consulting, Inc. has adapted to Luceo's products and has become our ambassador in the USA.

BTI Consulting, Inc. was instrumental in securing the sale of 10 machines to date in the US, making the USA its second sales market in the world.

I greatly recommend to any Swiss company looking to expanding to the USA the use of a company such as BTI Consulting, Inc., which will help in its knowledge of the market and the definition of the best strategy for its expansion to North America.

Rennes, February 28, 2014

Christophe Venaille
Sales Director LUCEO