



**Matthew Cule**  
CEO, M&Y Global Services

## Looking forward to the Year of the Tiger... No matter what!

As most of us, I am happy to put 2009 to rest and look forward to a brand new year - or shall I say, a brand new decade. Tired of a world of inaction due to uncertainty, I look forward to real action in 2010, although I admit with cautious optimism. It is very apropos that according to the Chinese zodiac calendar we are heading into the year of the Tiger, one of the most dynamic signs in the Zodiac. Tigers have many personalities, vacillating between being fascinating, commanding and exasperating. Tigers can be fearless at one moment and unable to make up their mind the next. I suspect that in today's environment a Tiger personality is quite useful. We need to be fearless in our actions towards our goals but at other times, hold off on a decision for more clarity. We are still not out of the woods.

At M&Y, we are starting off the year fearless, understanding that the result of inaction has the certainty of getting us nowhere. We spent 2009, reassessing our corporate strategy and investing in new solutions in the Construction, Manufacturing, Retail and Transport industries. Now in 2010, we are ready to launch these new services and as part of our new corporate strategy, move forward with a major rebranding initiative.

We will kick off the Chinese New Year by changing our name from M&Y Data Solutions to M&Y Global Services. Our new brand will better represent our leading position in the Chinese BPO space, our expanded breadth of services and our vertical process expertise. Founded in 2001, M&Y was the 1st company to offer BPO services in a global delivery model out of China. As we go into our 10th year of business, our services have expanded to cover much more than data solutions. Our cross-industry solutions now include F&A solutions and contact centre services and we have implemented over 200 processes in a variety of industries including banking, insurance, manufacturing, retail, construction, transportation, telecom and utilities. M&Y is now located in 4 continents and has 4 major delivery centres across China.

Although the year of the Tiger can be interpreted in conflicting ways, we at M&Y side with the optimistic half – referring to 2010 as the “Golden Tiger Year” which is characterized by wealth & prosperity. On behalf of M&Y, we would like to wish you all a prosperous and happy new year.

Sincerely,

**Matthew Cule**  
CEO, M&Y Global Services