

Microcad Software, the most advanced technology for designing interior spaces.



VISION AND STRATEGY

Providing a software solution for each customer's unique needs.

Microcad Software's goal is to provide excellent computer-aided-design (CAD) software applications for interior spaces. To that end, Microcad has selected a software platform which is both powerful and at the same time, widely accepted as the standard graphical database: AutoCAD®.

Using AutoCAD® as the graphical database offers several advantages: The native DWG file format allows users to view, exchange and print projects without owning the original software application. There are many applications in the market that read and print DWG files, and some are available free of charge. In addition, product manufacturers already working in DWG format can easily include their products in Microcad Software's electronic catalogs.

“ By collaborating with existing software solutions we are able to meet our customers' needs.

Our customers are always devising new uses for our software products. Some require additional features; things like manufacturing information to be passed upstream to the cabinet plant, or information to manage ordering and inventories at a high volume kitchen dealer. Microcad Software's response is to collaborate with the companies already offering leading solutions to each of these needs. Once again, using AutoCAD as the foundation makes the dialog with other software companies easy. This ensures our customers always win because the combined solutions are the best solutions available.

Microcad Software is currently collaborating with several companies to offer links to pricing, manufacturing and optimizing applications. For more information on this, feel free to contact us at 201 568 3555 (USA) or 845 634 0168 (UK).

A company with an international presence and more than fifteen years of experience.

COMPANY

Microcad Software began operations in 1987 as a division of Microcad Informática, a top tier provider of hardware and software products in Andalucía, Spain. In 1995, Microcad Software started work on a product based on AutoCAD®. Three years later, Microcad became the first European company to sign an OEM agreement with Autodesk to develop a kitchen and bath design program. Since then, we have been using the AutoCAD® OEM platform as the foundation of our software applications. Our approach guarantees our users plenty of power and autonomy, plus a widespread file format; DWG.

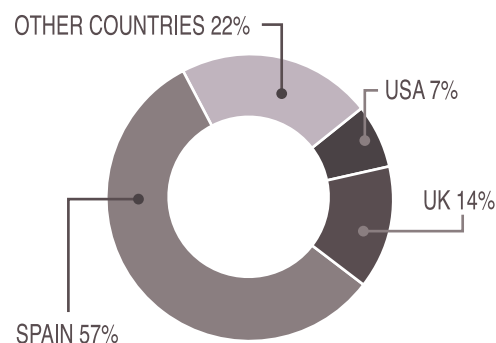
“ In 1998, Microcad Software became the first European company to sign an OEM agreement with Autodesk.

Microcad Software's US office opened in 2002 and is located in Cresskill, New Jersey, just outside of New York City. The office is responsible for business development, training and light technical support for the US and Canada. In addition to the US office, Microcad has offices in the UK and in southern Spain.

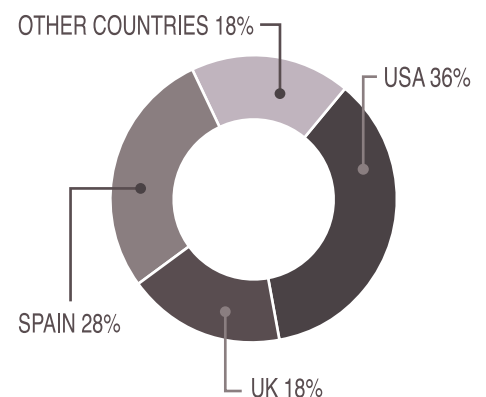
The UK office opened in 1999 and is responsible for business development, training and light technical support for northern Europe. It is located in suburban London. The Spain office is responsible for software development and technical support and is located in Malaga.

Microcad Software began expanding internationally early on. In addition to the offices described above, Microcad software is present through distribution agreements in nine other countries, including Germany, France, Australia and China. The early international expansion seems to be paying off. In 2010, international sales represented approximately 72% of total sales, with the United States being the market experiencing the fastest growth.

YEAR 2005



YEAR 2010



The graphic above shows a comparison of sales from 2005 to 2010.

PRODUCTS

Microcad Software's current products include autokitchen®, autodecco®, autoclosets® and Estimate. The first three products are point of sales computer-aided-design tools. Estimate is a pricing and ordering application that can work with any of the above programs, or as an independent application to generate lists of cabinetry, appliances and accessories including basic dimensions and pricing. Estimate works seamlessly with the above programs, giving users several advantages, including the ability to modify the list of items in a design project without having to edit the design. All of our products will improve three core aspects of your business:

BETTER COMMUNICATION.

The native DWG format will allow you to exchange files with other professionals such as architects, contractors or cabinet drafters. They will also be able to incorporate your files into theirs as necessary. Aside from DWG, you will be able to share your files in other formats such as DWF, PDF, JPG, BMP. This simple way to share information helps eliminate misunderstandings and enhances clarity.



IMPROVED PROJECT DOCUMENTATION.

Floor plans, elevations, perspectives, electrical plans, countertop plans, cabinet, appliance and accessory listings, color renderings and other documents are available in different sizes and line weights. Your projects will stand out, and your business will benefit from the professional impression your projects will create.

REDUCE CYCLE TIME.

Most design projects are subject to changes. Experienced designers know how to minimize and manage change, yet it's hard to eliminate changes completely. Our products help designers manage this so that changes in cabinet style, room dimensions and textures or finishes can be incorporated into a design, even at late stages of the project.

CLIENTS.

We currently have over ten thousand users. Most of our users are kitchen and bath dealers, closet makers, and interior designers. They use Microcad Software applications to sell kitchens, baths and closets. Some of our customers work with custom kitchens and use our software for designing purposes. Some customers do design and pricing. Other customers

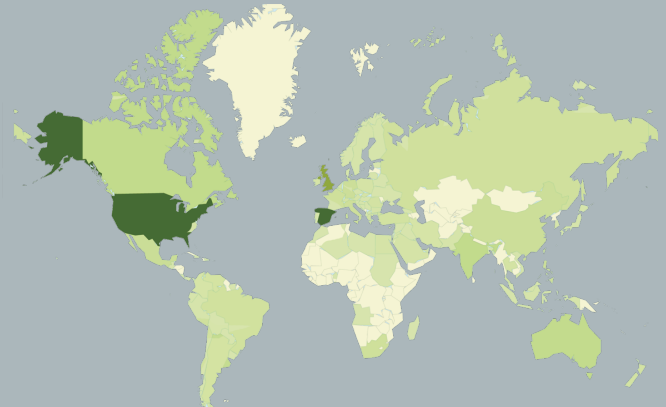
“ Several large multinational companies use our products as point of sales.

design, price and submit their orders directly to the cabinet manufacturer. Kitchen and closet cabinet manufacturers are a growing group of users of Microcad Software

products. With autokitchen®, a cabinet manufacturer receives the order electronically and free of charge from the kitchen dealer, validates the order, and links the design file with the manufacturing system in order to initiate production.

Manufacturers can also use autokitchen® to create designs for their showrooms and to generate catalog images. If you are a cabinet manufacturer and would like to explore collaboration opportunities, or simply would like to find out more about autokitchen®, contact us at 201 568 3555 (USA) or 845 634 0168 (UK). You will be pleasantly surprised.

Several large multinational companies use Microcad Software products as point of sales. These groups include companies in the food service equipment and retail furniture stores. Microcad Software is attractive to these customers for two main reasons: The AutoCAD® platform and the flexibility and spirit of collaboration with which we manage ourselves.



The enclosed map shows who visited our websites (more than 250,000 visits per year). The dark green shows the countries with the highest concentration of visits.