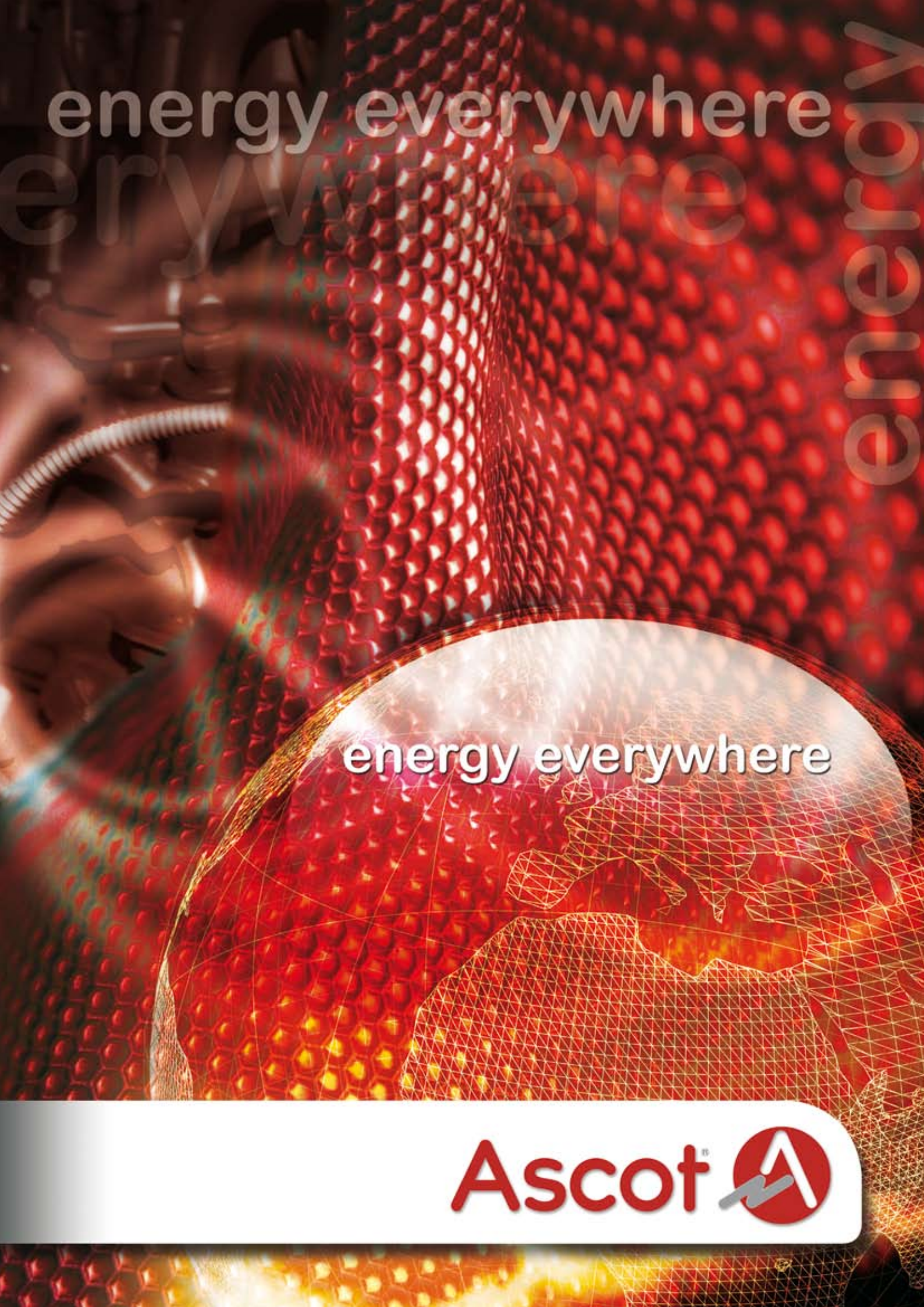
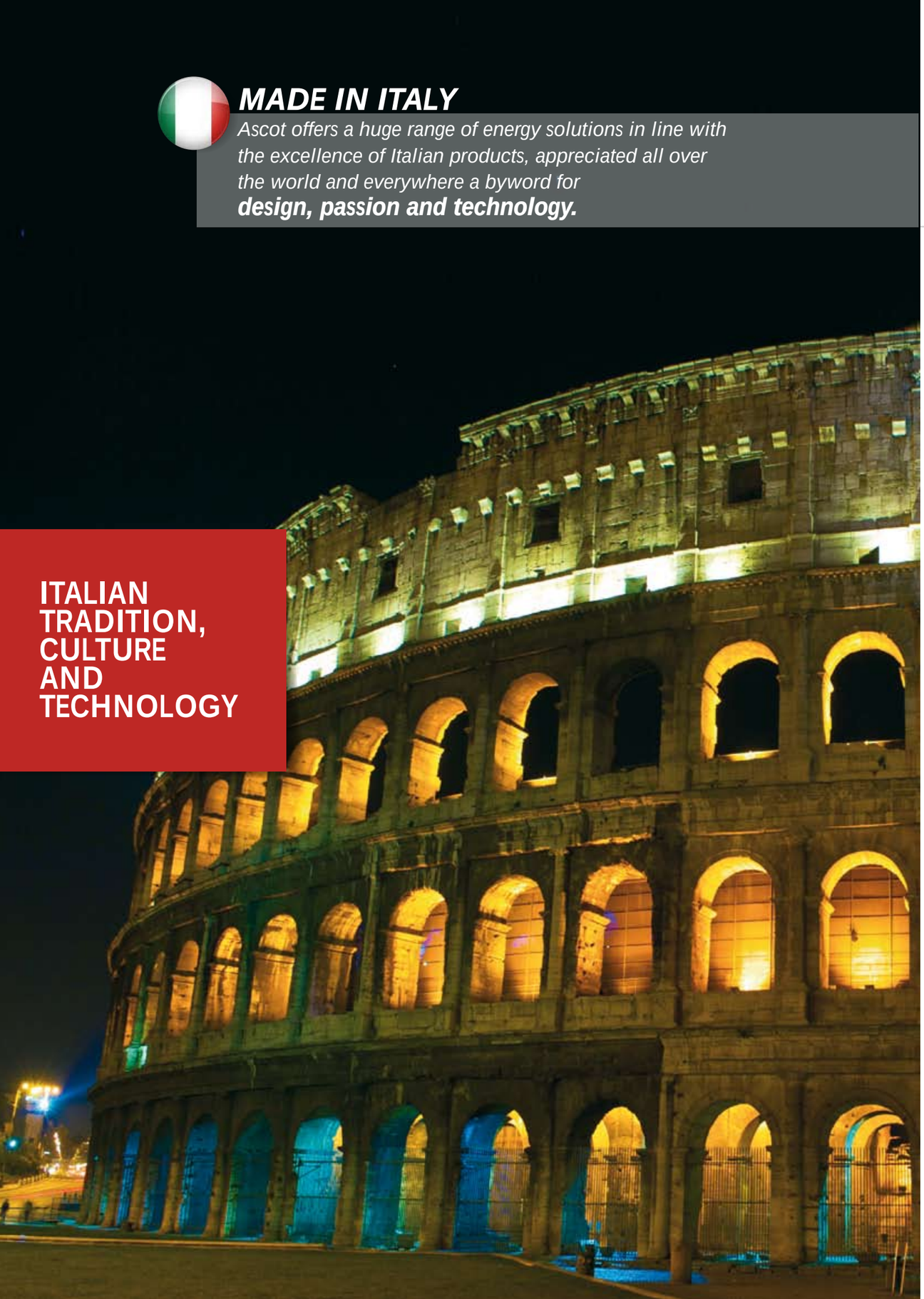

energy everywhere
energy everywhere
energy
energy everywhere
Ascot

MADE IN ITALY

Ascot offers a huge range of energy solutions in line with the excellence of Italian products, appreciated all over the world and everywhere a byword for
design, passion and technology.



ITALIAN TRADITION, CULTURE AND TECHNOLOGY

YOUR INNOVATIVE
ENERGY PARTNER

Ascot

WE TRANSFORM YOUR NEEDS INTO SOLUTIONS

WELCOME TO THE WORLD OF ASCOT

It is with great pleasure that I would like to introduce you to the new look of the Ascot Group in all its splendour: new challenges to face with enthusiasm and passion.

The Ascot Group has adopted a business model which is traditional but up to date, one which is based on the mutual respect of our relationship with the customer. In our business, we endeavour to build personal relationships with all our customers, establishing friendly and professional relations in taking care of our customers' needs.

These are the professional values with which Ascot is imbued in the world today.

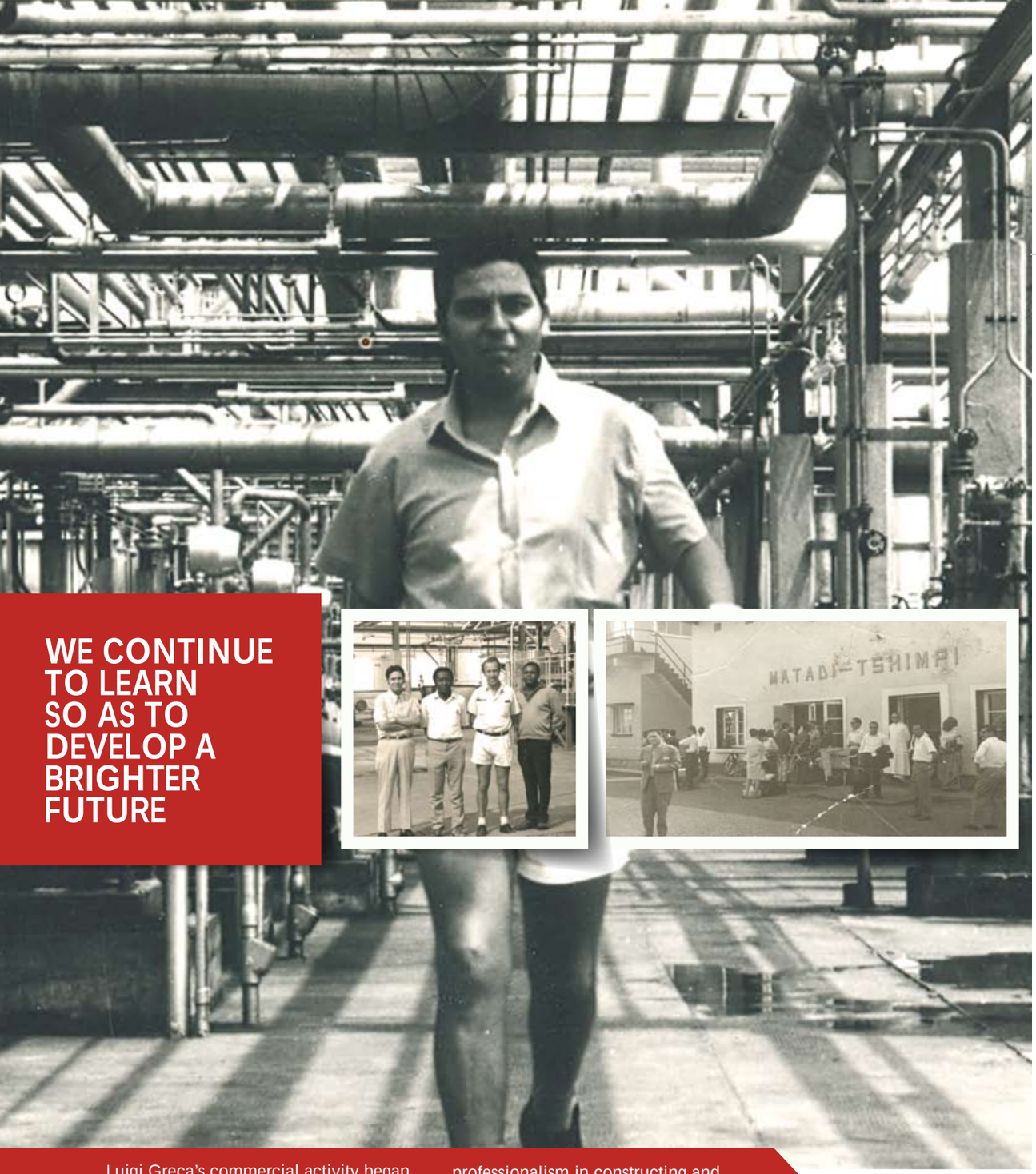
ASCOT OFFICES

THE STAFF

LUIGI GRECA
COMPANY FOUNDER

Ascot

COMPANY HISTORY



WE CONTINUE TO LEARN SO AS TO DEVELOP A BRIGHTER FUTURE

Luigi Greca's commercial activity began in 1960 at Eni-Agip, the industrial group which has made history throughout the Italian and international, capitalist energy sphere. For more than 20 years, Mr. Greca has dedicated passion and professionalism in constructing and maintaining petrochemical plants in Italy and Africa. The development of his wide-ranging entrepreneurial skills led him to found the Ascot company in 1986.

"We have learned lessons from the past in developing a brighter future."

As founder of the Ascot Group, Luigi Greca has managed the company with commitment and devotion since 1986, riding the crest of a wave with the sound policy of applying innovative technology to all of Ascot's products.

Today the Ascot Group is at the helm of an international operation in the mobile telephone sector. The most important operators in the industry recognise in the Ascot Group an avant-garde Partner with advanced know-how in the sector of alternative energy. At the same time Luigi Greca is the company repository and beacon of the Ascot Group.

Luigi Greca began his commercial activity in the 1960s, working for the Italian petro-chemical group ENI-AGIP. For more than 20 years he has constantly dedicated passion and professionalism in constructing and maintaining petrochemical plants throughout Italy and Africa. He developed wide-ranging entrepreneurial skill, which led him to found his company: Ascot.

Extensive know-how in the security sphere, reliability and quality products soon became the hallmark of the company. In 1994 Ascot was the first Italian company in the energy sector (UNI EN ISO 9001) and military supplier (NATO AQAP 110) to be certified.

In line with the great Made in Italy tradition, the entire Greca family is now involved in the company with their distinctive managerial style. In the last 20 years, the Ascot Company has exponentially increased its presence in the world with the necessary elements for winning markets. Over time, father Luigi and then his son Mike have built up a formidable organisational machine with managers used to dealing with adverse economic conditions.

1986

1990

1998

2003

INTERNATIONAL ENERGY SOLUTIONS

THE ASCOT GROUP

The Italian Ascot Group has been hugely committed on an International level to the energy sector since the launching of the company. Its development can be traced by the uninterrupted production of energy and its focus on **generators, power-stations and hybrid systems.**

The characteristics of the international market, distributed in different parts of the globe where the demand for electrical energy has a pivotal role, has enabled the Ascot Group to develop avant-garde and technologically innovative solutions to challenges. It is also able to respond to the manifold demands of numerous customers who deploy Ascot products in more extreme climates.

Today, the Ascot Group is widely represented on all 7 continents with a programme of global expansion which is aimed at covering, in a brief time period, all those market areas which are not currently being served.

Directed by the Marketing Department, the Action Plan aims at creating and/or the consolidation of a widespread and specialised network. This will be made up of a Sales and Service Centre, sales points for Ascot products with staff specialised in the technical/ commercial sector. The same staff will also guarantee and maintain Customer Services and the availability of spare parts.

Ascot S&SC

The Ascot Sales & Service Centres are important, strategic hubs in the global market frontier in those countries constituting a potential market and where local partners have mapped out and are consolidating their network.

Ascot

Ascot

RESPECTING OUR NATURAL HERITAGE

THE NEW ASCOT HYBRID SYSTEMS

Our hybrid energy systems reduce polluting emissions and consumption by approximately 80%, allowing us to respect the natural world as much as our host countries, and which need electricity to develop and become self-sufficient.

Michele Greca
President and CEO

DCHPU HYBRID POWER UNIT

PRESERVING THE NATURAL WORLD WITH CLEAN ENERGY

Energy is one of the most important resources on the planet and, together with water and air, comprises an element to respect, preservation and conservation.

Ascot respects non-renewable sources because it is possible – even if difficult from logistical and technical points of view – **to satisfy man's daily energy demands** without compromising the future of future generations.

Unrelenting research in the energy field has enabled us to create machines and systems which, using **renewable energy supplies** with an ever diminishing environmental impact, have reduced fuel consumption, their acoustic impact and polluting emissions.

Investment in new technologies, which for years has distinguished the Ascot company, will soon lead the company to the maximum use of renewable energy sources, particularly on an industrial level, in order to generate energy as demanded by the market, in addition to **respecting our natural heritage**.

THE INTERNATIONAL WIN-WIN ASCOT APPROACH

BOARD OF DIRECTORS

In line with the great Made in Italy tradition, the Ascot company is today managed by the whole Greca family, now in its second generation. Company management is distinguished by its unique style, ready to deal with the challenges of tomorrow by encouraging the growth of the company by exploiting the hallmarks of traditional, Sicilian culture: passion, commitment and dexterity.
The aim of the Ascot company is to reinforce and expand its global presence with the same values which have characterised all its commercial activities in recent times.

OUR MISSION

OUR MISSION

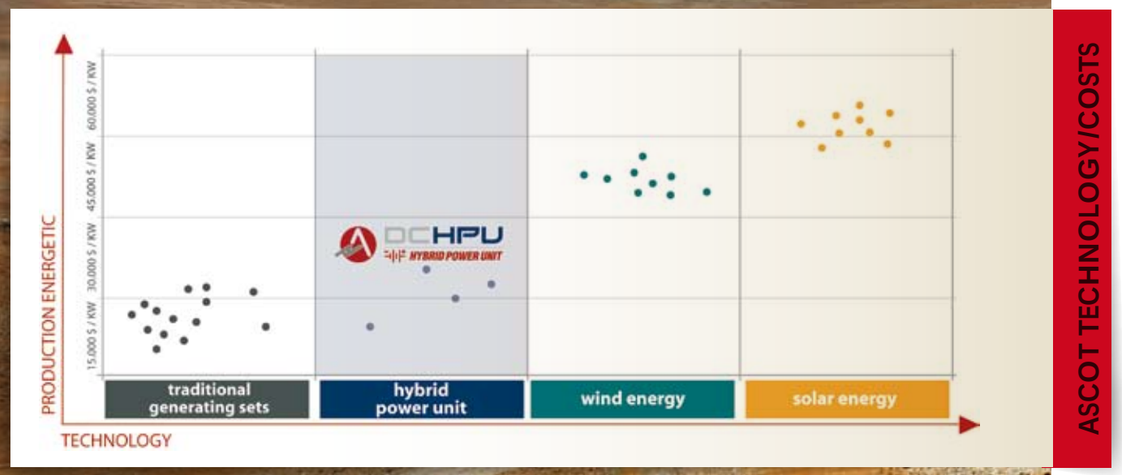
TO DESIGN SMART ENERGY SOLUTIONS

Ascot is the ideal partner for designing and constructing **personalised energy solutions**, offering products and systems which look to the future, concentrating on **strategic objectives** identified by our customers.

Experience developed over time and continuing research into innovative products, designed as a solution to extreme climates, have enabled us to offer exclusive solutions capable of optimising our customers' investments and encouraging the best results for both parties (**the Win-win Ascot Approach**).

Becoming consultants and energy partners on a world-level implies an open approach, reaching out to progress and global challenges, considering the **present as the very first glimpse of the future.**

SPECIAL AND CUSTOMIZED SOLUTIONS



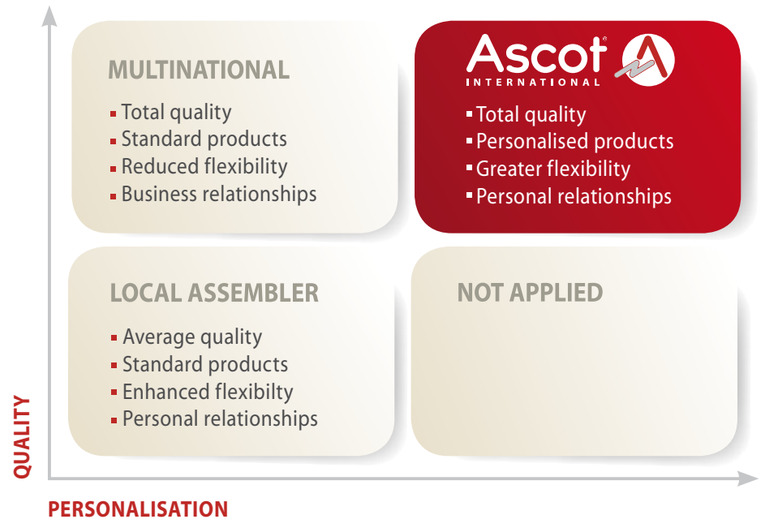
ASCOT TECHNOLOGY/COSTS

POSITIONING

The production of on-site energy demands has experienced strong growth world-wide in the last 30 years and this is directly connected to **economic and technological growth** in developed and emerging countries, which require **reliable sources of energy supplies.**

"Regarding performance and commercial/competitive points of view, it is clear from a competitive analysis of the energy market how multi-nationals, operating on a global level, must offer standard and valid products to all segments of the market. This approach will be translated into mass production which is distinguished by enhanced performance without, however, allowing for any degree of personalisation of the product."

Whilst developing a **performance/product** model, it is evident how Ascot is able to respond to market demands with products and **high-performance solutions**, which are designed and made to measure to satisfy **the specific demands of each and every customer**.



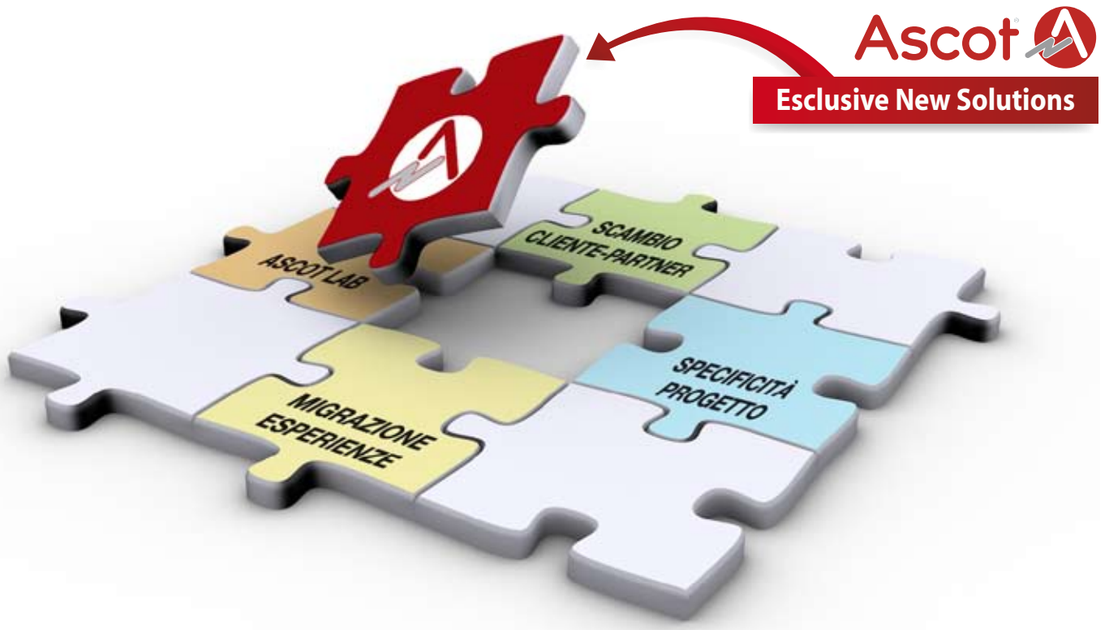
MULTITASKING SKILLS

Having accumulated 20 years of experience in various energy sectors, specialised engineers in Ascot's production laboratories make up a technical team, which is capable of developing varied and complex projects. These projects and know-how are now used as **Application Tools**, that is, where types of pre-packed, technological modules are used as the launch pad and/or the basis of new projects.

"Ascot projects arise from concrete demands, the full understanding of customers' needs and the market. We are here dealing with real projects, bearing in mind future needs, the optimisation of energy resources and respect for the environment."

"Ascot products are designed to be applied to the most hostile of environments where their functioning is guaranteed, even in the extreme conditions of torrid and windy deserts to the depths of a polar winter."

This is what the Ascot Group is offering to the market, distinguishing itself in the power generation market with solutions developed by the **ASCOT LAB**.



CHOOSING THE RIGHT PARTNER

Choosing the Ascot Group today means trusting an organisation with a 20-year experience in the international sphere, with a brand name which is a byword for quality and reliability.

Choosing Ascot means not only acquiring a quality product, designed to function in different parts of the world but also a company which is capable of meeting all the customer's needs: with its network of partners and Service Centres all encouraging technological innovation, Ascot can offer support for its products throughout all their working life.

Ascot uses a B2B Business Model (Business to Business) where customers, partners and companies play on a level playing field in sharing to reach a common objective.

The Ascot Group guarantees competence, flexibility, and understanding to all its customers and a price structure which is in proportion to the solution offered.

Michele Greca
President and CEO

WHY ASCOT? BECAUSE OF THE LET'S GO POLICY

"Each and every product is born of ideas and these ideas must be able to rub shoulders with each other."

Every unexplored corner of the world represents a lost opportunity, imbued with stereotypes and interpretations. How can we introduce a product onto the market if we don't know its final destination? It would be like going into space without knowing about the lack of oxygen! For this reason, the team at ASCOT LET'S GO visits all those places where our products will be used.

This is the motivation behind the LET'S GO policy: to get to know and understand the demands of the environment where our products will be installed, because each requires specific applications and differing solutions to local challenges.

By means of our networks and local Tutor programme, Ascot engineers can monitor solutions through the entirety of their life cycles, following their dynamics by remote control from our Central Monitoring Station.

WHY ASCOT?

WE ARE A FLEXIBLE COMPANY
involving

- **The identification and awareness of our customers' needs**
- **The direct matching between customer and partner**
- **A Project Team specialised in designing new products**
- **The evaluation of improved benefits/cost solutions**
- **Qualitatively monitoring to create high performance products**
- **Respecting product delivery times**
- **The construction of customer-oriented After Sales services**
- **The continuous improvement of all our working processes**

CREATIVE PROCESSES

1 UNDERSTANDING

Meeting with our customers to understand their needs

2 VERIFICATION

Verifying on-site needs to identify more efficient solutions to energy challenges

3 DEVELOPMENT

Data study and the creation of virtual solutions by Ascot Research and Development

Ascot R&D

4 SOLUTIONS

Presenting working hypotheses and business comparisons to the client

8 TRAINING

Individual or group training for on-site technicians and the development of sales and assistance programmes

Ascot S&SC

7 ON-SITE TRIALS

The launching of products and on-site systems

6 PRODUCTION

Producing made-to-order models and quality control

5 CONSTRUCTION

Studies and evaluation of the performance of systems products

CO-DIVISION PERFORMANCE WITH ASCOT RESEARCH AND DEVELOPMENT

Ascot R&D

MONITORING AND CONTROL

The monitoring during the entire life cycle of solutions offered to customers and data studies for developing future systems

Ascot

TAILOR-MADE PRODUCTS

We at Ascot feel it necessary to clarify that the quality of a product can be measured by evaluating the quality of each component and then the best quality-price ratio for this product: if the value of a Rolls Royce effectively lies in the quality of its ignition key and that breaks in half, this then would be its true value!

The vast majority of cars have four wheels and an engine but only the best, which are built by companies with enhanced know-how and long experience, will last over time.

We at Ascot approach energy challenges in the same way, paying meticulous attention to the detail of fundamental principles, operating in specialised sectors for specialised customers.

INNOVATORS IN THE ENERGY FIELD

The Ascot company offers a huge range of **generators and modular power plants, designed and built to order, thus guaranteeing the installation and smooth running of its products in various sectors the world over**.

And whilst some of our products might appear similar, the solutions which Ascot proposes have been studied in the smallet detail to make a difference, a fact which puts these products beyond comparison with other standard products.

Ascot R&D

Renewable energy is derived from natural resources, such as solar energy, wind energy and water resources, including wave power and geothermal heat.

ALL ASCOT'S NEW GENERATION PRODUCTS HAVE BEEN CREATED AND DESIGNED TO GUARANTEE:

- **Reductions in CO2 emisions**
- **Reductions in particulate matter**
- **A reduction in non-recyclable materials**
- **A reduction in fuel consumption of between 30% and 50%**

In 2006 approximately 18% of final energy consumption on a global level was derived from renewable energy sources, with 13% coming from biomass material and 3% from water power. As regards generating electrical energy, about 18% comes from renewable sources, with 15% coming from water power and 3.4% from other renewable sources. It is part of Ascot's philosophy to contribute to the development of clean and sustainable energy in protecting and preserving the global environment.

Ascot is totally committed to the development of new solutions to challenges which can offer the prospect of a better life to people the world over.

Ascot

ASCOT WORLDWIDE

Ascot is present in more than 50 countries in Europe, Africa, the Middle East, India and South America. Here our Sales Network and Service Centres are equipped to provide support and assistance to potential customers, customers and partners. We know how important it is to build a good reputation and to receive positive feed-back from our partner countries. We, therefore, use our energy and passion on a daily basis to best serve our Customer-Partner network.

GENERAL REFERENCES

Europe

Austria - ***Hobas*** - Power Plant Project
France - ***Alcatel Lucent*** - Telecom Projects
Greece - ***SSA*** - Radar Mil Project
Greece - ***Edil Hellas*** - Telecom Projects
Hungary - ***Takarek Bank*** - Generators
Hungary - ***Matrai Eromu*** - Power Station
Italy - ***Rai Television*** - Mobile Units
Italy - ***Nato*** - Mil Projects
Italy - ***Rodriquez*** - Marine Generators
Italy - ***Naval Defence Trapani*** - Mil Projects
Italy - ***Naval Defence Augusta*** - Mil Projects
Italy - ***Isab Refineries*** - Power Plant
Italy - ***Motorway ME-PA*** - Power Plant for tunnels
Italy - ***Ericsson*** - Telecom Projects
Italy - ***AEM Milan*** - Mobile Units
Italy - ***Anas Motorway Projects***
Macedonia - ***Kosovo Project***
Spain - ***Telefonica*** - Telecom Projects

Asia

China - ***North China Institute Beijing*** - MIL Project
Indonesia - ***Telkomsel*** - Telecom Project
Nepal - ***IBN*** - Telecom Projects
Philippines - ***Sms*** - Telecom Projects
Sri Lanka - ***Aiken*** - Telecom Projects
Vietnam - ***Coalimex*** -Power Plant
Vietnam -***Da Nang Hospital*** -Power Plant
China - ***Huawei Sudan*** - Telecom Project

Medio Oriente

Iran - ***Nirou Clror Trabriz*** -Power Plant
Iran - ***Nirou Clror Isfahan***- Power Plant
Iraq - ***North Refinery Baiji*** -Power Plant
Iraq - ***Northen Gas Industry Kiruk Power Plant***
Iraq - ***Asia Cell Telecom Project***
Iraq - ***Iraqi Telecom*** - Telecom Project
Iraq - ***Baghdad Governarate*** - Electrification Project
Kuwait - ***MTC*** - ***Zain*** - Telecom Projects
Kuwait - ***Hayat***
Oman - ***Modern Poultry Farm*** - Generators
Pakistan - ***Pakistan Navy*** - Special MIL Project
Syria - ***Nahas Intertrade*** - Generators
Saudi Arabia - ***Mobily*** - Telecom Project
Saudi Arabia - ***STC Saudi Telecom*** - Telecom Project
Saudi Arabia - ***Zain*** - Telecom Project
Saudi Arabia - ***Nokia*** - Telecom Project
U.A.E. - ***El Fujera National Bank*** - Generators
Yemen - ***National Water & Sanitation Authority*** - Water Project

Africa

Chad - ***Sae&International Negoce 98*** - Telecom Project
Chad - ***Zain*** - Telecom Projects
Egypt - ***Egypro*** - Telecom Projects
Egypt - ***Alkan*** - Telecom Projects
Egypt - ***EEC*** - Telecom Projects
Kenya - ***Zain*** - Telecom Projects
Kenya - ***SafariCom*** - Telecom Projects
Kenya - ***Orange*** - Telecom Projects
Kenya - ***Ericsson*** - Telecom Projects
Ghana - ***Zain*** - Telecom Projects
Lybia - ***NOC National Oil & Terminal*** - Telecom Projects
Lybia - ***Wahda Bank*** - Generators
Lybia - ***Highway Ejdabia Tobrouk*** - Generators
Lybia - ***I.C.B.C*** - Special MIL Projects
Lybia - ***Medoil*** - Power Plant for oil field
Marocco - ***Nador El Aroui Airport*** - Power Plant
Nigeria - ***Zain*** - Telecom Projects
Sierra Leone - ***Alkan*** - Zain Telecom Projects
Sudan - ***Mobitel*** - Telecom Projects
Sudan - ***Sudatel*** - Telecom Projects
Sudan - ***Canartel*** - Telecom Projects
Sudan - ***Zadna*** - Power Plants
Sudan - ***Bahar Dar*** - Water & Power Projects
Sudan - ***Eurafrica*** - Radio TV Projects
Sudan - ***Eurafrica*** - Kouski Special Projects
Tunisia - ***Scadacom*** - Telecom Projects
Tunisia - ***Universal trading*** - Telecom Projects
Tanzania - ***Vodacom*** - Power Plant for Core Centre
Rwanda - ***Tigo*** - Telecom Projects
Uganda - ***MTN*** - Telecom Projects
Zambia - ***Zain Telecom***

PARTNER

IMPROVING EVERYTHING WE DO

CERTIFICATION

OUR PHILOSOPHY OF QUALITY

"WE CONSTANTLY COMPLY WITH REQUESTS FOR COLLABORATION WITH CUSTOMERS, COMMITTING OURSELVES TO A NEVER-ENDING PHILOSOPY OF IMPROVING EVERYTHING WE DO"

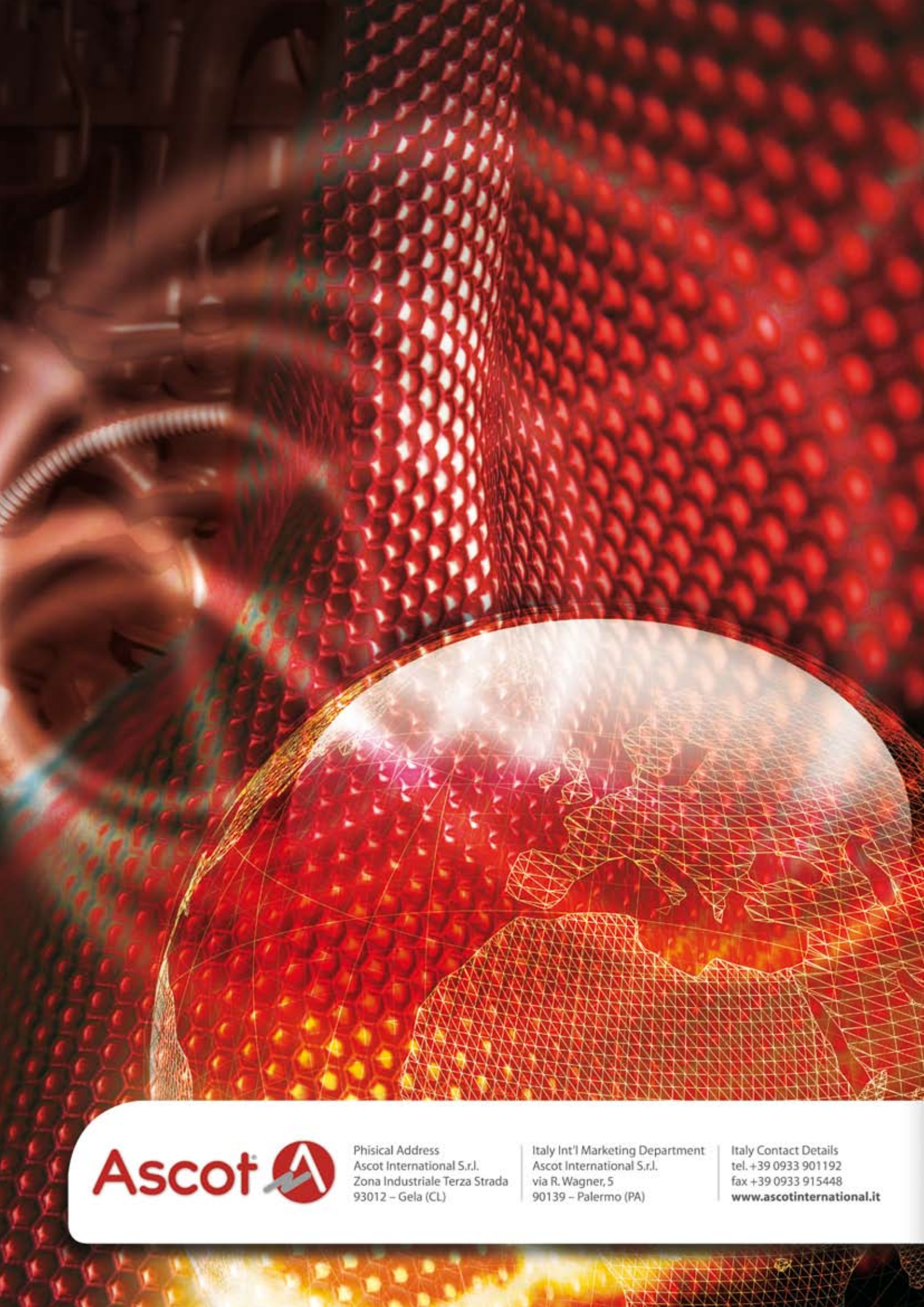
In 1994 Ascot was the first Italian company in the energy sector to obtain a UNI EN ISO 9001 Quality Certification. And thanks to the NATO AQAP 110 Certification, Ascot can design and construct, independently or as part of a joint venture, generators for military applications with the larger producers in this sector.

In Pursuance of Total Quality

- We are totally committed to obtaining and maintaining a policy of zero tolerance regarding design flaws throughout our product and service range
- We are a Total Quality-Oriented company, with continuous Improvement programmes, adhered to by all our staff, thus ensuring the very best products and services for our customers
- We strive to provide quality products, the result of reaching high levels of performance
- We offer training courses and personalised programmes to our customers so that they will be able to safeguard their acquisitions throughout their entire life-cycle
- We develop solutions to challenges and innovative applications in improving the quality of products already in use

Ascot®

Progetto grafico e impaginazione:
Urso pubblicità e marketing



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