

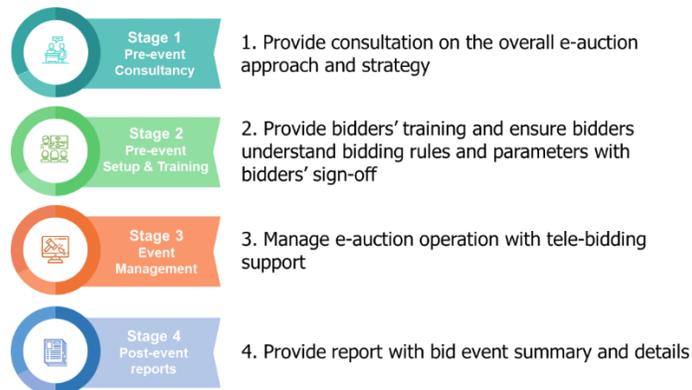
## E-Auction

SESAMi provides professional services for eAuction which covers both forward and reverse auctions. We have conducted more than 700 auction events to date for Government bodies, GLCs and large private enterprises since 2002.

Our eAuction services portfolio includes clients from these industries, and the scope of the eAuction categories can be found below:

Industries	Product and Services Categories
<ul style="list-style-type: none"> <li>• Construction &amp; Property</li> <li>• Telecommunications</li> <li>• Petrochemicals</li> <li>• Marine &amp; Port</li> <li>• Airlines</li> <li>• Transportation</li> <li>• Electronic &amp; Precision Engineering</li> <li>• Government</li> </ul>	<ul style="list-style-type: none"> <li>• Supply of Electricity</li> <li>• Landscaping &amp; Pest Control</li> <li>• Estate Maintenance, Building &amp; Construction Works</li> <li>• Cleaning &amp; Refuse Removal Services</li> <li>• Supply of Chemicals &amp; Production Materials</li> <li>• Supply of Construction Materials</li> <li>• Supply of Office Supplies &amp; Services</li> <li>• Supply of IT Software &amp; Hardware</li> <li>• Transportation Services</li> <li>• Supply of Security Services</li> <li>• Rental of Industrial &amp; Commercial Properties</li> <li>• Sale of Land</li> </ul>

The different stages covered in our eAuction service are as follows:



### 1. eAuction Pre Event Consultancy

Upon identification of tenders/ RFQs which are suitable for reverse auction, SESAMi shall advise on the overall e-Bidding approach and strategy, analysis and development of the structure and workflow for each eAuction Event.

### 2. eAuction Pre Event Setup and Training

SESAMi will base on customer's full review of tender documents and requirement, provide, and recommend strategic eAuction parameter settings for customer's considerations and review.

Based on the approved eAuction parameter settings, SESAMi will create the e-Bidding event with the information/parameters provided by customer and will be responsible to coordinate and provide all resources necessary for the timely launch of eAuction event.

All customers qualified tenderers will be registered by SESAMi. Tenderers' login user IDs and passwords for user authentication and access authorization will be generated and sent to them. Trainings will also be provided for all qualified bidders.

### 3. eAuction Event Management

SESAMi shall provide operation and technical support during eAuction.

SESAMi will provide tele-bidding services for qualified bidders during eAuction events, eg, breakdown of connectivity in bidder company premise. SESAMi will also provide service hotline for customer's staff and bidders for clarification of enquiries relating to the e-Bidding process.

### 4. eAuction Post Event Reports

Upon completion of the eAuction event, SESAMi's tele-bidding officers will personally inform all tenderers at the end of eAuction event by phone.

SESAMi shall prepare and submit the eAuction Event Summary Report to Customer within 24 hours.

### Key benefits of an eAuction event

<u>Benefits to Buyers</u>	<u>Benefits to Suppliers</u>
1. Reduces the cost of goods/services	1. Improves discipline in the tendering process
2. Reduces negotiation process time	2. Encourages transparency of pricing and ability to react to competitors' prices
3. Is an easy process to repeat with other products	3. Reduces negotiation process time, thereby promoting convenience
4. Encourages development of closer supplier relationships	4. Short and improves bids due to elimination of travel, paperwork etc
5. Availability of quality market information	5. Allows suppliers to track their status relative to competitors
6. Wider pool of sellers to choose from	6. Access to new geographic markets
7. Improved inventory management	
8. Short and improves purchase orders	

### Sample Case Studies:

