

IC Report



www.danishprobe.com
The best way to e-learning



- Structural Capital
- Relationship Capital
- Human Capital



Danish Probe A/S is a leading Learning Management Software supplier in Scandinavia. The corporation has created the ABC Academy software, which has received the international Comdex Award by Microsoft. ABC Academy is next-generation LMS software used by more than 1 million users and for the creation of the largest knowledge market in Denmark on the Danish Television Station TV2 that has 700.000 visitors per week.

Structural Capital

Corporation

Danish Probe was founded in 1998 by Jesper Lohse and Peter Jensen, co-financed by the Danish Ministry for Business and Industry.

The corporation is today Danish-Swedish owned by the founders and the Nordic Slottsbacken Capital Fund.

Danish Probe has created the next-generation software product ABC Academy and is known for its software innovation and global competitiveness with the best in the world.

Comdex Awarded LMS Software

ABC Academy offers 8 learning systems in one standard package - used by more than 1 million end-users.

- Knowledge management
- Competence management
- E-learning
- Training management
- Test & certification
- Mobile learning (NEW)
- Intelligent learning (NEW)
- Global languages (NEW)



The software can be offered as commercial knowledge markets or in 4 product editions for ASP or internal use with full scalability.

- Small Business (50+ users)
- Standard (250+ users)
- Enterprise (2.500+ users)
- Large-scale (10.000+ users)

Relationship Capital

Customers

ABC Academy is offered for customer in some of the most successful Learning Solutions in Scandinavia.

| | |
|--------------|------------|
| No. of users | 1 million+ |
| Corporate | 40% |
| Public | 15% |
| Academic | 15% |
| Private | 15% |
| Partners | 15% |

| | |
|------------------------|------|
| Software Innovation | High |
| Competitive advantages | High |
| Customer Satisfaction | High |
| Customer Scalability | High |
| Market Reputation | High |

A major advantage of ABC Academy is the number of users, scalability and next-generation features creating value for customers and investors.

Patents, trademarks and awards

Danish Probe A/S has patents in most regions of the world.

| | |
|-----------|--------------|
| USA | Patent |
| Singapore | Patent |
| Australia | Patent |
| India | Patent |
| China | Patent |
| Europe | Pat. pending |
| Japan | Pat. Pending |

Danish Probe A/S owns trademarks marketed for more than 5 years on the national and international market.

| | |
|------------------|------|
| Videnzonen | 100% |
| ABC Academy | 100% |
| Danish Probe A/S | 100% |

Events

ABC Academy has been presented at KMWorld (US), TechLearn (US), WorldPCEXpo (Tokyo), Online Educa (Berlin) and G8 workgroup meetings.

Human Capital

Employees

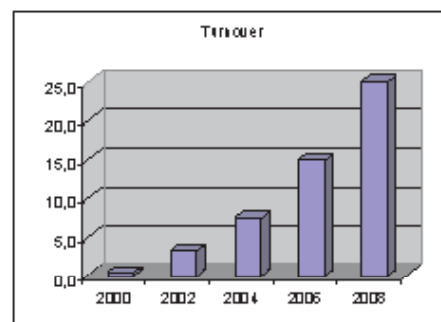
The corporate employees enjoy the benefit of working in a world class and young innovative software corporation.

| | |
|-----------------------|-----|
| Average age | 36 |
| University degree | 80% |
| 5 years employment | 80% |
| Employee Satisfaction | 80% |
| Empowerment | 80% |

Turnover

The corporation is targeting the LMS software market with estimated high grow in year 2006-2010.

The budgetted turnover is based on this market growth.



More Information

For more information about Danish Probe A/S, please contact:

Danish Probe A/S
 Raadhustpladsen 16
 1550 København V
 Telefon: 3369 1530
direct@danishprobe.com

