



Competitive Pricing Survey Report

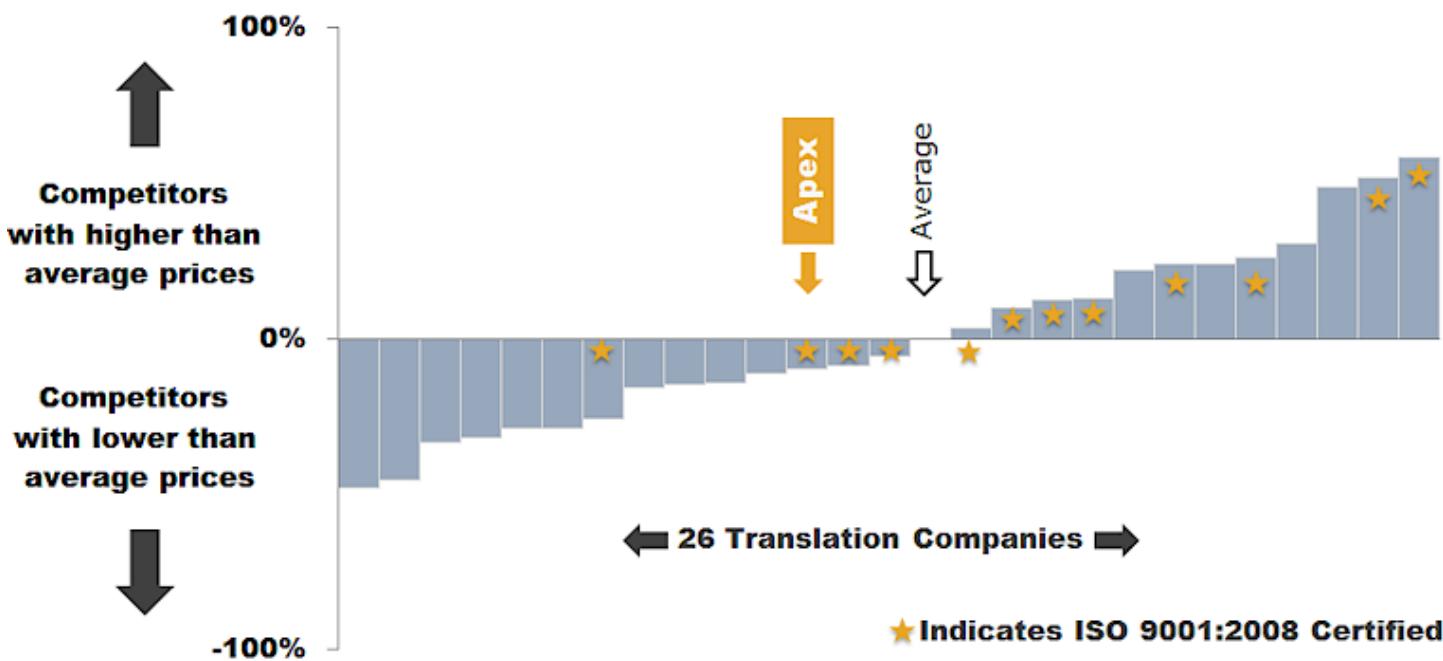
2013/2014 Results

Competitively Priced For Exceptional Value:

When evaluating different translation companies, you will frequently face the dilemma that you receive quotations from various translation providers that vary greatly in terms of cost. The low bidder may not provide the quality you need but the bidder who promises the best quality may be significantly more expensive. How can you determine which translation provider offers the best value for you?

In your quest to narrow your choice of document translation service providers for your company, you will probably neither accept excessively high cost as an inevitable condition to obtain top quality, nor will you go with the lowest bidder. Instead, we assume that your key selection criterion will be based on your desire to obtain the best possible quality at the lowest possible cost - or the best cost/benefit value for your investment.

Apex does not rely on hunches to figure how we measure up. Once a year, we invest in an analysis that surveys at least 20 competitors in order to understand how our cost compare to those of others. A summary of the survey, which we conducted in 2013, is graphically displayed below:



Results: Of the 25 competitors we surveyed, 11 were less expensive than Apex while 14 were more expensive than Apex. Our cost ranged 10% below the average and within the 41st percentile of the entire cost range.

If our competitors have not provided you with similar information about their cost and quality performance, please ask them to provide it. If a company cannot provide meaningful information concerning this question, then that fact in itself should give you pause.

Two business models:

Costs varied between the surveyed competitors by a factor of 3, i.e., the cost of the highest bidder is three times higher than the cost of the lowest bidder. This suggests that translation providers use two fundamentally different business models.

(1) Business Model 1: Emphasis on low cost at the expense of quality

This group is based on a business model that offers cheap translations based on very low production cost and limited or no quality assurance and quality control. As a result, the resulting translations tend to be of a low quality. This business model is designed to attract as many new clients as possible with rates that are well below industry average. The model accepts that the client retention rate will be low because sufficient new customers can always be attracted to survive. We believe that any company offering translations at 20% or less below the industry average rates are very likely to operate in accordance to this model, or it would not be able to stay in business.

(2) Business Model 2: Emphasis on high quality at moderate cost

This group is based on a business model that seeks to retain clients in order to develop a large repeat client base. To achieve this, this business model must produce a high level of customer satisfaction, which is accomplished by producing top-quality translations through a high level of quality assurance and quality control, while keeping prices at moderate and reasonable levels. This model will typically attract fewer new clients, but will enjoy a much higher client retention rate (as well as high referral rates) through which the business assures its survival.

Apex strives to be in the latter group as evidenced by our ongoing review effort which is managed by an independent review site. A summary of these reviews can be accessed at
<http://www.trustpilot.com/review/apex-translations.com>.

Indeed, we are placed at the lower cost side of this business model, which means that Apex offers its clients one of the best cost/benefit ratios available in the translation industry.

Also, effective April 13, 2013 Apex is certified according to the ISO 9001:2008 and EN 15038:2006 quality standards. Only about 44% of translation providers are currently ISO certified and the vast majority tend to be located in the group referred to as "Business model 2" above. Apex may well be one of the most affordable ISO certified translation providers. Our Certificates can be downloaded below:

[ISO 9001:2008 Certificate](#)
[EN 15038:2006 Certificate](#)