

*On time...on target...on budget*

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# Apex Delivers Value

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One of the most frequently asked questions is:

*“We have received quotations from 5 different companies that vary greatly in terms of cost. How do I choose the translation service that provides us with the best value?”*

We assume that in your quest to narrow your choice of a translation service provider 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, regardless of how these may affect the quality of the translation. 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.

This document should provide the information you may find useful in your selection process.

### Apex Quality Assurance & Quality Control Procedures

We have developed our translation process to achieve a consistently high level of quality.

We only use professional, credentialed translators who are native speakers of the requested target languages. Only these translators who demonstrate competency in your subject matter would be assigned to complete your translation project.

All translations go through final proofreading by a qualified linguist, who is not the translator.

Additionally, we apply **SAE Recommended Practice J2450** (Translation Quality Metric), which is a consistent and method for measuring translation quality.

If the rare error would occur, we would correct it at no charge to the client.

For many years, we have succeeded in this highly competitive market by providing superior translations to our clients. Approximately 80% of our business comes from repeat clients - proof of customer satisfaction!

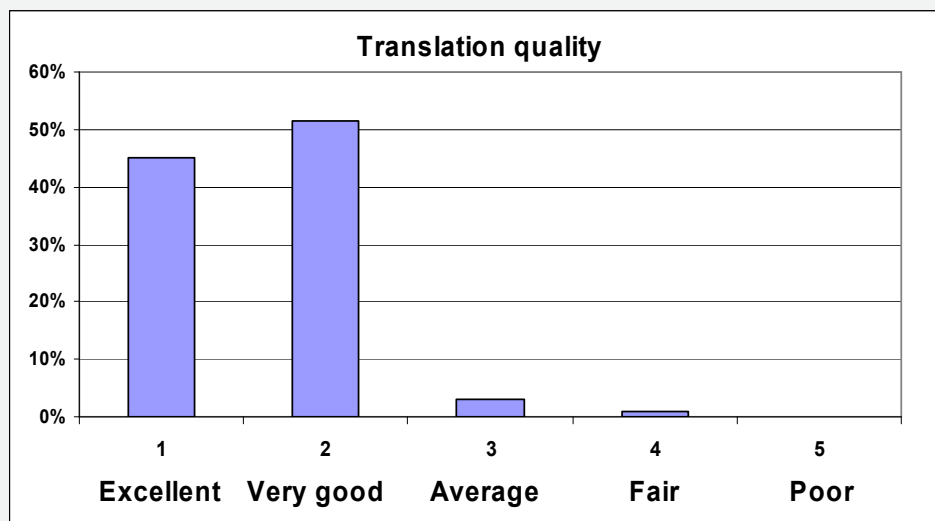
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**Client Quality Survey**

Twice yearly, we perform a client survey asking our clients how they rate our services in terms of cost, translation quality, on-time delivery, and quality of interaction.

The chart below addresses our translation quality and shows the most recent results for a 6-month period ending in March 31, 2008.



**Results:** Approximately 98% of our clients gave Apex high marks in terms of translation quality.

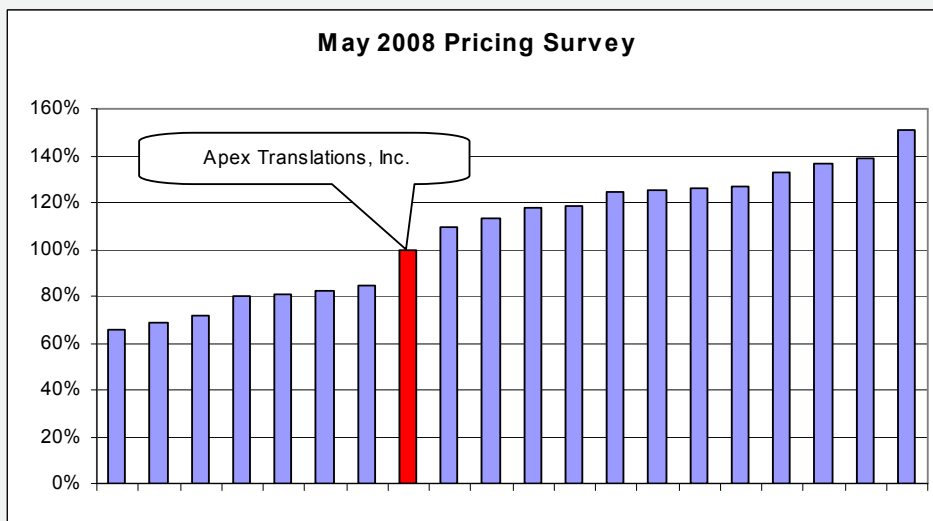
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**Pricing Survey**

Once a year, we conduct a detailed analysis by surveying the pricing of Apex' 20 top competitors in order to better understand our competitive position within the market place,

The chart below shows the results of our most recent analysis which was concluded in May, 2008.



**Results:** From the 20 companies that were surveyed, 7 companies were up to 51% more expensive than Apex, and 12 companies were up to 34% less expensive. This places Apex in the 37th percentile of all competitors surveyed.

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If our competitors have not provided similar information about their cost/quality ratio, please ask them to provide it. If a company cannot provide meaningful information that would permit you to compare them with Apex' performance, that fact in itself should give you pause. A company that does not know or is not interested in knowing where it stands in terms of cost and quality in comparison to its competitors does not have the client's interest in mind.

At Apex, we continue to strive for complete customer satisfaction. As our customer feedback indicates, 98% of our clients were highly satisfied with Apex' quality. Our data further shows that Apex' pricing, ranging within the 37th percentile of all competitors surveyed, is both fair and affordable.

Contact an Apex representative at [info@apex-translations.com](mailto:info@apex-translations.com) to learn more about our translation services, or call at (USA) 1-800-634-4880 (INTL) 001-252-791-9902.

Apex Translations, Inc.

August 01, 2008

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