

CURRICULUM VITAE (Dec 23rd 2009)

- 1. Surname:** CASTIEL
2. Name: Michel
3. Date of birth: 06.18.1954
4. Nationality: French
5. Civil status: Married

6. Education:

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| <i>Institutions:</i> | Tel-Aviv (Israel) University |
| <i>Date:</i> | 09-1978 to 09-1982 |
| <i>Degree(s) or diploma(s):</i> | BA in statistics and Economy |

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| <i>Institutions:</i> | Beer-Shiva (Israel) University |
| <i>Date:</i> | 09-1983 to 09-1985 |
| <i>Degree(s) or diploma(s):</i> | MA Economy Not graduate |

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| <i>Institutions:</i> | Beer-Shiva (Israel) University |
| <i>Date:</i> | 09-1985 to 09-1987 |
| <i>Degree(s) or diploma(s):</i> | Postgraduate diploma in Management – Executive MBA. |

7. Language skills: (Mark 1 to 5 for competence, where 5 is the highest)

| <i>Language</i> | <i>Passive</i> | <i>Spoken</i> | <i>Written</i> |
|-----------------|----------------|---------------|----------------|
| French | | | Mother Tongue |
| English | 5 | 5 | 5 |
| Spanish | 4 | 3 | 3 |
| Hebrew | 5 | 5 | 5 |

8. Membership of professional bodies:

- ✓ Member of CIE – “Cercle des Experts Internationaux”
- ✓ Member of « Initiative pour le développement de l’expertise française à l’international et en Europe »
- ✓ Start-ups club: Cap-Entreprise, APCE
- ✓ Management de transition: EXPERTEASE BRIDGE, “LINKS Conseil”,
- ✓ CognoLink - Ambassador program.
- ✓ Social networks: Linked-In, Viadeo, Xing

9. Other skills (e.g. computer literacy, etc.): Pack Office (Word, Excel), project management, SAP, cost of quality

10. Key qualifications:

- Experience in Business development with focus in Automotive, rubber industry, agricultural and construction equipment.
- Lead Pricing and Operational Marketing in large-scale organisations.
- Manage teams in cross-functional environment.
- Lead ERP (SAP) implementation - Alignment between Process, Organisation and Information Technology.
- Drive Finance, Controlling and key performance indicators.
- Drive to Change Management – Creation of Shared Service Centre as example.
- Audit and establish standards in large-scale organisations.



Michel CASTIEL – Independent Consultant:

Business Development, Program Management, Financial Audit, Due Diligence, Evaluation & monitoring,
IT and Process set-up.

11. Professional experience:

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| Date: from/to (mo./yr) | 1/2007- 07/2008 |
| Location | Western and Eastern Europe, US, Turkey, China, Mauritius, |
| Organisation | Teleport Automotive – 10000 employees, TO - €1,1B |
| Position | Business Process Director |
| Description | <p><u>Key tasks:</u></p> <ul style="list-style-type: none"> ✓ Lead a project for Business Process Outsourcing for accounting. ✓ Align of business process to the automotive business model. ✓ Support SAP activities. ✓ Set-up plant from new field in Eastern Europe. <p><u>Major achievements:</u></p> <ul style="list-style-type: none"> ✓ Reorganisation of the controlling function by process – Sales and Engineering. Purchasing and Operations. ✓ Creation of an external Shared Service Centre for accounting in Germany. ✓ Set-up of a model and an organisation for SAP rollout and support. |
| Working language | English |

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| Date: from/to (mo./yr) | 08/2002- 12/2006 |
| Location | Western and Eastern Europe, Turkey |
| Organisation | Trelleborg Automotive Europe – 2000 employees, TO - €0,4 |
| Position | Director of Finance and Controlling, based in Höhr-Grenzhausen (Germany) |
| Description | <p><u>Key tasks:</u></p> <ul style="list-style-type: none"> ✓ Drive Finance and Control activities within AVS Europe. ✓ Lead SAP implementations. ✓ Initiate working capital improvement projects. ✓ Develop of talent finance persons to take key position in the future. <p><u>Major achievements:</u></p> <ul style="list-style-type: none"> ✓ Reconciliation between operational trackers and financial results. ✓ “MBO” for noncore activity in Germany. ✓ ERP implementation in 7 plants completed by 12/07 within approved budget. |
| Working language | English |



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| Date: from/to (mo./yr) | 01/2000- 09/2001 |
| Location | Paris, Doncaster (UK) |
| Organisation | CNH – Part of FIAT Group- CNH Case New Holland is a world leader in the agricultural and construction equipment businesses. CNH is a global company, supported by 40 manufacturing facilities - approximately 31,500 employees. |
| Position | Project Director for Doncaster divestment |
| Description | <i>Due to the merger between Case and New Holland, The European Commission required actions to prevent predominant position.</i> <u>Key tasks:</u> <ul style="list-style-type: none"> ✓ Analyses and proposes divestment scenario's. ✓ Execute the approved scenario as leader of the biggest divestment. <u>Major achievements:</u> Project completed in 9 months without internal or external disturbance. |
| Working language | English |

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| Date: from/to (mo./yr) | 01/1997- 12/1999 |
| Location | European Headquarter- Paris, |
| Organisation | CASE EUROPE – <i>TO €1,0B</i> |
| Position | Group Controller - EMEA & CIS |
| Description | <u>Key tasks:</u> <ul style="list-style-type: none"> ✓ Manage the finance organisation of Case Subsidiaries in Europe and CIS. ✓ Develop and implement of a business strategy for the EURO adoption. ✓ Participate to the creation of a Shared Service Center for Finance. ✓ Lead cross-functional initiatives to improve working capital and cash flow. <u>Major achievements:</u> <ul style="list-style-type: none"> ✓ Received Chairman's Award for implementation excellence for Euro project. ✓ Harmonization and implementation of best practices for financial reporting in US-GAAP. ✓ Shared Service Centre did result of a reduction of 40% in administrative costs. ✓ Establish finance organization in the CIS for a JV. Finished goods inventory was reduced by \$40 Mill at the same time that assembly cycle of a tractor was reduced from 21 to 7 days. |
| Working language | English |



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|------------------------|--|
| Date: from/to (mo./yr) | 04/1995- 12/1996 |
| Location | European Headquarter- Paris, |
| Organisation | CASE EUROPE |
| Position | Pricing Manager Europe. |
| Description | <p><u>Key tasks:</u> Following reengineering with BAIN Consulting, develop and implement pricing strategy.</p> <ul style="list-style-type: none"> ✓ Centralise administration for price list creation. ✓ Design new tools for business intelligence to support more factual decision make. <p><u>Major achievements:</u></p> <ul style="list-style-type: none"> ✓ Increase in standard gross margin by 3% per year during the period 1995-1997. ✓ Creation with distributors and dealers of a "lost sale report" and "gain sale report". ✓ Customer surveys executed to segment and support pricing strategy for new products introduction. |
| Working language | English |

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| Date: from/to (mo./yr) | 01/1992- 03/1995 |
| Location | Crépy-en-Valois, France |
| Organisation | CASE France |
| Position | Plant Controller. |
| Description | <p><u>Key tasks:</u></p> <ul style="list-style-type: none"> ✓ Protect company assets. ✓ Support Plant Manager. ✓ Co-ordinate cross-functional activities. ✓ Involve head of departments in financial planning. <p><u>Major achievements:</u></p> <ul style="list-style-type: none"> ✓ Year over year improvement in internal audit rate. ✓ Costing model for "special Applications" developed. ✓ Reduction to the group target for working capital. ✓ Budget for expenses built by the head of departments. |
| Working language | French |

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| Date: from/to (mo./yr) | 01/1990- 12/1991 |
| Location | Le Plessis-Belleville, France |
| Organisation | CASE EUROPE |
| Position | Senior Financial Analyst. |
| Description | <p><u>Key tasks:</u></p> <ul style="list-style-type: none"> ✓ Responsible for European budget consolidation and Financial Planning analysis, ✓ Performs Internal audit for subsidiaries, ✓ Responsible for Central functions budget to allocate to subsidiaries ✓ Contribute to the Inter-company Pricing policy <p><u>Major achievements:</u></p> <ul style="list-style-type: none"> ✓ Implementation of Retail stores P&L to assist distribution optimisation, ✓ Alignment of reporting to US GAAP, <p>World-wide Inter-company approved by external auditors</p> |
| Working language | English |



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|------------------------|---|
| Date: from/to (mo./yr) | 10/1982- 10/1989 |
| Location | Beer-Shiva, Israel |
| Organisation | Dead Sea Works – Potash producer. |
| Position | Economist. |
| Description | <p><u>Key tasks:</u></p> <ul style="list-style-type: none"> ✓ Participates to preparation of Business plans presented to Boards of Directors. ✓ Conduct market studies on potash prices. ✓ Conducts studies on competitor's cost of production. <p>Major achievements:</p> <ul style="list-style-type: none"> ✓ Plan to extend production from 2.0m tons per year to 2.5m ton per year executed for an investment of \$300m ✓ Report for profitability analysis by product line developed, ✓ Optimisation of the Electricity bill (\$1.0 per month) and reduce by 15% |
| Working language | Hebrew |

