

Dear Sirs,

The purpose of this letter is to confirm that the **company B-Pro is a Palladium affiliate and the exclusive authorised provider of the Palladium Kaplan-Norton Balanced Scorecard training and Palladium consulting services in Israel.**

Palladium Group is the world's leading authority in strategy execution, and has a proven track record of helping organisations close the performance gap. Palladium was founded by the creators of the Balanced Scorecard Methodology, Drs. Robert Kaplan and David Norton.

Drs. Kaplan and Norton, in partnership with a select group of Balanced Scorecard thought leaders from the management-consulting world, founded Palladium to provide consulting services to organisations developing and implementing the Balanced Scorecard, and also to serve the research and development, education, and training needs of organisations and governments using the Balanced Scorecard.

Palladium Group Inc. is a global organisation with over 200 professional staff, and over 700 customers worldwide. Headquartered in Boston, US, Palladium Group Inc. and our global network of offices and affiliates are helping the world's leading organisations execute strategy.

Since the creation of the Balanced Scorecard, Palladium has been researching the area of Strategy and Performance Management, and have evolved the concept to a strategy management system that enable organisation achieve strategy execution premium. Through our research, we have identified and captured how successful organisations that have applied these value driving methodologies and approaches to generate breakthrough results for their organisations.

As the **creators** of the Balanced Scorecard Methodology and the Execution Premium Process, Palladium is the **only firm** that provides **certified training courses** that truly reflect our methodology and best practices. We ensure that the **Kaplan-Norton Balanced Scorecard Graduate, Practitioner and Enterprise Certifications** can only be obtained through the **Palladium Group** and its worldwide offices and affiliates in order to promote, disperse and help advance the Balanced Scorecard Methodology and the Strategy Execution framework.

We are proud to work with the team at B-Pro in Israel.

Should you require additional information, please do not hesitate to get in touch with me through our office in Barcelona and we would be more than happy to elaborate on the topic or provide more details.

Yours sincerely,



Alex Wilmanski
Business Development & Marketing Director
Palladium Europe, Middle East and Africa