



4Q09 AND 2009 RESULTS



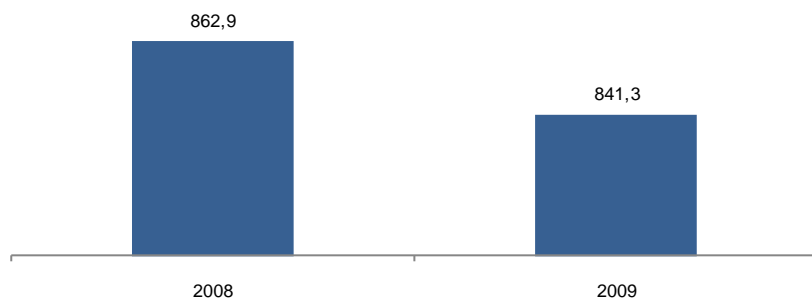
Financial Results:

- Combined proportional net revenue - R\$ 841.3 million in 2009 and R\$ 233.1 million in 4Q09
- Proportional EBITDA: R\$ 6.5 million in 2009 and R\$ 5.1 million in 4Q09
- Proportional Net Income: net loss of R\$ 13.0 million in 2009 and of R\$ 6.1 million in 4Q09
- Accounting impacts: Net loss of R\$ 46.3 million in the consolidated and parent company Balance Sheet. Management decided to make significant non-recurring accounting entries, involving no cash payment, in 4Q09
- Auction relating to the Public Tender Offer and the new Board members of Ideiasnet
- Complete overhaul of the Company's Bylaws, with the presence of shareholders representing 73.99% of the Company's capital

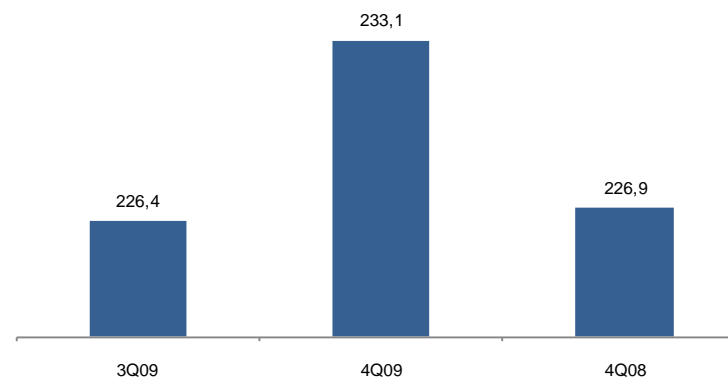


Combined Proportional Net Revenue:

Net Revenue
(R\$ million)

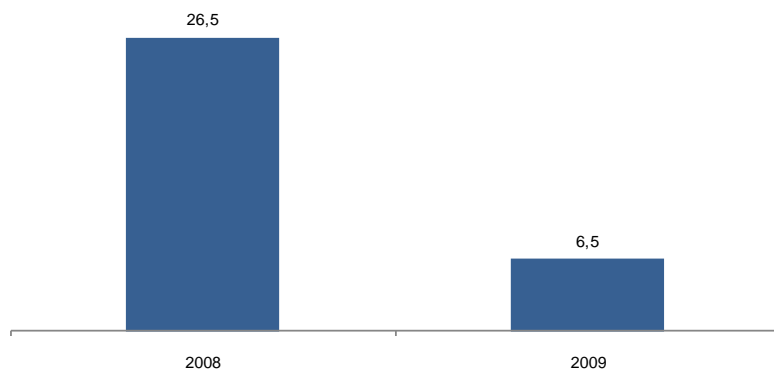


Net Revenue
(R\$ million)

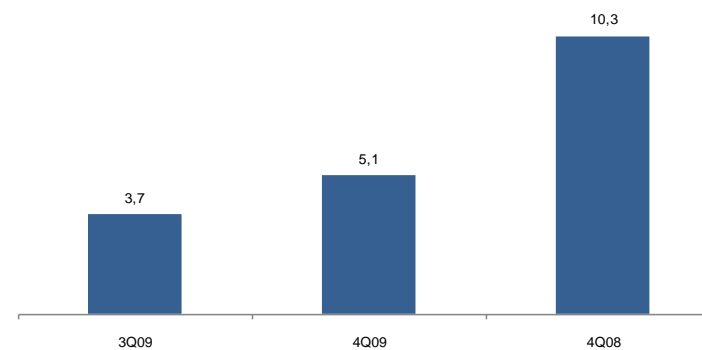


Combined Proportional EBITDA:

Ebitda
(R\$ million)

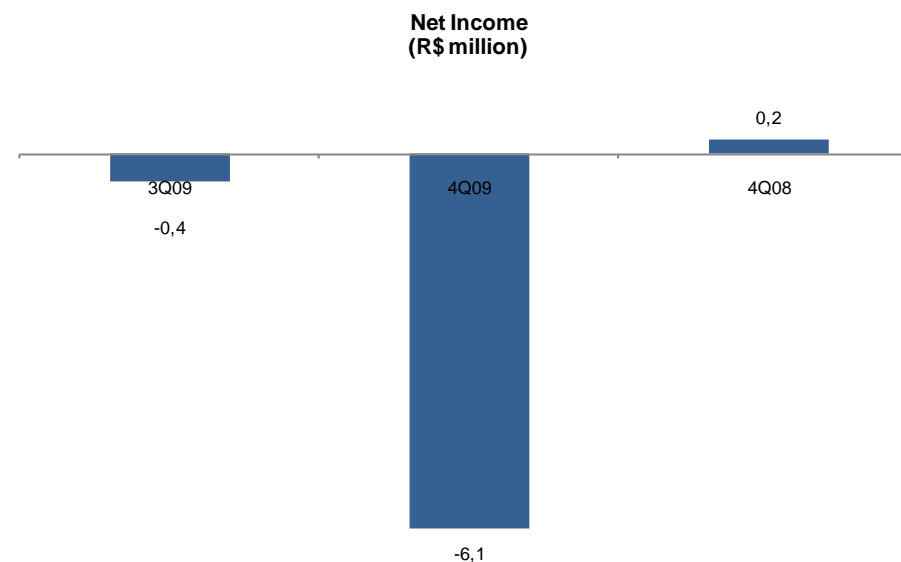
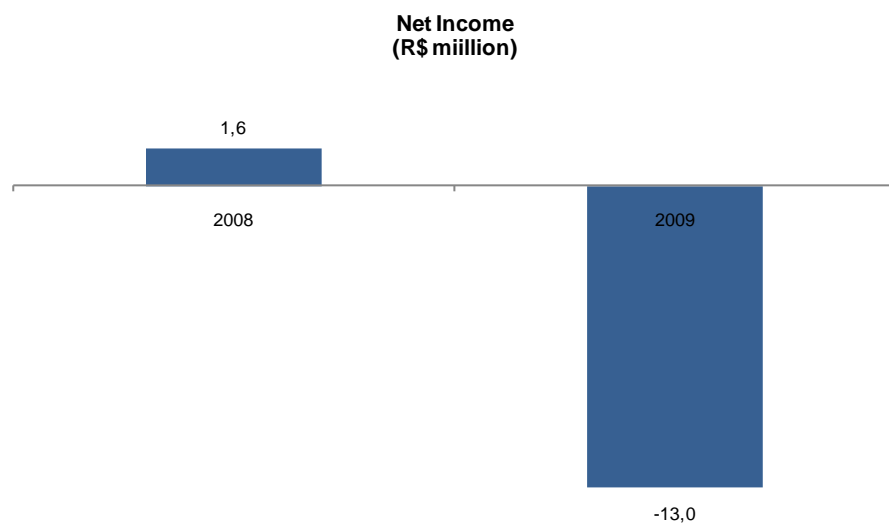


Ebitda
(R\$ million)





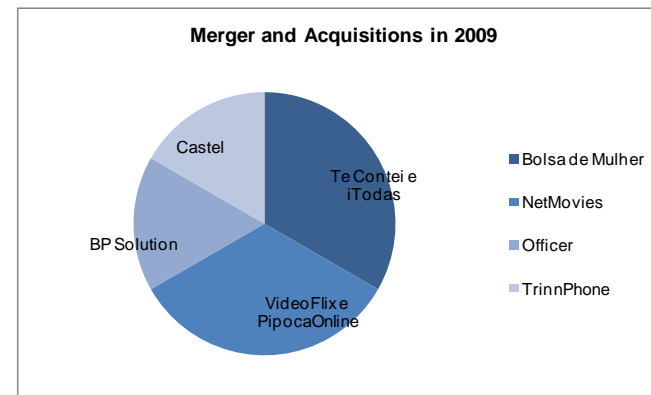
Combined Proportional Net Income:





Portfolio Management:

- Sale of Braspag – profit of R\$ 5.9 million, with internal rate of return of (IRR) of 162.2% p.a. and cash return of 26x
- 6 M&A operations in 2009



- Creation of Ideiasnet FIP I in 2009 and structuring of Ideiasnet FIDC
- Change in the presentation of investees' information, with breakdown of their annual results (Balanced Stage)
- Changes in the management of the investee companies



Investment Review Policy:

	<i>Year of Investment</i>	<i>Total Amount Invested on 31st December 2009</i>	<i>Assets on 31st December 2009</i>
R\$ million			
Addcomm	2005	4.21	-0.35
TVaoVivo	2004	0.71	0.57
Visionnaire	2004	4.21	0.00
<i>Total</i>		<i>9.13</i>	<i>0.22</i>

Final accounting impact will be up to R\$ 2.6 million in 1Q10, R\$ 2.1 million of which in cash disbursements.



FIP I:

- Commencement of operations: 11/30/2009
- 100% directly and indirectly owned by Ideiasnet
- So far includes Officer , Pini , Padtec, NetMovies and Bolsa de Mulher
- Value of fund quotas: R\$ 117.0 million.

FIDC:

- Registered with CVM on 01/27/2010
- Preliminary rating of Senior Quotas: AA- from Fitch Ratings
- Grantors: Automatos, Officer , Pini and Softcorp



Consolidated Results:

Accounting adjustments with significant impacts: R\$ 46.3 million loss

Consolidated Annual Loss (Reais million)	-46.3
Net Revenues and Expenses at Parent Company	-5.7
2009 Portfolio results	-8.0
2009 Portfolio results from previous year	-9.4
Provisions for negative net equity	-5.8
Previous Advances for Future Capital Increase paid over negative Shareholders' Equity	-19.5
Write-off	-2.5
Other	-1.2
Sale of Braspag	6.0

Non-cash accounting impacts: R\$ 38.4 million



Automatos

- Negative results: accounting adjustments and Virtus operation
- Acquisitions: Relativa Soluções and Disec Digital Security

Automatos (R\$ million)					
	2007	2008	%	2009	%
Net Revenue	10.9	8.1	-25.9%	9.0	11.9%
Gross Profit	8.4	2.2	-73.9%	5.5	153.0%
%Gross	77.1%	27.1%	-	61.4%	-
Operating Expenses	-5.6	-4.1	-26.4%	-5.4	29.9%
Ebitda	2.8	-1.9	-169.0%	0.2	-109.8%
%Ebitda	25.7%	-23.9%	-	2.1%	-
Net Income	1.0	-5.3	-647.5%	-10.2	92.0%

Bolsa de Mulher

- International expansion
- Acquisitions iTodas and TeContei
- Launches: Sophia Mind and Pink AdNetwork

Bolsa de Mulher (R\$ milion)					
	2007	2008	%	2009	%
Net Revenue	0,9	5,7	547,8%	12,0	109,1%
Gross Profit	0,8	4,8	485,5%	11,4	135,5%
%Gross	93,2%	84,2%	-	94,9%	-
Operating Expenses	-0,5	-4,1	737,6%	-11,1	174,7%
Ebitda	0,3	0,8	125,8%	0,2	-72,4%
%Ebitda	38,4%	13,4%	-	1,8%	-
Net Income	-	0,4	-	-0,5	-231,5%



Officer

- Tax substitution and the implementation of electronic invoice model in São Paulo
- Acquisition of BP Solutions

Officer (R\$ million)					
	2007	2008	%	2009	%
Net Revenue	649,1	727,2	12,0%	704,9	-3,1%
Gross Profit	92,6	105,5	13,9%	93,1	-11,8%
%Gross	14,3%	14,5%	-	13,2%	-
Operating Expenses	-78,8	-80,7	2,3%	-78,9	-2,2%
Ebitda	13,8	24,9	80,5%	14,2	-43,0%
%Ebitda	2,1%	3,4%	-	2,0%	-
Net Income	10,7	11,1	3,7%	4,0	-64,2%

Padtec

- High R&D spending
- DWDM supply contracts
- Expiry of Oi auction at the end of 2009

Padtec (R\$ million)					
	2007	2008	%	2009	%
Net Revenue	90.4	113.5	25.6%	106.3	-6.4%
Gross Profit	62.5	61.0	-2.3%	42.0	-31.2%
%Gross	69.1%	53.8%	-	39.5%	-
Operating Expenses	-31.6	-41.7	31.7%	-33.3	-20.1%
Ebitda	30.8	19.4	-37.2%	8.7	-55.3%
%Ebitda	34.1%	17.1%	-	8.2%	-
Net Income	18.5	10.0	-45.6%	3.4	-66.5%

Pini

- Reduction in advertising revenues
- Reduction in debt level and improvement in working capital

Pini (R\$ million)					
	2007	2008	%	2009	%
Net Revenue	22,3	26,5	18,8%	27,5	3,7%
Gross Profit	16,2	18,8	15,9%	18,2	-3,1%
%Gross	72,5%	70,7%	-	66,1%	-
Operating Expenses	-14,6	-16,0	9,6%	-16,7	4,4%
Ebitda	1,6	2,7	74,8%	1,4	-47,1%
%Ebitda	7,0%	10,3%	-	5,2%	-
Net Income	-0,6	-0,5	-13,1%	0,11	-123,0%

Softcorp

- Turnaround

Softcorp (R\$ million)					
	2007	2008	%	2009	%
Net Revenue	69,7	53,1	-23,8%	49,4	-6,9%
Gross Profit	15,1	13,2	-12,9%	11,5	-12,7%
%Gross	21,7%	24,8%	-	23,3%	-
Operating Expenses	-16,3	-13,1	-19,6%	-11,2	-14,8%
Ebitda	-1,2	0,1	-106,1%	0,3	370,4%
%Ebitda	-1,7%	0,1%	-	0,7%	-
Net Income	-4,0	-3,9	-2,2%	2,8	-28,3%



This presentation may contain forward-looking statements concerning future trends and results.

These projections are subject to risks and uncertainties and future results may differ materially from such forward-looking statements. Many of these risks refer to factors that are beyond Ideiasnet's control or ability to anticipate, including market conditions, currency fluctuations, the behavior of competitors, the regulatory environment, the company's ability to continue raising funds and changes in the social and political context in which Ideiasnet operates or in economic trends or conditions, including inflation and changes in consumer confidence levels, on a global, national or regional scale.

Readers are hereby advised not to rely only on these trends and projections, nor is Ideiasnet obliged to publish any changes to these trends or projections to reflect subsequent events or circumstances

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