

2007

BUSINESS DEVELOPMENT COMPANY (BDC) FOR LONG-TERM INVESTMENT IN IT IN BRAZIL

- Publicly Traded Company – Bovespa Ticker: IDNT3
- Bylaws following the model of the “Novo Mercado” (Corporate Governance Index)
 - 100% of capital in voting shares
 - Tag-along of 100%
 - Free Float of 100%.

- PRIVATE EQUITY

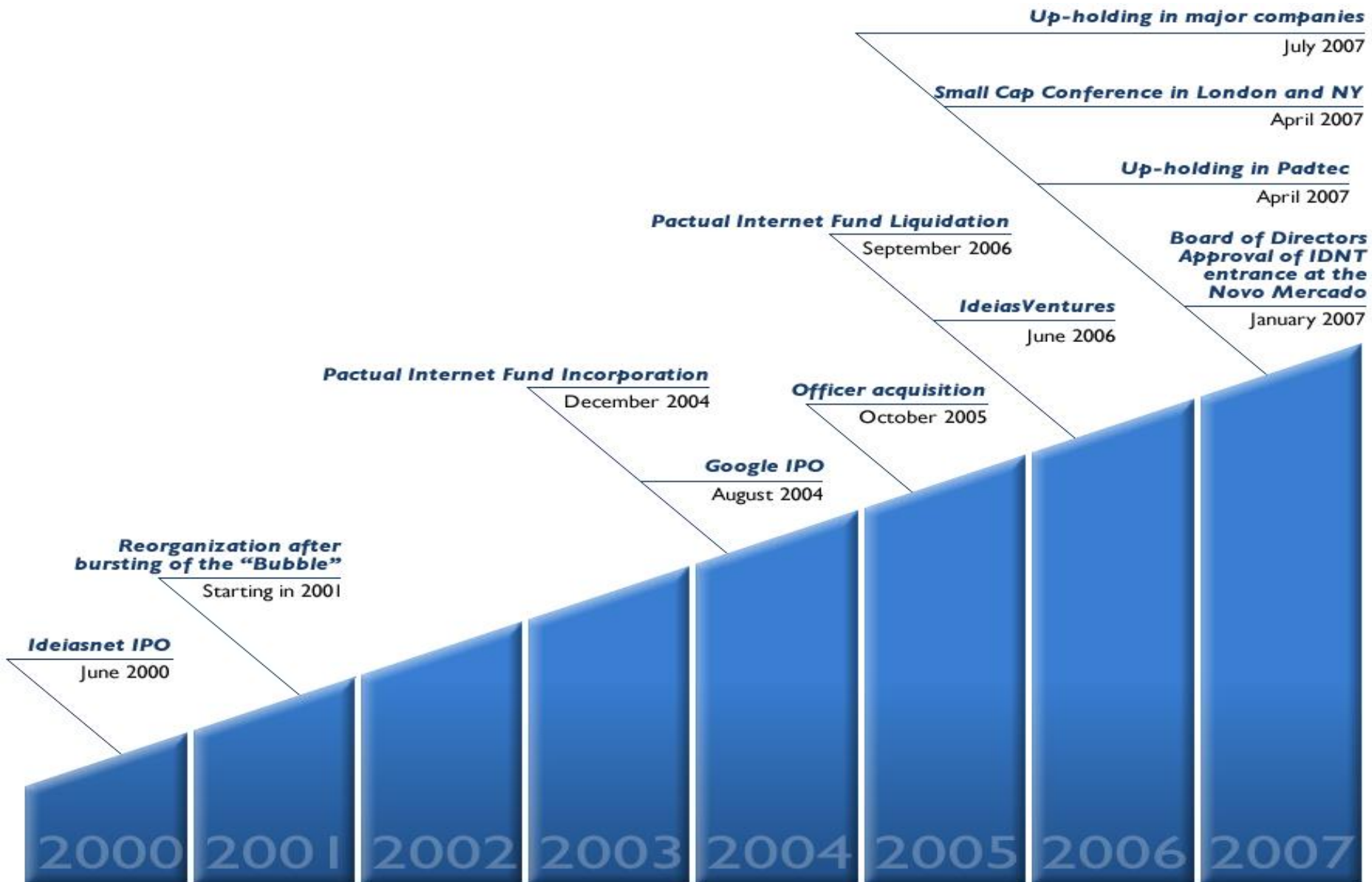
Bigger availability of investment – proven model business-oriented

- Consolidation
- Acquisition of complimentary businesses to the portfolio
- Pre-IPO Stage

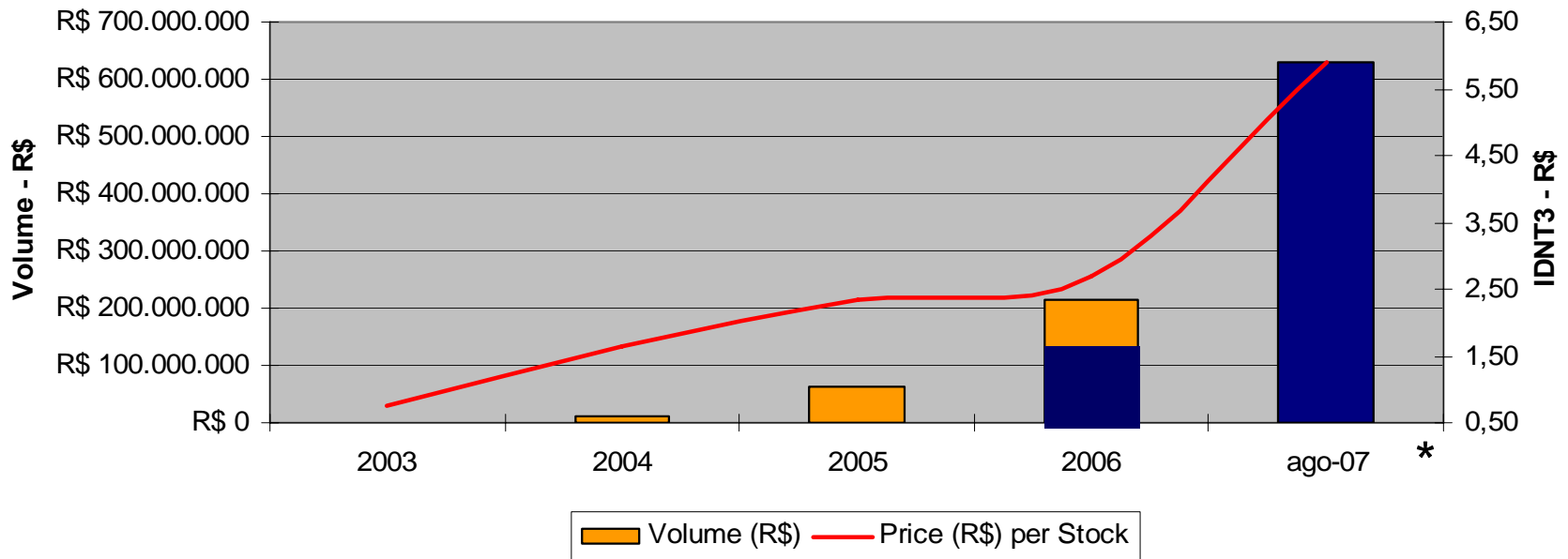
- VENTURE CAPITAL – IDEIAS VENTURES

Gross revenue < R\$ 10MM

- Pro-active investment
- Support for entrepreneurship
- Coaching and Value Added – Business, Management, Finance, Legal
- Synergy among the portfolio’s companies – cross marketing
- Mergers with complimentary companies



VOLUME X STOCK PRICE



* BASIS: AUGUST 23, 2007

* AVERAGE LIQUIDITY : R\$ 3,9 M PER DAY

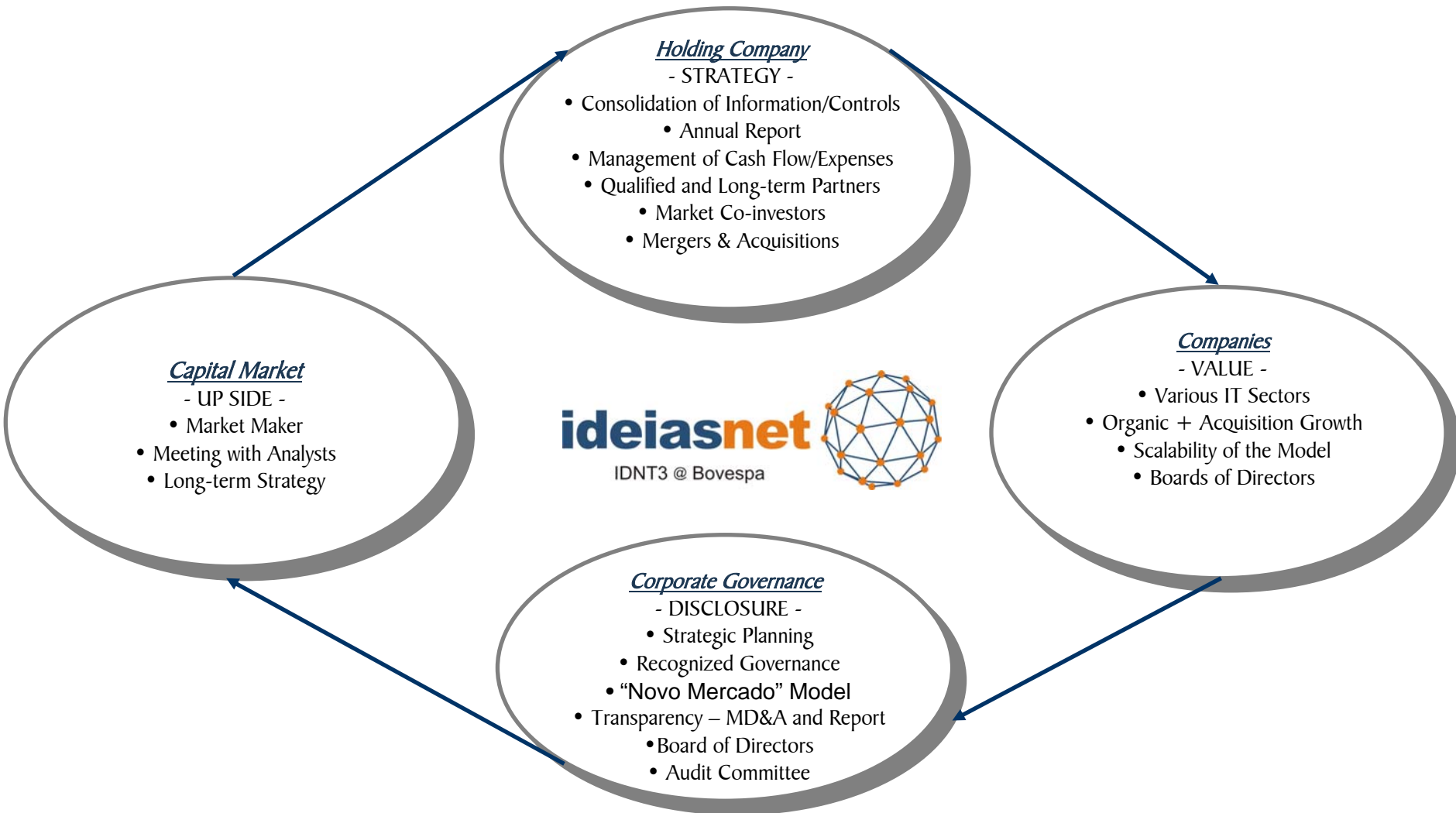
* GROWTH OF 335% WHEN COMPARED TO THE SAME THE PERIOD OF 2006

CAPITAL MARKET

MARKET CAPITALIZATION

TOTAL SHARES - IDNT3	80.915.958
PRICE PER SHARE - R\$	R\$ 5,89
MARKET CAP - R\$	R\$ 476.594.993
CONVERSION RATE (US\$ / R\$)	R\$ 2,00
MARKET CAP - US\$	US\$ 238.297.496

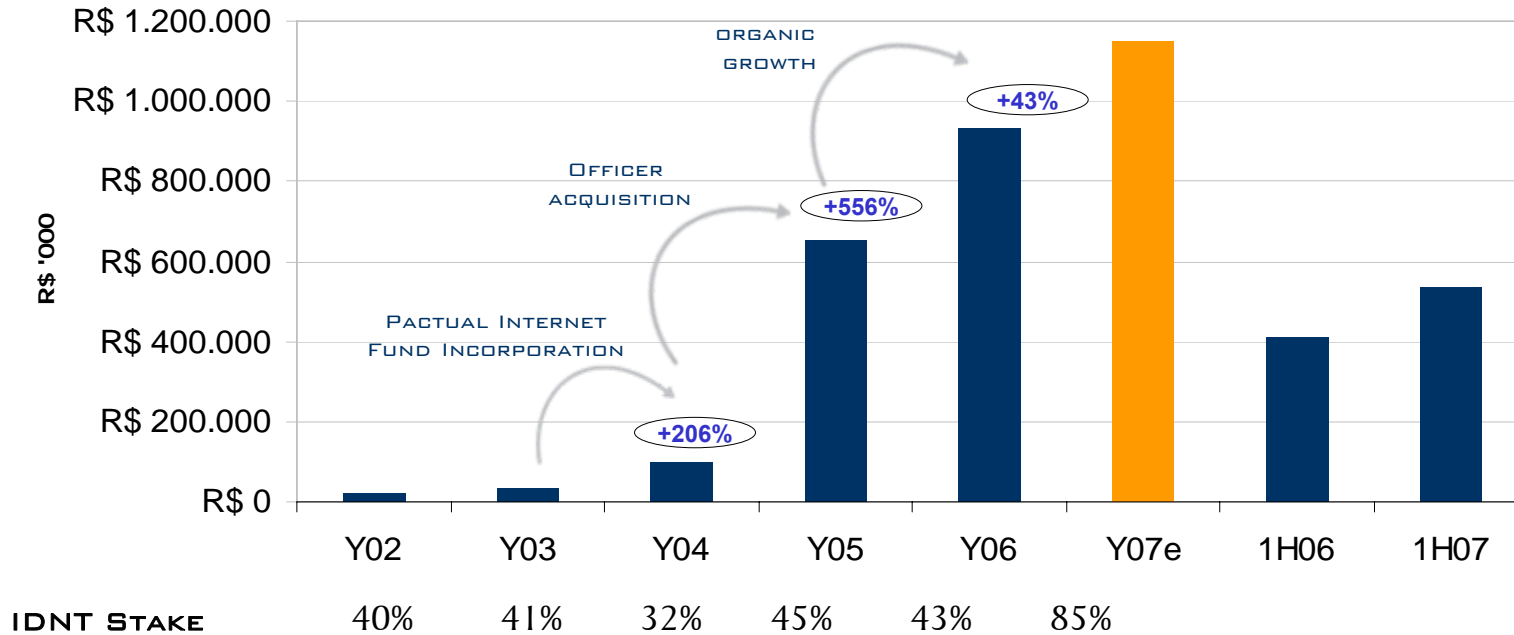
* BASIS: AUGUST 23, 2007



FINANCIAL

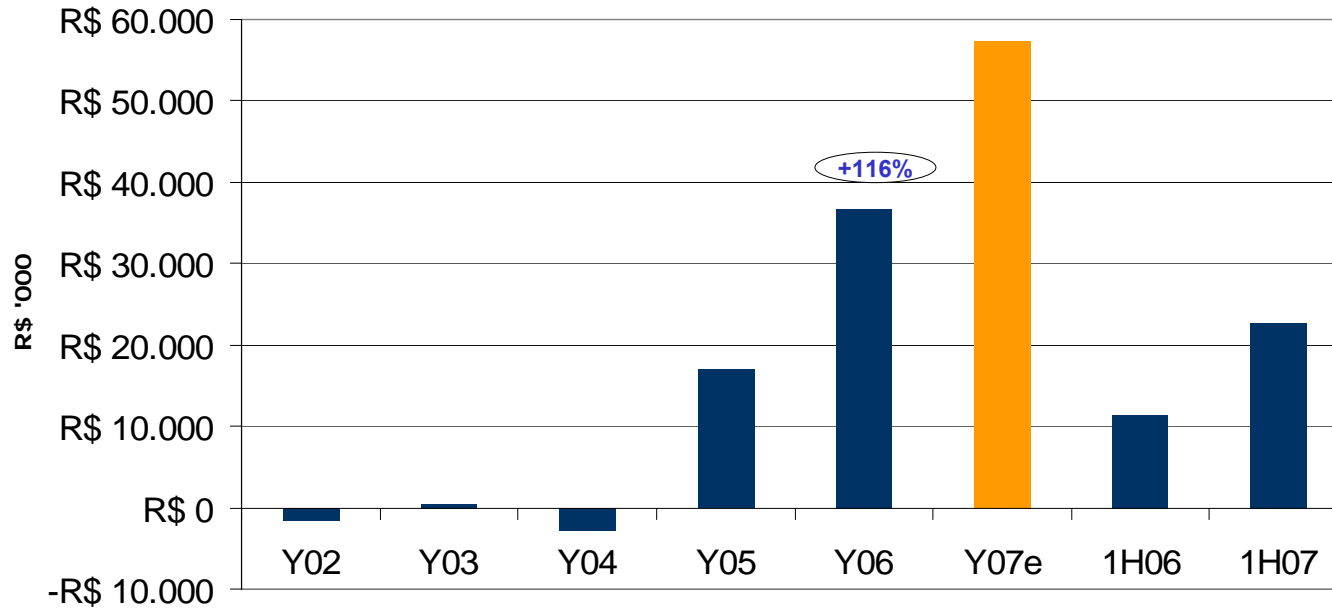


SALES - 100% OF THE PORTFOLIO



	Actuals
	Estimated

EBITDA - 100% OF THE PORTFOLIO



IDNT STAKE

54% 25% 36% 38% 30% 49%

	Actuals
	Estimated

IDEIASNET - HOLDING COMPANY *								
	Actual					Actual		
R\$ 000'	2002	2003	2004	2005	2006	1S06	1S07	Δ %
GROSS REVENUES (*)	9.235	13.155	32.290	293.274	405.894	182.381	239.288	31%
(-) Taxes and Deductions	(319)	(408)	(2.863)	(55.310)	(75.294)	(39.736)	(46.709)	
NET OPERATING REVENUE	8.916	12.748	29.427	237.963	330.600	142.644	192.579	35%
Cost of Product Sold	(7.580)	(10.842)	(21.163)	(193.618)	(267.937)	(121.980)	(151.658)	
GROSS PROFIT	1.336	1.905	8.265	44.345	62.663	20.665	40.921	
Gross Margin	14,5%	14,5%	25,6%	15,1%	15,4%	14,0%	21,0%	
OPERATING EXPENSES	(2.206)	(1.766)	(9.257)	(37.839)	(52.195)	(17.090)	(32.741)	
General and Administrative	(2.206)	(1.766)	(9.204)	(37.532)	(51.765)	(17.341)	(33.897)	
Other operating expenses net	0	-	(54)	(307)	(430)	251	1.156	
(=) EBITDA	(870)	140	(993)	6.506	10.468	3.574	7.576	112%
Ebitda Margin	-9,8%	1,1%	-3,4%	2,7%	3,2%	2,51%	3,93%	1,4 p.p.
.Depreciation	(296)	(460)	(1.183)	(1.123)	(1.319)	(578)	(348)	
(=) EBIT	(1.165)	(320)	(2.176)	5.383	9.149	2.997	7.227	
.Net Financial Result	(509)	(195)	(741)	(948)	(847)	(576)	(1.290)	
(=) EBT	(1.674)	(514)	(2.918)	4.435	8.302	2.420	5.938	
(-) Non-Operational Result	-	(31)	(411)	(5.363)	(1.421)	(102)	(37)	
(-) Income Tax & Social Contrib.	-	(7)	(24)	350	(3.623)	(1.347)	(2.710)	
Profit Distribution	(0)	-	-	(86)	(701)	-	-	
(=) Net Profit	(1.674)	(553)	(3.352)	(665)	2.557	972	3.191	228%

OBS: Considering the % of the companies from the moment of these acquisitions

PORTFOLIO



E-COMMERCE AND CONTENT



INFRAESTRUCTURE AND
SW DEVELOPMENT



AUTOMATOS

WIRELESS

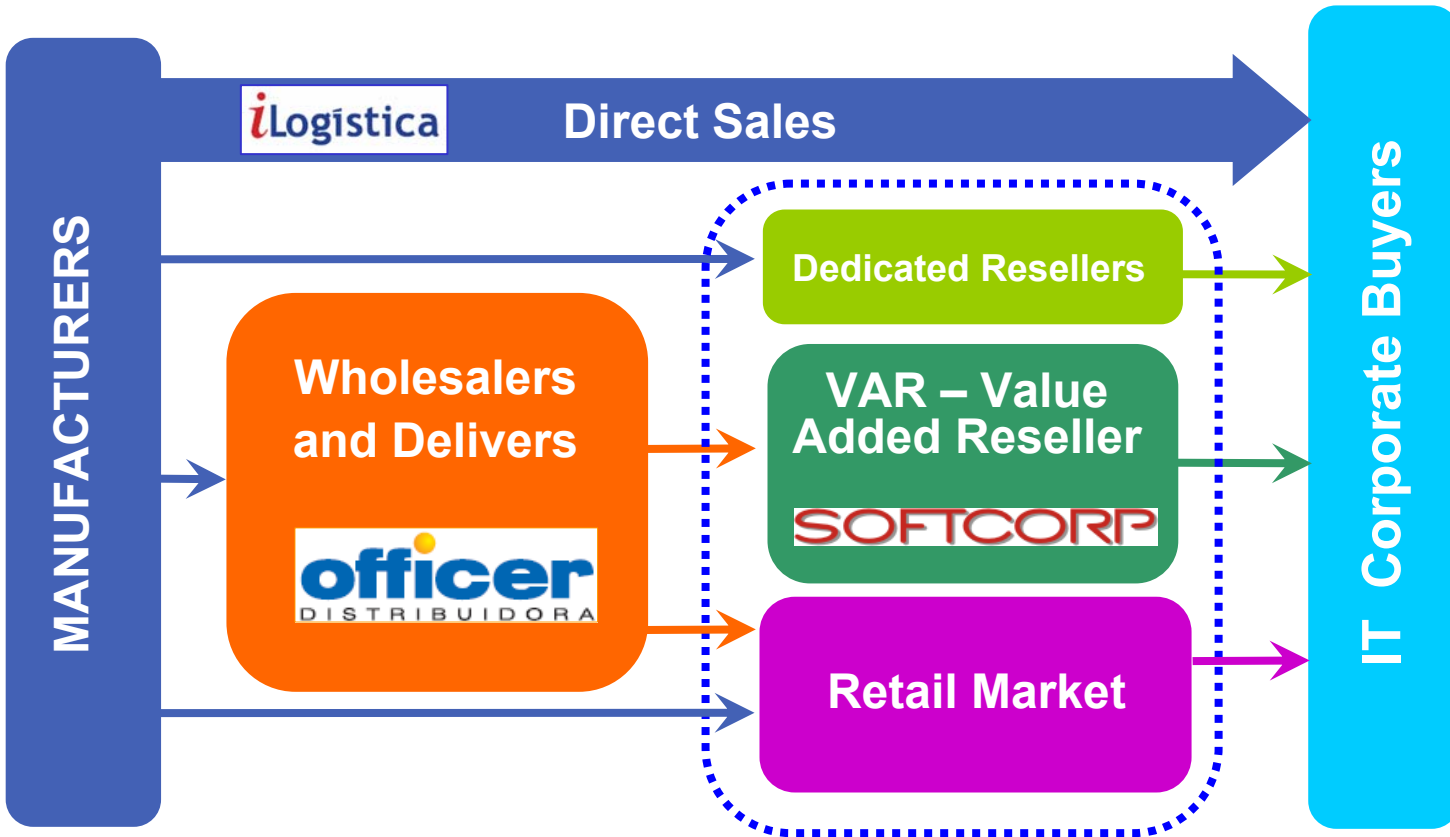


IDEIAS VENTURES – VENTURE CAPITAL



- COMPANY (IDNT Stake %) (Comparables) → Company description
- OFFICER (100%) (Ingram Micro / Tech Data) → Value added distributor – software, hardware and services
- SOFTCORP (97%) (CDW) → Corporate retail of Software, Hardware e Services
- PADTEC (34%) (Cisco) → Developer and maker of optical communication equipment (WDM)
- SPRING WIRELESS (11%) (Virgin Mobile) → Mobile virtual network operator – corporate market
- ILOGISTICA (35%) → Logistics and e-commerce with value aggregated
- AUTOMATOS & SOLVO (19%) → Management service provider of mission critical environments
- PINI (31%) → Publisher and software developer for the civil construction market
- IMUSICA (93%) (LoudEye) → Distribution and management of digital media
- BOLSA DE MULHER (93%) (iVillage) → Women's community and content provider
- NETMOVIES (25%) (NetFlix) → Rent DVD's on-line and Video on-demand
- ZURA (60%) (Shopping.com) → Comparison Shopping Service
- ADDCOMM (54%) → Webmarketing agency
- BRASPAG (25%) (PayPal) → Payment Solutions, internet and others
- HANDS (49%) → Solutions and services for wireless platforms in the final consumer market
- TRINNPHONE (60%) (CBeyond) → VoIP provider for the corporate market
- IVOXCORP (79%) → eCRM and surveys
- TV AO VIVO (23%) → TV via Internet
- VISIONNAIRE (40%) → Software House based on distributed technology
- SADIG (20%) → Business intelligence software

PORTFOLIO COMPANY	COMPARABLE	BUYER	DATE	VALUE (US\$)
			June.07	7,3 Bi
			August.06	60 Mi
			April.06	1,69 Bi
			March.06	600 Mi
			September.05	2,5 Bi
			June.05	620 Mi



- Name: Officer Distribuidora S/A
- Location: São Paulo
- Date of Investment: September 2005
- Shareholding Composition: 100% IDNT
- Background: Founded in 1985
- Business: Officer is one of the biggest wholesalers of computer products (software and hardware) in Brazil, had being awarded by INFO EXAME 2005 and 2006 (The most respected computer magazine in the country) and elected the best wholesaler company of Brasil by magazine Exame Melhores e Maiores 2007.
- Main Customers: more than 20.000 resellers spread out nationwide.
- Competitive Edge: Ingram Micro, Tech Data, SND, Nagem and Alcateia
- Critical Point: Gray Market Competition; Price dumping by competitors.
- Highlight: Focus on the SMB; Strong e-commerce development and business; No financial leverage; Solid relationship with the major computer technology providers as Microsoft, HP, IBM, Oracle, Samsung, Symantec, Citrix, CA, LG, among many others; Twice a year sponsor a trade show (OFFICER CANAL and OFFICER REALTIME) reaching more than 8000 attendees offering products exhibition and information, Speeches by well known names, and professional training and certification; Creates and solidify loyalty with its customer base through best logistics, excellent with availability, relationship, services and competitive prices.

GROSS REVENUES 1994-2007E

R\$'000



- Name: Softcorp
- Locations: São Paulo, Rio de Janeiro, Belo Horizonte, Curitiba, Vitória and Recife
- Date of Investment: March 2000
- Shareholding Composition: 97% IDNT + 3% Management
- Background: Founded over 15 years ago, the company has been consolidating its place in the Brazilian market for corporate resales in the IT sector.
- Business: Softcorp is a corporate reseller of software and hardware products and related services, headquartered in São Paulo, with branches in Rio de Janeiro, Minas Gerais, Pernambuco, Paraná and Espírito Santo.
- Main Customers: Fedex, H. Stern, Bristol, PUC, TNT Logística, Pernambucanas, Telemig, SENAC, Citibank, Marítima Seguros, Açominas, and others (3,000 active customers).
- Competitive Edge: Besides the traditional sales channels – account managers and telesales – the company has an exclusive channel through its site, which besides allowing the necessary scalability for expansion of sales without raising costs, is an excellent tool in the commercial area and for customer relationships – based on the CDW and Dell model.
- Critical Point: Brazilian market not yet consolidated and strong competition from small assembly shops largely using pirated software and smuggled parts and evading taxes (“Gray Market” = 60%)
- Highlight: Direct link with major manufacturers and distributors inventories allows low cost operation – no inventory required.

- Name: Padtec
- Location: Campinas, SP
- Date of Investment: August 2002
- Shareholding Composition: 34,2% IDNT + 65,8% CPQD
- Background: Established at the end of 1999 as a business unit of CPQD, it became independent in August 2001, through a spin-off of the fiber-optic communications division of CPQD. It was the first maker in Latin America of wavelength digital multiplexing (WDM) equipment for optical communication systems, and is Brazil's leader in this segment.
- Business: Optical solutions for the metropolitan market, through WDM equipment applied to existing networks, offering better performance and capacity and lower prices.
- Main Customers: Telmex; Portugal Telecom; Brasil Telecom; Telvent; Telemar; Banco Safra; Impsat; ABB
- Competitive Edge: (i) Differentiated knowledge of the telecommunications networks in Brazil, due to its origin as part of CPQD; (ii) Costs in local currency (reais) and highly competitive prices.
- Critical Point: Financing of customer sales.



- Name: Spring Wireless.
- Location: São Paulo
- Date of Investment: September 2002
- Shareholding Composition: 11% IDNT + 52% Others shareholders + 37% Others
- Background: Founded in March 2001, the company uses solutions developed with focus on the Brazilian market resulting from customization and “tropicalization” of imported solutions, but suitably adapted to the needs and particularities of the Brazilian market. It uses the best technologies from the American and European markets and has quality proved by large international clients.
- Business: Mobile virtual network operator with solutions and services aimed at wireless platforms in the corporate market, where it has a 55% market share.
- Main Customers: Ambev; Souza Cruz; Multibras; Redecard; Gillette; Itaú Seguros; Sara Lee; Pão de Açúcar; Bunge; Citibank; Kraft; Goodyear; Eletropaulo; Visanet; Fleet One; Concha Y Toro
- Competitive Edge: (i) Technology adapted to Brazilian operators; (ii) management team’s ability to understand the customer’s business; (iii) success cases.
- Critical Point: Expanding the user base.
- Highlight: 55% market share in Brazil, and expanding to the rest of Latin America.



Date of Investment: March 2000.

Shareholding Composition: 93% IDNT + 7% Management

imusica Business: Distribution and management of legal digital media content (music, video, true tones and software). First Brazilian company to develop the software with Digital Rights Management (DRM) from Microsoft

Main music companies: **All Majors** + Deck Disc, Som Livre, Indie Records, plus 150 more Brazilian firms.

Main franchises: Americanas.com, Submarino, MSN. Yahoo and Som Livre.

Critical Point: Expansion of content from major record companies and broadband.

Highlights: Conversion of competitors into partners, mobile business.



Date of Investment: June 2006.

Shareholding Composition: 93% IDNT + 7% Founders

bolsademulher Business: The vertical portal Bolsademulher.com is an interactive communication vehicle totally aimed at women. The portal is based on web 2.0 usability and technology and relies on the enormous UGC (User-Generated Content) potential of the 1 million registered users. It is a company of feminine solutions and the business model is based on four important sources of revenue: e-commerce, premium subscriptions, content sale and advertising.

Main Partners: MSN, Personare, Embratel, ParPerfeito, iMusica e Hands.

Main Advertisers: Mercedes Benz, Unilever, HSBC, Roche, Nokia, Bradesco, Toyota, Philips, L'Oréal

Highlights: More than 1 million women registered, from middle to upper class, distributed principally in RJ and SP. Content generated by users/ communities, focus on products based on viral marketing. Development of feminine segments less explored, conversion of advertisers from traditional media to interactive media, essential content for the "SVA" of telephone operators.



Date of Investment: September 2006

Shareholding Composition: 25% IDNT + 75% Founders

Business: Launched in 2006, is the leader in DVD rental over the Internet, with the largest library (more than 10 thousand titles) and widest coverage in Brazil. It offers subscription plans that allow customers to watch as many movies, shows and documentaries as they want, without time limit for return and without late fines, for a fixed monthly price.

Highlights: NetMovies has already won over subscribers in SP, RJ and Santos.

The efficacy if the operation is based on use of the largest technology to make the site agile, accessible and easy to use; in administering the processes and logistics , which involve a high number of deliveries and retrievals daily throughout the coverage area.



Date of Investment: June 2007

Shareholding Composition: 60% IDNT + 17% Founders + 23% Others

Business: Resulted from the merger of the website Emconta and iVox, according to he American epinions/shopping.com model. The synergy between the websites creates value for the company, offering customers a complete shopping experience on a single website, featuring reviews, guides and products, where they can learn about products and their characteristics. The company aims to serve as a benchmark in online shopping, growing to become the principal source of information in Brazilian e-commerce. The model relies chiefly on online marketing, with the bulk of revenue coming mostly from advertisements of stores listed on the website, but also including banners and direct e-mail for registered users.

Main Partners: ParPerfeito, Bolsa de Mulher, iMusica.

Main Online Stores: Americanas.com, Submarino, Comprafacil, Ambient Air, Pernambucanas, Shoptime.

Highlights: More recent technology and development, leading to a more current and modern tool. Technology team with vast Internet experience, especially in large sites.

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