

Media Release

Pragmatica Holding AG goes into the business of alternative energy resources

Swiss British Fiduciary Trust Center Ltd. (SBFTC) with 49.23 percent the new major shareholder

- **SBFTC transferring a substantial part of its majority stake in Germany's FloraEcoPower Holding AG into Pragmatica**
- **Pragmatica to be re-named, the existing IT consulting activities to be continued under the old brand name**
- **Nomination of new members for Board and Senior Management prior to annual general meeting planned for second quarter 2007**
- **Pragmatica becoming first company listed on SWX predominantly focusing on business in alternative energy resources**
- **Pragmatica convinced of high growth potential inherent to alternative energy industry, thus providing sustainable and favorable opportunity for shareholders**

Spreitenbach, 19 February 2007 – Swiss British Fiduciary Trust Center (SBFTC), headquartered in Zurich, has bought out Pragmatica Holding's major shareholder and purchased 49.23 percent of the shares. SBFTC will transfer a substantial part of its majority stake in Germany's FloraEcoPower Holding AG into Pragmatica. Pragmatica will primarily concentrate on developing projects in the field of agriculture, alternative energy and other global natural resources. The transaction marks the first time a promising renewable natural energy production company is listed on the Swiss stock exchange.

FloraEcoPower Holding AG, listed at the Frankfurt Open Market, is a large-scale producer of high-yield jatropha and castor bean plants. Jatropha and castor bean plants not being suitable for human consumption, using their seeds and beans to make biodiesel has no direct impact on the food chain and thus, on food prices. Jatropha and castor bean plantations thrive in the arid to subtropical-Mediterranean regions, that is, mainly in the Third World. Their labor-intensive cultivation creates new jobs for rural populations.

New Board members nominated

For the upcoming annual general meeting, planned for the second quarter of this year, the major shareholder nominated former German State Minister and EU ambassador to Moscow Dr. Ottokar Hahn, former Prime Minister of Liechtenstein lic. iur. Markus Büchel, and engineer Dr. Hardy P. Weiss-Uhlmann for the Board of Directors. Additional members of the Board including Chairman and management appointments will be nominated prior to the upcoming annual general meeting.

Next steps

Pragmatica is a holding company and will remain one. It will be re-named at a later stage. The traditional IT consulting services of its subsidiary Pragmatica AG will be continued within the holding under the old brand name. There will be no changes for employees and clients of Pragmatica AG.

A promising starting position

FloraEcoPower owns or manages productive acreage in Ethiopia and China. Also, it is in negotiations to substantially increase the productive acreage under its management in various countries. This provides the company with ideal preconditions to meet growing demand for the plant material used to produce biodiesel.

To vertically integrate the entire production and value chain, from cultivation to refining, strategic alliances, joint ventures and direct acquisitions are being planned. What's more, a positive CO₂ balance (photosynthesis helps the plants bind atmospheric carbon dioxide) allows FloraEcoPower to trade in carbon (CO₂) credits.

FloraEcoPower will not only provide jobs but also housing, health care and education to its employees in Ethiopia. The company is committed to expand these initiatives along with the business activities over the next years. Already now, the company is a major private employer in Ethiopia.

Dr. Clino Vallone, Chairman of Pragmatica Holding: "We are convinced that this transaction is a win-win situation for all parties involved, especially for the remaining shareholders of Pragmatica."

Contact

Pragmatica Holding AG, Dr. Clino Vallone, Chairman

Tel.: +41 (0)79 400 91 19

E-mail: clino.vallone@pragmatica.ch

Swiss British Fiduciary Trust Center Ltd., Zoe Gruen

Tel.: +41 (0)44 804 44 00

Fax: +41 (0)44 804 44 01

E-mail: info@sbftc.com

About:**Swiss British Fiduciary Trust Center Ltd., Zurich**

Swiss British Fiduciary Trust Center (SBFTC), headquartered in Zurich, is a privately held company. Its core business comprises facilitating and consulting financial services for private, corporate and public clients as well as projects and initiatives in alternative, natural renewable energy resources around the world. SBFTC have been funding agricultural R&D and will establish an intelligence unit, focusing on alternative energy and providing scientific studies, analyses and information for own and third party use. SBFTC is partner-managed, consisting of an experienced, high-class team of specialists.

(www.sbftc.com)

FloraEcoPower Holding – leading producer of plant material

FloraEcoPower is headquartered in Germany and listed at the Frankfurt Open Market, with operations in Ethiopia, China and Israel. It is a spin-off of Hovev Group, a successful 43-year-old company which maintains large-scale agricultural operations around the globe. The founders put together a world-class team of specialists who know how to manage and operate the entire production chain, from growing crops to seed production, oil pressing and refining bio-diesel fuel.

(www.floraecopower.com)

Pragmatica Holding AG

Pragmatica is the successor of Runsoft Computerprodukte AG, established in 1988 in Sargans, Switzerland, and of the re-named Complet-e Holding AG, which Pragmatica acquired in 2000. In its core business IT consulting services, Pragmatica supports national and international companies in business, industry and finance (banking, insurance), as well as government offices, in business and IT projects and in IT services optimization.

(www.pragmatica.ch)