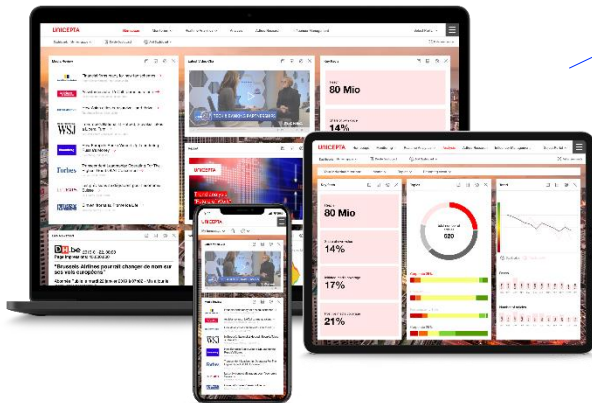


Visionary, AI-powered Media & Data Intelligence solutions

- ✓ High value services catered to multinational businesses with complex operations
- ✓ Supporting renowned cross-sector market leaders like Lufthansa Group, UBS, FedEx, BMW Group, and Roche, and 2/3 of all DAX-listed companies
- ✓ Over 450 multidisciplinary experts across our offices in Europe, USA and APAC
- ✓ Right-sized digital and physical compilation and presentation of realtime intelligence
- ✓ Fully integrated data from over 150 million sources across the full range of public media, digital and social platforms, around the world, 24/7/365
- ✓ We deliver Smart Insights to the world's leading companies to drive faster, better decisions for Strong Performance



Any data in any configuration on any display and device

Our Services and Solutions

Analytics & Insights

- > Active Listening – Outside-in stakeholder insight for more relevant communications
- > CEO Reputation Index - The definitive approach for connecting CEO and Corporate sentiment and performance
- > Instant Impact – Realtime corporate campaign performance assessment
- > Stakeholder Engagement Suite – Realtime intelligence to drive strong Corporate / Public Affairs performance

Global Media Monitoring

- > Performance Media Intelligence – action-driven global media monitoring and listening for enhanced corporate reputation
- > UNICEPTA Mind – Adaptive information portals that optimize information management for individual needs
- > Media & Influencer Database – Connecting with influential journalists and opinion leaders to amplify your coverage

Corporate Brand Newsrooms

- > Everything about your company, in one complete and powerfully immersive experience
- > Scalable solutions from Online Corporate Newsrooms to Full Command Centers

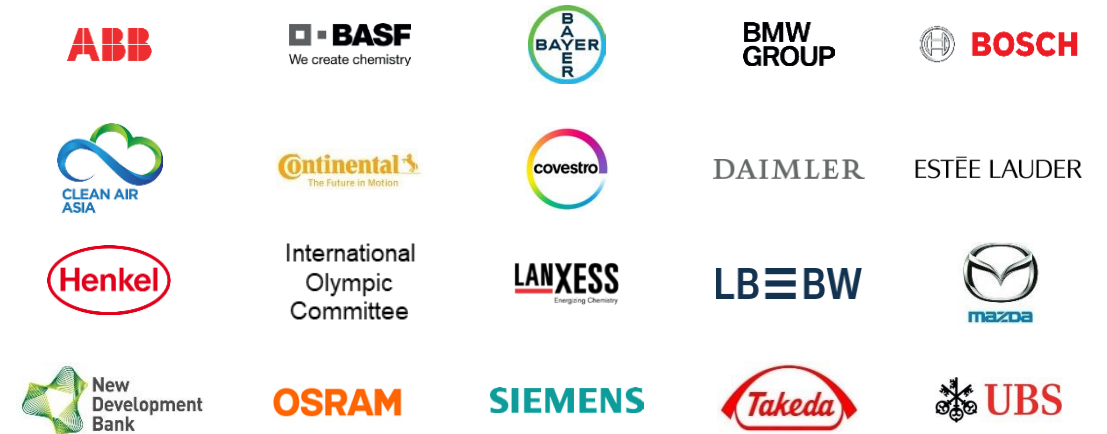
UNICEPTA

Smart insights. Strong performance.

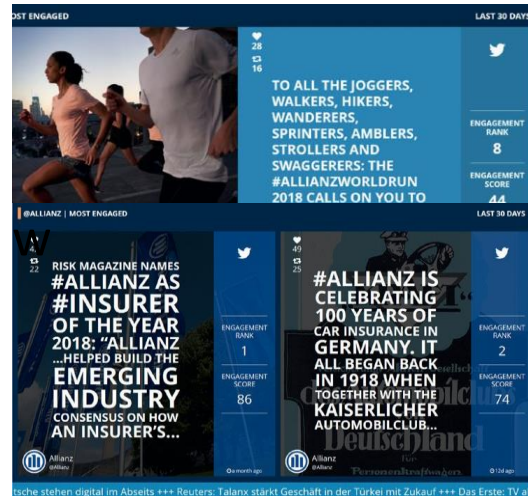
What we do:

- > Newsroom data management and active listening for Allianz, Bayer, BMW, Bosch Deutsche Bank, Lufthansa, Siemens, UBS etc.
- > Worldwide influencer and stakeholder identification for Bayer
- > Worldwide reputation analysis, monitoring and social listening for UBS
- > CEO reputation measurement, e.g. for Allianz and Siemens
- > Integrated 360° reputation analysis for Deutsche Bank, including market research and brand reputation data
- > For all clients mentioned in this information: comprehensive analyses and monitoring services

Selected global clients:



Customer examples: Videowall (Lufthansa) and Newsscreen (Allianz)



Customer example: Portal (Lufthansa)

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