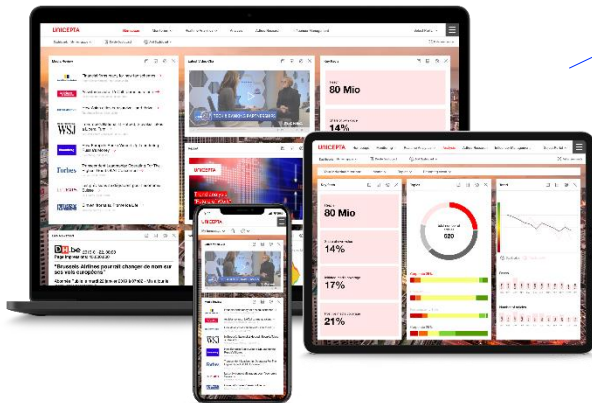


# Visionary, AI-powered Media & Data Intelligence solutions

- ✓ 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

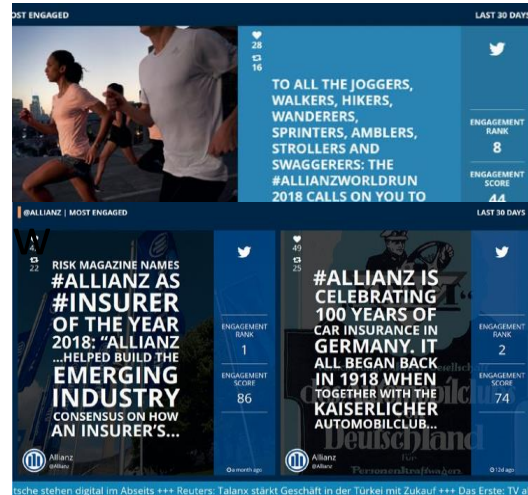
## What we do:

- > 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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