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# Reach Institutional Investors

Marketing, Podcasts, Livestreaming, Events, Lead Generation

# altii.de – alternative investor information

## The portal for institutional investors Communication

- Focus on institutional investors since 2013
- DACH region in the languages DE / EN
- Website, newsletter, social media
- Articles, podcasts, video content
- Onsite events and livestreamings



# altii channels

- Website
  - Research / Opinions
  - Podcasts, Video
  - Events
  - News
- Newsletter (weekly)
- LinkedIn
- Onsite-Events & Livestreamings
  - altii-events
  - Events organized for clients

The screenshot shows the altii website homepage with a navigation bar at the top containing 'MARKETS AND NEWS', 'SUSTAINABILITY AND IMPACT', 'REAL ASSETS AND PROJECTS', and 'DIGITAL INVESTING AND CRYPTO'. The main content area features several articles:

- MARKETS AND NEWS:** 'Zunehmende Unsicherheit – Lieferketten mit Sorgfalt prüfen' (Increasing uncertainty – check supply chains with care).
- RESEARCH & OPINIONS:**
  - Ohne Privatkapital werden die SDGs nicht zu erreichen sein** (Without private capital, the SDGs will not be achieved).
  - CAM emment Flavio Corco zu Co Investment Manager für die Luxury Brands Strategie** (CAM emment Flavio Corco as Co Investment Manager for the Luxury Brands Strategy).
  - Der holrige Weg zur Energiewende** (The rocky way to the energy transition).
  - Klein schlägt groß, Nordische Small Caps sind eine lohnende Alternative zum breiten Markt** (Small beats big, Nordic Small Caps are a rewarding alternative to the broad market).
  - Escalierender Technologiekonflikt mit China um Handys und Autos** (Escalating technology conflict with China over smartphones and cars).
  - MFS Investment Management verstärkt deutsches Wholesale-Team** (MFS Investment Management strengthens German Wholesale Team).
  - Der Klimawandel bedroht die nachhaltige Entwicklung in Afrika** (Climate change threatens sustainable development in Africa).
  - Japan: Kein Mutterkabe in Sachen Klimawandel** (Japan: No Mother's Milk in Climate Change).
- WHITEPAPER:** 'Investoren gewinnen mit Veranstaltungen und Livestreaming' (Investors win with events and live streaming).
- NEWS:**
  - EB-SIM weiter auf Wachstumskurs** (EB-SIM continues on growth path).
  - Neuer Wasserstofffonds KQAL EPF 6 investiert in klimaneutrale E-Kerosin-Anlage von Arcadia eFuel** (New hydrogen fund KQAL EPF 6 invests in climate-neutral e-kerosine plant by Arcadia eFuel).
  - Holz-Bürogebäude WOODEN von ACRON als „Best Sustainable Building“ Luxemburg ausgezeichnet** (Wood office building WOODEN by ACRON awarded 'Best Sustainable Building' Luxembourg).
  - Neuer Anleihen-Impact-Fonds KQAL EPF 6 erwirbt sein erstes Closing und investiert in den Aufbau einer wasserstoffbasierten E-Kerosin-Produktion in Vordingborg, Dänemark** (New bond impact fund KQAL EPF 6 achieves its first closing and invests in the construction of a hydrogen-based e-kerosine production in Vordingborg, Denmark).

The screenshot shows the altii Newsletter page for the issue dated 16.10.2023. It features a photo of a man and the following content:

- Subject:** altii Newsletter - 16.10.2023
- Header:** altii Newsletter
- Text:** 'Sehr geehrte(r) Herr/Frau, willkommen zum altii-Newsletter und einen guten Start in die Woche.'
- Image:** A photo of a man in a suit, likely the author or a key figure mentioned in the newsletter.
- Section:** ESG-Megatrends werden das restliche 21. Jahrhundert verändern (ESG megatrends will change the rest of the 21st century).
- Text:** 'Neben den traditionellen Wirtschaftstrends gewinnen Umwelt-, Sozial- und Governance-Faktoren (ESG) weltweit zunehmend an Bedeutung. Von sozialen Unruhen bis hin zu Pandemien und Ausbreitungen, von Umwelterstörung und Klimawandel bis hin zur Einführung von KI.'
- Image:** A photo of three men sitting on a stage, likely from a webinar or event.
- Section:** Controvers: Ja oder Nein zu ESG-Kriterien? (Controvers: Yes or No to ESG criteria?).
- Text:** 'Zwei unterschiedliche Fondskonzepte! Im Böhmentalk mit Frank Eichelmann, Geschäftsführer von Pro BoutiqueFonds, arbeiten zwei Fondsmanager ihre kontroversen Ansätze heraus: Volker Grimm, Leiter Investmentmanager der UmweltBank AG versus Patrick Crewe, Geschäftsführer Asset Management, von Grunslayn GmbH.'
- Image:** A small graphic showing a city skyline with a globe.
- Section:** Umfrage: Immobilienbranche im Stimmungstief, Hoffnung auf langfristige Erholung (Survey: Real estate industry in a state of gloom, hope for long-term recovery).
- Text:** 'Die Immobilienbranche befindet sich im Stimmungstief. Dabei geht die Bewertung der aktuellen Marktbedingungen für das eigene Geschäftsmodell je nach Teilbranche deutlich auseinander. Am schlechtesten stehen die Projektentwickler da, institutionelle Investoren und Family Offices schätzen die Lage am positivsten ein.'
- Image:** A photo of three men in suits, likely the participants in the survey or related to the real estate industry.
- Section:** EB-SIM weiter auf Wachstumskurs (EB-SIM continues on growth path).
- Text:** 'Um seine Marktposition weiter auszubauen, hat der auf nachhaltige Investments spezialisierte Vermögensverwalter EB – Sustainable Investment Management GmbH (EB-SIM) seinen Vertrieb weiter verstärkt. Dr. Alexander Weitzel und Uwe Lippert verantworten das Gewinnen und Betreuen institutioneller Kunden. Zusätzlich verstärkt die EB-SIM auch den Wholesale-Vertrieb mit Oliver Hack und Till Arens für den weiteren Auf- und Ausbau bei Vertriebspartnern. Alle vier Neuzugänge berichten direkt an den COO und Geschäftsführer der EB-SIM, Michael Heper.'
- Section:** Newsletter ABONNIEREN (Subscribe to Newsletter).
- Text:** 'Hier zum Newsletter anmelden.'
- Section:** NEWS (NEWS).
- Text:** 'Wechsel an der Spitze des Teilhaberregiments der Pictet-Gruppe' (Change at the top of the Pictet group).
- Text:** 'Die Pictet-Gruppe gibt bekannt, dass Senior Teilhaber Renaud de Planta zum 30. Juni 2024 aus dem Teilhaberregiment austreten wird, um zum 1. Januar 2023 in das Aufsichtsgremium der Gruppe sowie den Verwaltungsrat von Banque Paribas & Cie SA zu...' (The Pictet group announces that Senior Partner Renaud de Planta will leave the partner committee on June 30, 2024, to join the Group's Supervisory Board and the Board of Directors of Banque Paribas & Cie SA on January 1, 2023...)

# altii - Podcast production

Over 300 episodes  
since 2018

From idea to  
implementation to  
publication

Relevant channels:  
Spotify, Apple,  
Google, Amazon,  
etc.

Well over 100 episodes  
of „altii – Das Interview“

Own podcast servers,  
development of customer  
channels / servers

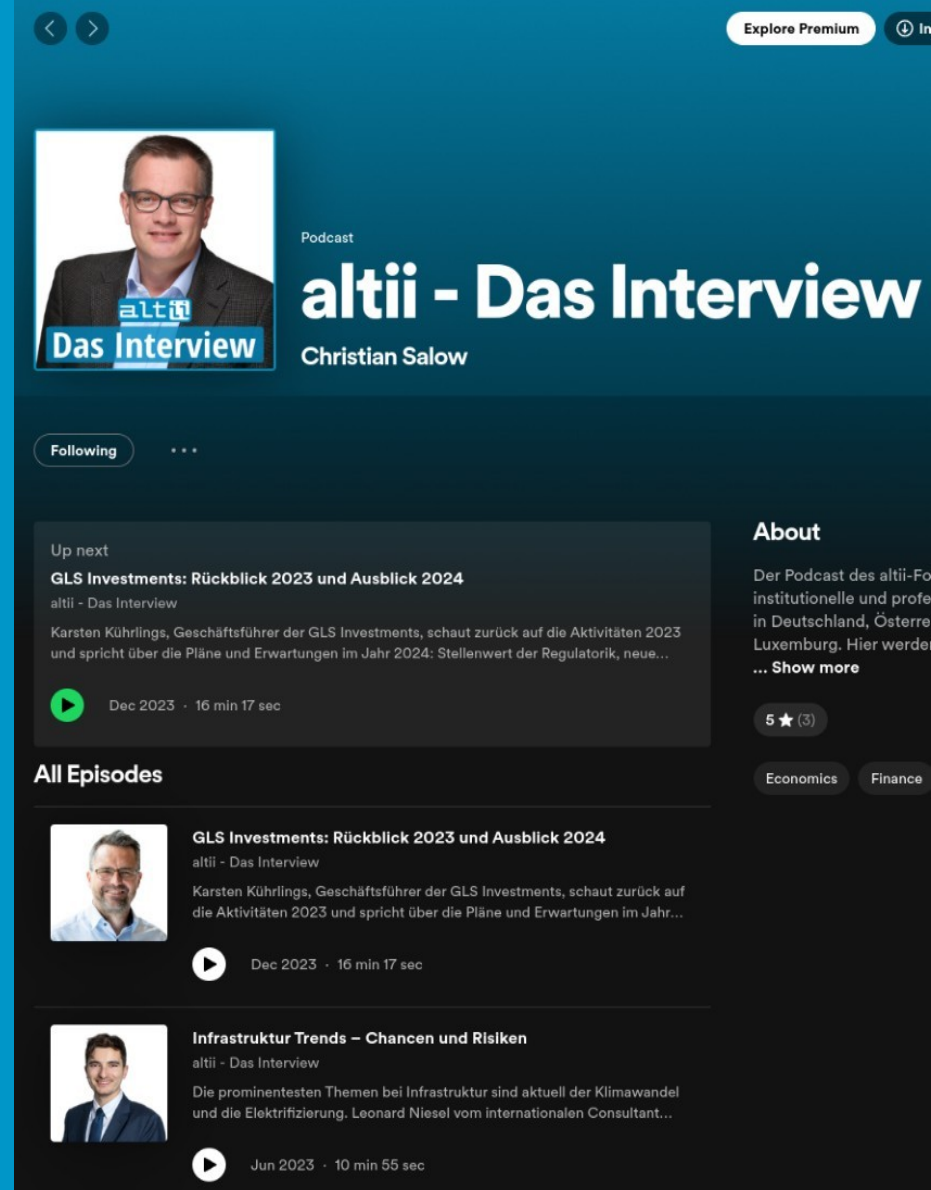
Remote production in a  
virtual studio, mobile studio  
equipment, studio



# „altii – Das Interview“

- Audio episodes, online since 2019
- Dialogue / interview / panel, moderated
- One topic per contribution, 6 - 19 min
- German and English
- altii, Spotify, Apple, Google, Amazon, etc.
- AI-based post-production & video possible

High reach through established channels, simple, relaxed, prepared production, established workflow, DAT quality, publication only after approval, a total of 120+ episodes produced.



The screenshot shows the Spotify interface for the podcast "altii - Das Interview" by Christian Salow. At the top right, there is a button for "Explore Premium". The main header features a profile picture of Christian Salow, the word "Podcast", and the title "altii - Das Interview" in large white font, with "Christian Salow" below it. A "Following" button is visible. The "Up next" section highlights an episode: "GLS Investments: Rückblick 2023 und Ausblick 2024" by altii - Das Interview, featuring Karsten Kühlings, with a play button and a duration of 16 min 17 sec. The "About" section on the right describes the podcast as featuring institutional and professional perspectives from Germany, Austria, and Luxembourg. Below the "About" section are star ratings (5 stars) and category tags for "Economics" and "Finance". The "All Episodes" section lists two episodes: the same GLS Investments episode and "Infrastruktur Trends – Chancen und Risiken" by altii - Das Interview, featuring Leonard Niesel, with a duration of 10 min 55 sec.

# Podcast Workflow

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1. Preliminary discussion, Project definition
  2. Preparation of the episodes
  3. Recording
  4. Editing, trailer, soundfloors
  5. Control, post-processing, release
  6. Publication as episode, teaser, social posts



# Testimonials

*"altii's podcasts communicate complex topics in easy-to-understand and efficient formats. It is faster than writing."*

Nils Schalin, CEO Sweden  
United Bankers Asset Management

*"Mr. Salow is a well-founded conversation partner with practical experience. He knows the needs of institutional investors."*

Sebastian Dooley, Fund Manager  
Principal Real Estate Europe

*"Excellent preparation of the session and the content. I always knew what was going to happen next."*

Stefan Fritz  
GLS Investments

*"Simple and clear operation of the app via the browser on the PC. The recording couldn't be easier."*

Edda Schröder, Founder  
Invest in Visions

*"Now also as a video podcast in Full-HD without any additional effort. Simple and great implementation!"*

David Schnautz  
Tabula Investment Management

# Podcast AI-Features

- Automatic transcription of audio content into text
- Translations increase reach
- SEO through high-quality, readable content
- Significant increase in efficiency
  - Content created once can be used multiple times
  - Refinement of content (summary, teaser, etc.)
  - "Snackable content" for social media
- With the increasing improvement of synthetic voices, audio content will take on a new meaning



# Video-Productions - onsite & virtual



A large audience of people in business attire is seated in a modern, bright conference hall. They are facing a stage where a large screen displays a blue landscape with a boat. Two green trees are positioned on the stage. The room has large windows and a high ceiling with recessed lighting.

# Events as highly efficient tools

Networking

Brandmarketing

Lead generation

Invitation marketing

# Events examples

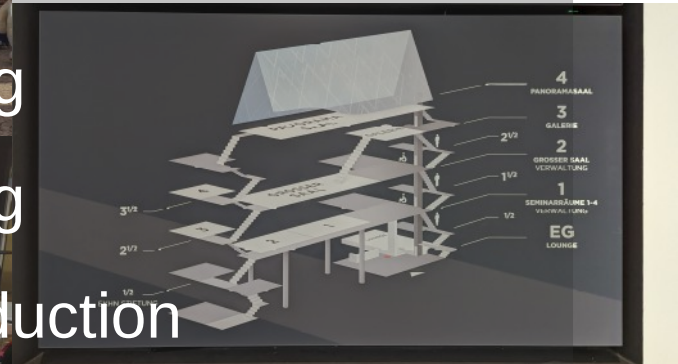
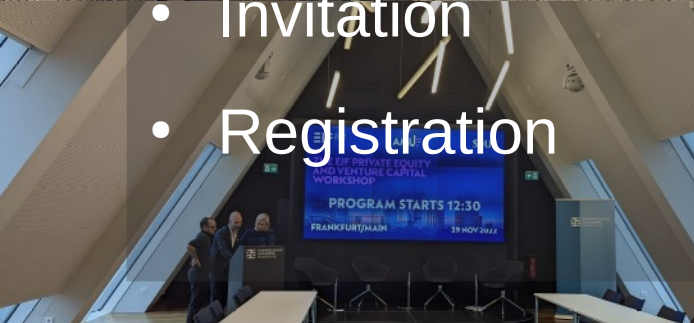




- Planning
- Agenda
- Invitation
- Registration



- Selection of location
- Streaming
- Recording
- Post-production



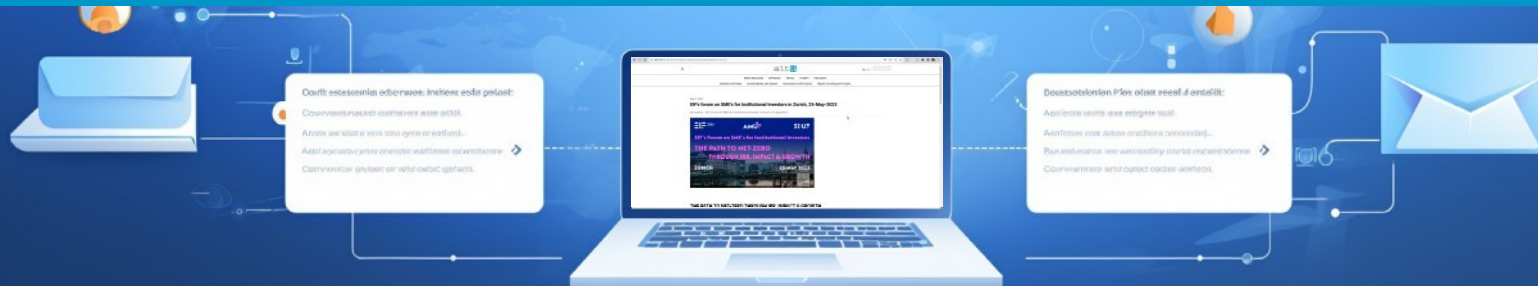
# Location selection

- Definition of requirements and deadlines
- Compliance with guidelines and budgets
- Checking the technical requirements



# Invitation Management

- Event website and agenda event landing pages
- Registration form, GDPR-compliant
- Multiple partners can invite independently of each other
- Publication via altii, newsletter, social media, database



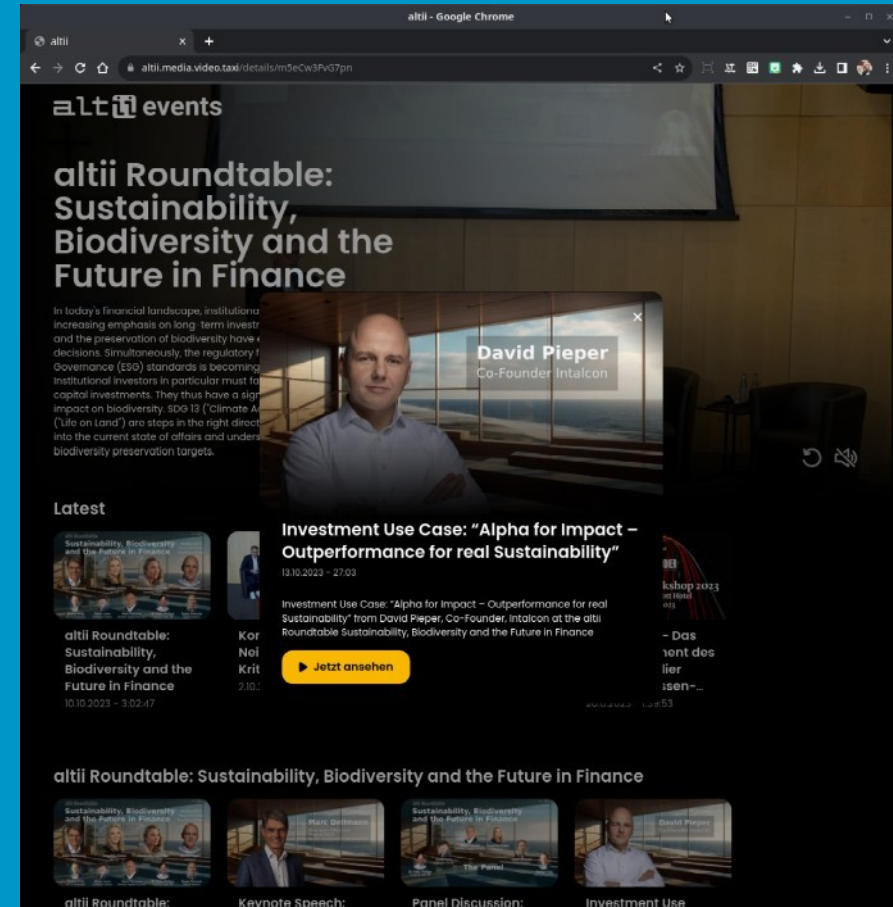
# Streaming & Recording

- PTZ-Cameras, Full-HD
- Dynamic Live-Cut
- GDPR compliant workflow
- International access
- Adhoc 30.000 viewer  
1.000.000 plus possible
- Subtitling and automatic  
translation into common  
world languages



# Media Library and Video on Demand

- altii-events media library
  - <https://media.altii.de/>
  - Video on Demand (VOD)
- Contributions can be rebroadcast / invited as an event
  - Premiere on Demand (POD)
- Development of marketing funnels
- Analytics



# altii-Services & Prices

- Streaming and event solutions across all sectors are offered at
  - <https://factorx.events>
  - There are more testimonials available
- altii services and prices can be found in the online store at <https://shop.altii.de>



## Events and Livestreaming

X times the reach!

<https://www.factorx.events>



# Notes

# Notes



Christian Salow

christian.salow@altii.de  
+49 170 808 6726

Phone +49 69 3487 3170

altii GmbH  
Fellnerstraße 7-9  
60322 Frankfurt am Main  
Germany