Reach Institutional Investors

Marketing, Podcasts, Livestreaming, Events, Lead Generation

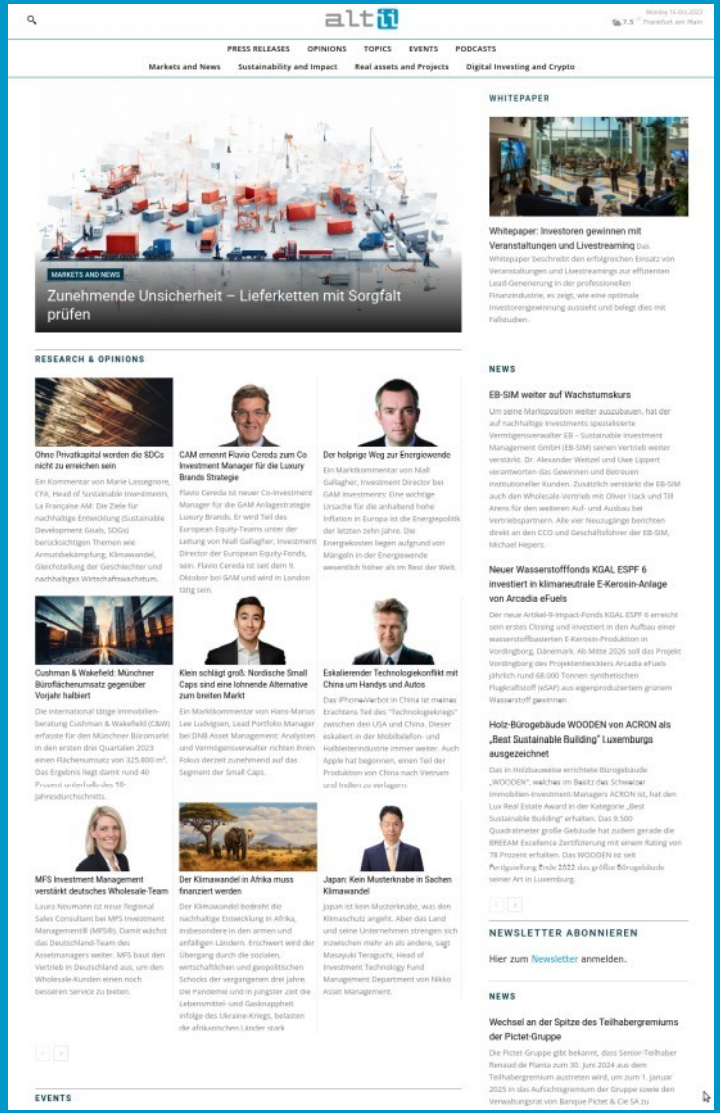
altii.de – alternative investor information

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



altii - Podcast production

Over 300 episodes since 2018

Well over 100 episodes of „altii – Das Interview“

From idea to implementation to publication

Own podcast servers, development of customer channels / servers

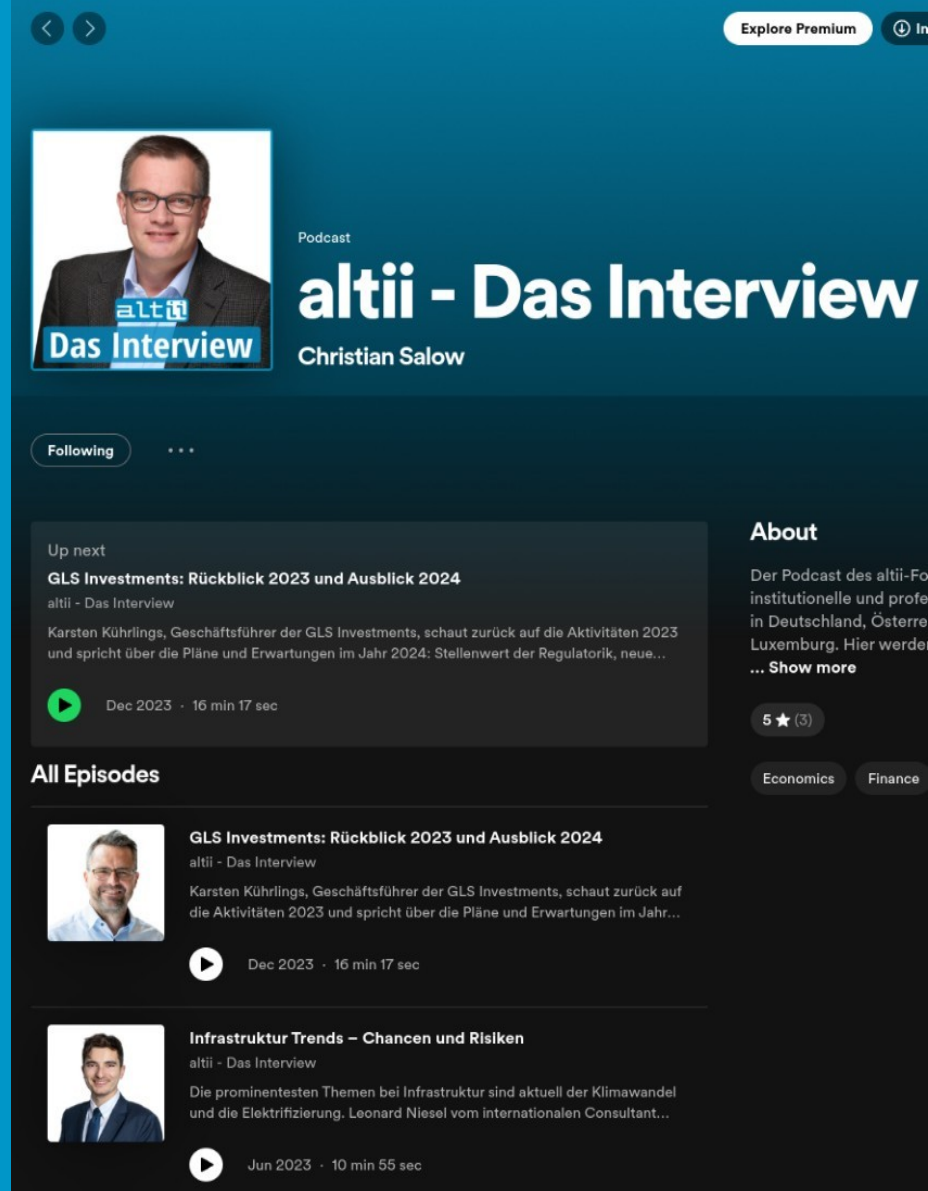
Relevant channels: Spotify, Apple, Google, Amazon, etc.

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.



Podcast Workflow

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

Events as highly efficient tools

Networking

Brandmarketing

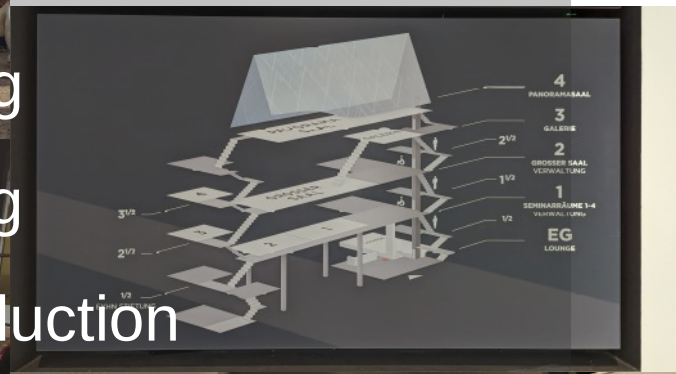
Lead generation

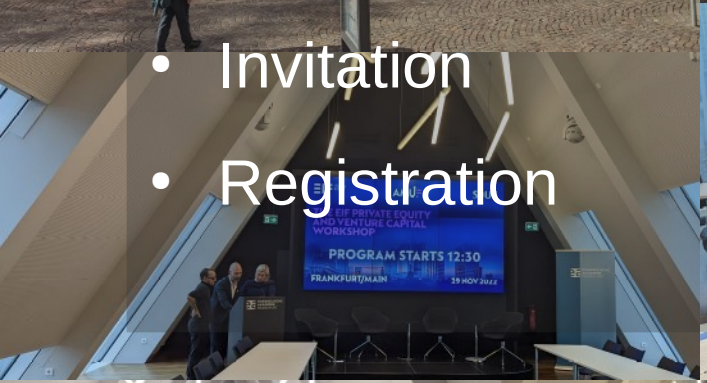
Invitation marketing

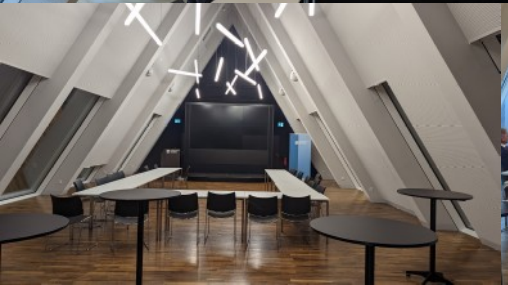
Events examples

- Planning
- Agenda
- Invitation
- Registration

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





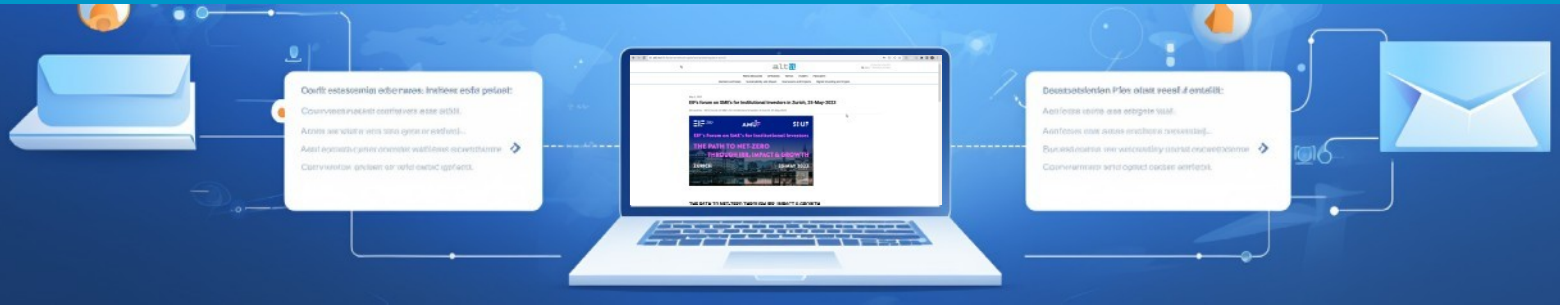


Location selection

- 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

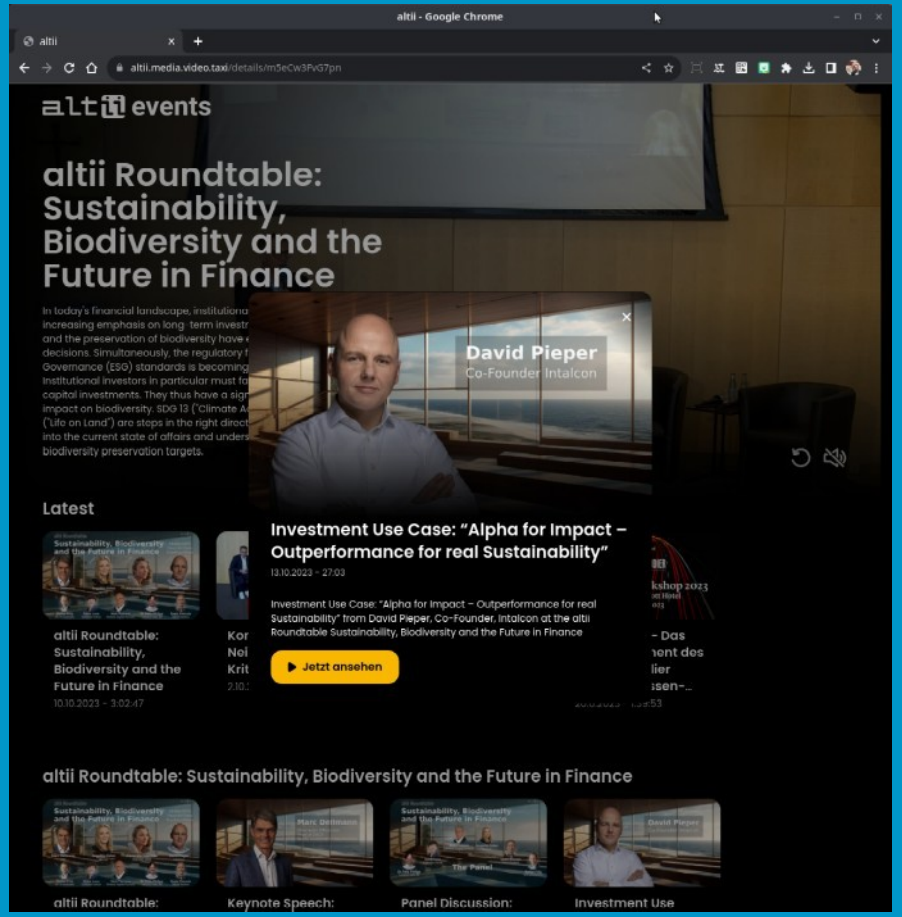


Streaming & Recording

- 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

Notes

Notes

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