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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 interface. At the top, there's a navigation bar with 'altii' logo and 'Monday 16 Oct 2023 7:57 Frankfurt am Main'. Below that are tabs for 'PRESS RELEASES', 'OPINIONS', 'TOPICS', 'EVENTS', and 'PODCASTS'. A secondary navigation bar lists 'Markets and News', 'Sustainability and Impact', 'Real Assets and Projects', and 'Digital Investing and Crypto'. The main content area features a large image of a city skyline with the headline 'Zunehmende Unsicherheit – Lieferketten mit Sorgfalt prüfen'. Below this are several article teasers with images and titles: 'Ohne Privatkapital werden die SDGs nicht zu erreichen sein', 'CAM erweist Flavio Corcoia zum Co-Investment Manager für die Luxury Brands Strategie', 'Der holrige Weg zur Energiewende', 'Klein schlägt groß: Nordische Small Caps sind eine lohnende Alternative zur breiten Markt', 'Eskalierender Technologiekonflikt mit China um Handys und Autos', 'Klimawandel in Afrika muss finanziert werden', and 'Japan: Kein Mutterkoba in Sachen Klimawandel'. On the right side, there's a 'WHITEPAPER' section with an image and the title 'Whitepaper: Investoren gewinnen mit Veranstaltungen und Livestreaming', and a 'NEWS' section with the title 'EB-SIM weiter auf Wachstumskurs'. At the bottom, there's a 'NEWSLETTER ABONNIEREN' button and a link to 'Hier zum Newsletter anmelden'.

The screenshot shows the altii Newsletter page for '16.10.2023'. It features the altii logo and the title 'altii Newsletter'. The main content includes a greeting: 'Sehr geehrte(r) Herr/Frau, willkommen zum altii-Newsletter und einen guten Start in die Woche.' Below this is a photo of a man in a suit. The newsletter highlights several articles: 'ESG-Megatrends werden das restliche 21. Jahrhundert verändern', 'Neben den traditionellen Wirtschaftstrends gewinnen Umwelt-, Sozial- und Governance-Faktoren (ESG) weltweit zunehmend an Bedeutung.', 'Kontrovers: Ja oder Nein zu ESG-Kriterien?', 'Zwei unterschiedliche Fondskonzepte! Im Bühnentalik mit Frank Eichelmann, Geschäftsführer von Pro BoutiqueFonds, arbeiten zwei Fondsmanager ihre kontroversen Ansätze heraus: Volker Grimm, Leiter Investmentmanager der UmweltBank AG versus Patrick Grewe, Geschäftsführer Asset Management, von Grunstein GmbH.', 'Umfrage: Immobilienbranche im Stimmungstief, Hoffnung auf langfristige Erholung', and 'Die Immobilienbranche befindet sich im Stimmungstief. Dabei geht die Bewertung der aktuellen Marktbedingungen für das eigene Geschäftsmodell je nach Teilbranche deutlich auseinander.' At the bottom, there's a 'NEWSLETTER ABONNIEREN' button and a link to 'Hier zum Newsletter anmelden'.

# 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



<https://www.altii.de/interview-spotify>

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 portrait of the host, Christian Salow, with the altii logo and the text "Das Interview". Below this, it says "Podcast" and "altii - Das Interview" in large white font, followed by the host's name "Christian Salow". 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 Kührlings, published in Dec 2023, with a duration of 16 min 17 sec. The "About" section on the right explains that the podcast features institutional and professional perspectives from Germany, Austria, and Luxembourg. It has a 5-star rating from 3 reviews and is categorized under "Economics" and "Finance". The "All Episodes" section lists two episodes: the same GLS Investments episode and "Infrastruktur Trends – Chancen und Risiken" published in Jun 2023, 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, brightly lit conference hall. They are facing a stage area where a large screen displays a blue landscape with a white airplane. Two green trees are positioned on the stage. The room has high ceilings and large windows on the sides, letting in natural light.

# Events as highly efficient tools

Networking

Brandmarketing

Lead generation

Invitation marketing

# Events examples

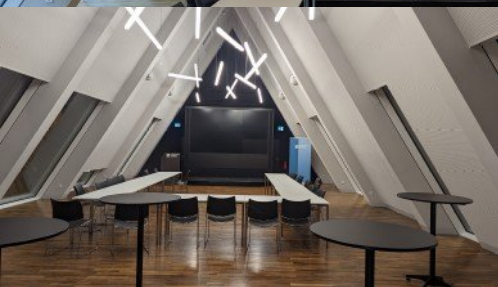
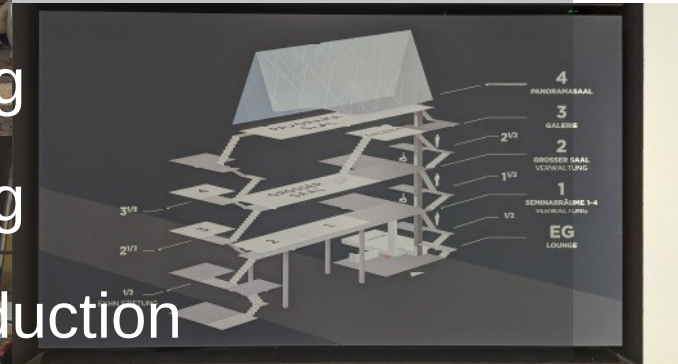
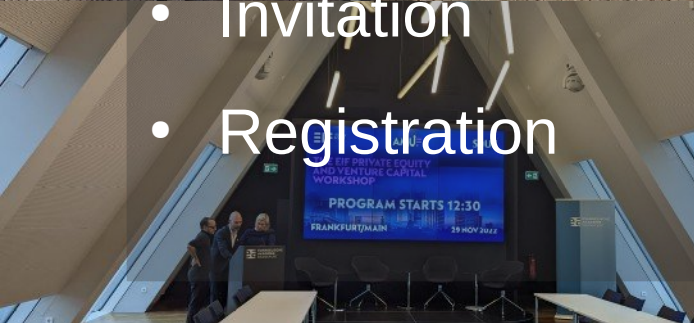




- Planning
- Agenda
- Invitation
- Registration



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



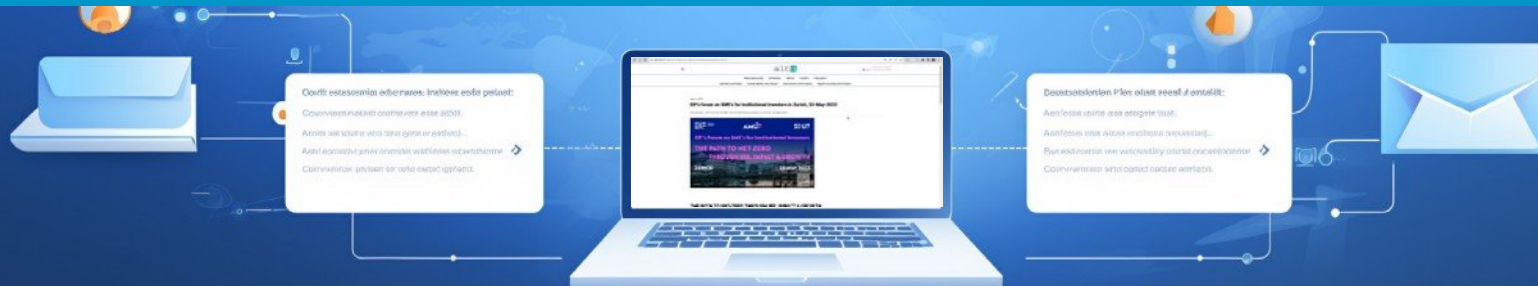
# Location selection

- 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



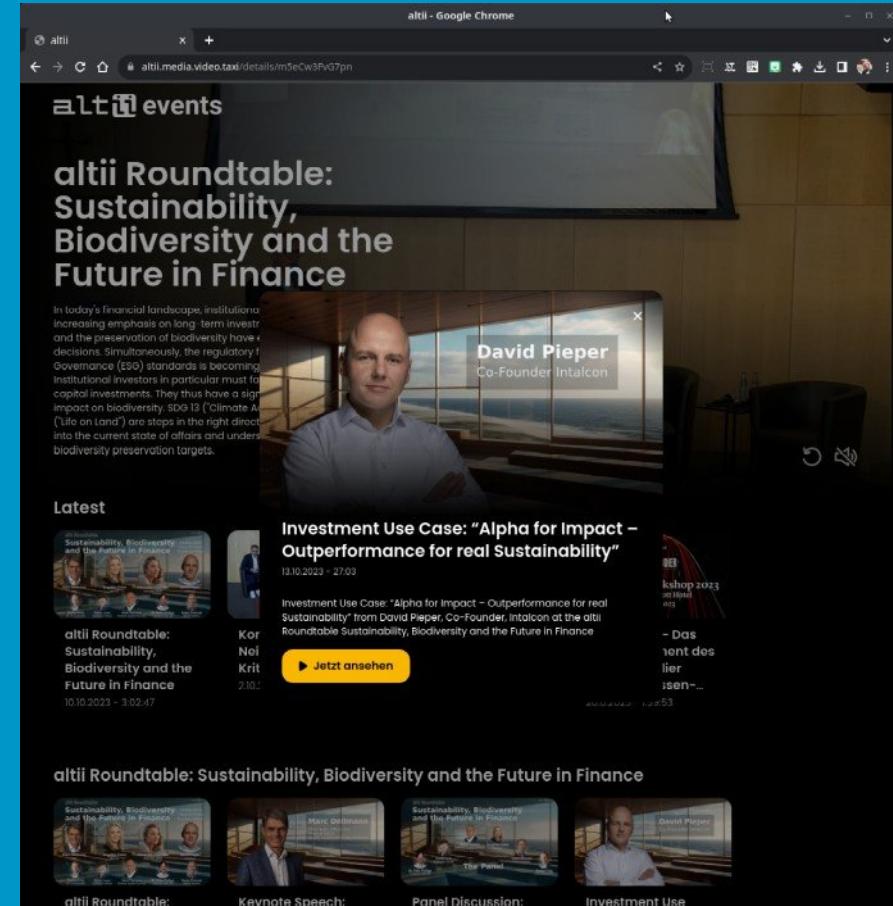
# Streaming & Recording

- 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



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