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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. At the top, there is a navigation bar with 'altii' logo, date 'Monday 16 Oct 2023', and '7.5 Frankfurt am Main'. Below the navigation bar are categories: 'PRESS RELEASES', 'OPINIONS', 'TOPICS', 'EVENTS', 'PODCASTS'. A main banner features a large image of a city skyline with the text 'MARKETS AND NEWS' and 'Zunehmende Unsicherheit – Lieferketten mit Sorgfalt prüfen'. Below this are several article teasers with images and titles, such as 'Ohne Privatkapital werden die SDGs nicht zu erreichen sein', 'CAM erweist Flavio Corco zu Co Investment Manager für die Luxury Brands Strategie', 'Der holrige Weg zur Energiewende', 'Klein schlägt groß: Nordische Small Caps sind eine lohnende Alternative zum breiten Markt', 'Eskalierender Technologiekonflikt mit China um Handys und Autos', 'Klimawandel in Afrika muss finanziert werden', and 'Japan: Kein Mutterkabe in Sachen Klimawandel'. At the bottom, there is a 'NEWSLETTER ABONNIEREN' section with a button 'Hier zum Newsletter anmelden.' and a 'NEWS' section with a headline 'Wechsel an der Spitze des Teilhaberregiments der Pictet-Gruppe'.

The screenshot shows the altii Newsletter page. At the top, it says 'altii Newsletter' and '16.10.2023'. Below is a photo of a man in a suit. The main headline is 'ESG-Megatrends werden das restliche 21. Jahrhundert verändern'. The text below reads: '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.' Below this is a photo of three men sitting on a stage, with the text 'KONTROVERS: JA ODER NEIN ZU ESG-KRITERIEN?'. The main headline for this section is 'Kontrovers: Ja oder Nein zu ESG-Kriterien?'. The text below reads: '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.' Below this is a photo of a city skyline with the text 'URFRAGE: IMMOBILIENBRANCHE IM STIMMUNGSTIEF, HOFFNUNG AUF LANGFRISTIGE ERHÖHUNG'. The main headline for this section is 'Urfrage: Immobilienbranche im Stimmungstief, Hoffnung auf langfristige Erhöhung'. The text below reads: '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.' Below this is a photo of three men sitting on a stage, with the text 'EB-SIM weiter auf Wachstumskurs'. The main headline for this section is 'EB-SIM weiter auf Wachstumskurs'. The text below reads: '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 Heger.' Below this is a photo of three men sitting on a stage, with the text 'NEWSLETTER ABONNIEREN'. The main headline for this section is 'Newsletter abonnieren'. The text below reads: '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 profile picture of Christian Salow, the word "Podcast", and the title "altii - Das Interview" with the host's name "Christian Salow" below it. A "Following" button is visible. The "Up next" section highlights an episode titled "GLS Investments: Rückblick 2023 und Ausblick 2024" from 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 this, there are star ratings (5 stars) and category tags for "Economics" and "Finance". The "All Episodes" section lists two episodes: the same "GLS Investments" episode from Dec 2023 (16 min 17 sec) and "Infrastruktur Trends – Chancen und Risiken" from Jun 2023 (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

# 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 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

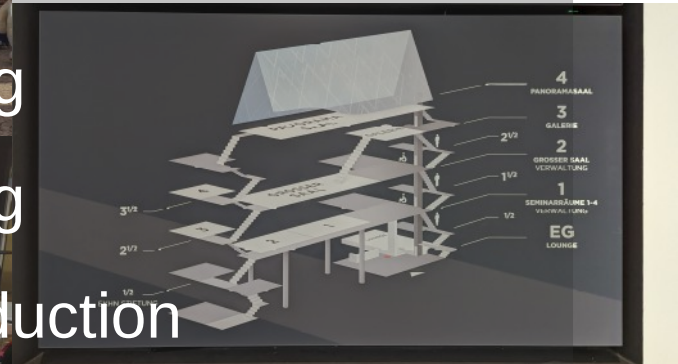
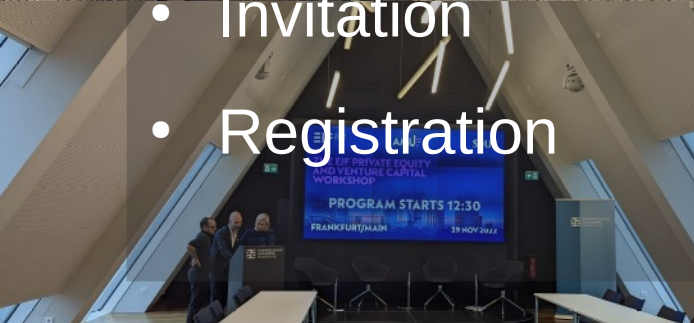




- Planning
- Agenda
- Invitation
- Registration



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



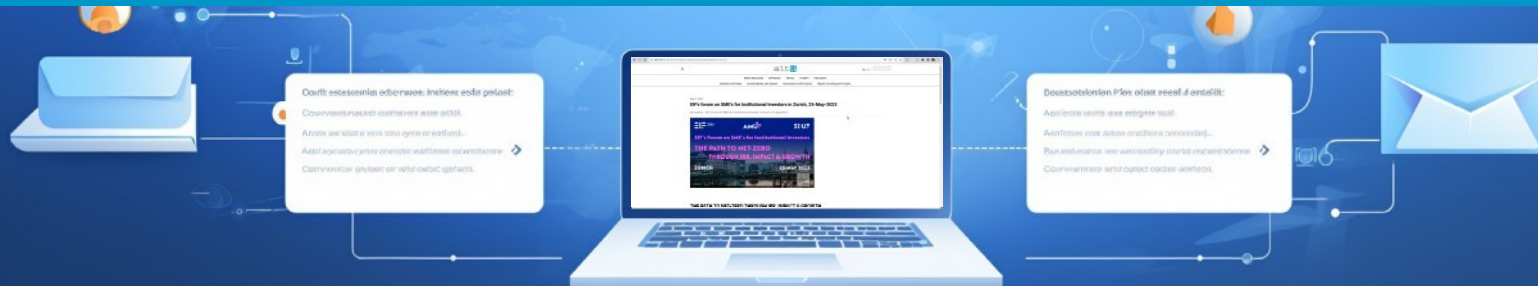
# Location selection

- 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



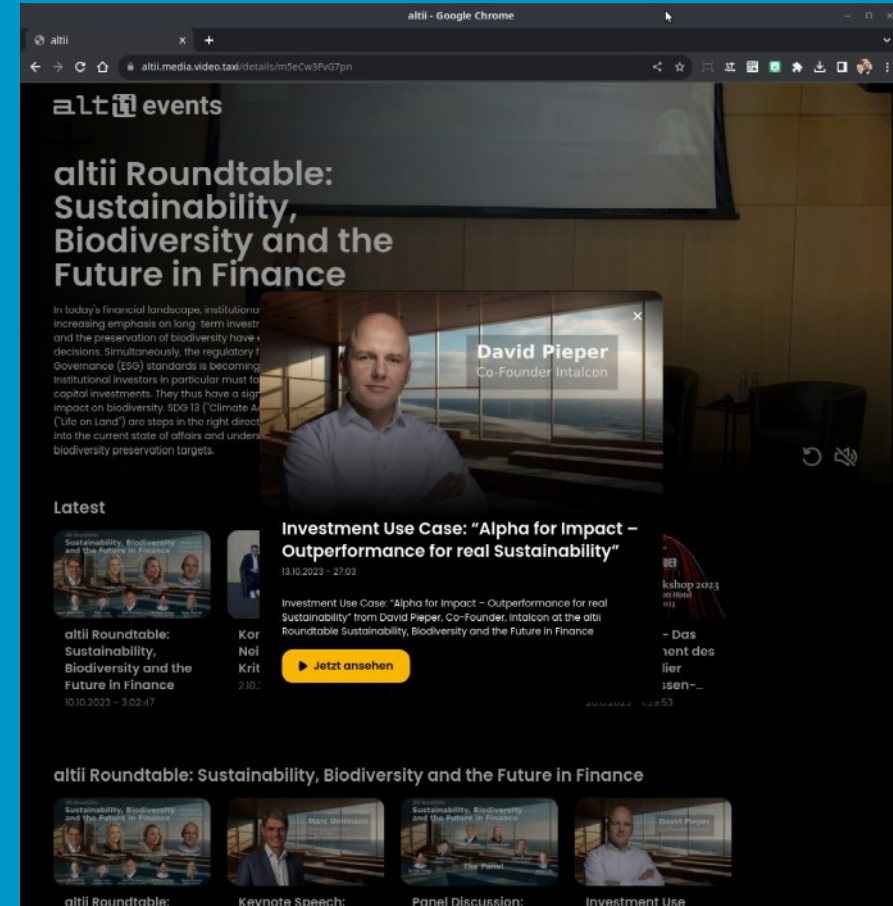
# Streaming & Recording

- 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



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