



- Company Presentation -



Philipp Reminder



Chief Executive Officer

„Solid and carefully targeted marketing always starts at the base, namely the client. Those who know their clients best and serve them appropriately at the same time will always be way out in front.“

„Someone who is working with a big amount of Data can make a big difference by using the latest technical achievements .“



Karl Beran
Head of IT

Make use of our expertise for your individual Dialog Marketing success!

personally. competently. creatively.

Since more than five years several customers bank on our bundled competence in dialog-oriented communication. Our extensive services reach from the planning, implementation and control of Dialog Marketing activities of any kind right up to the selling of highly qualified business addresses and the whole management that is accompanied by it.

What is Address Publisher's Unique Selling Proposition?
Customer Intimacy - Highest quality of customer care helps us meeting exactly the demands of companies and its actors. Of course this always happens under the adherence of each company's philosophy and their Corporate Identity. Enjoy our personal customer advice.

Flexibility & Creativity - Complex projects that seem to be unfeasible, or business addresses which cannot be found and acquired are scenarios making us even more sensitive to address. Loving such challenges, we again and again succeed in their near-term accomplishment by means of creative ideas and an adequate and durable commitment.

BUSINESS ADDRESSES



Doing business sustainably.

In business and especially in marketing terms, long-term competitiveness doubtlessly requires the existence of the latest and accurate customer relationship management. For this reason, the customer database is fundamental to run Dialog Marketing campaigns successfully anyway.

The more personal and individual a client can be served, the higher are the chances for success in the short and the long run. Over five years of knowledge and expertise in the field of business addresses and professional address management provides a remedy in

order to build, extend and continuously optimize this mentioned base. You as our client form the center of all the efforts at any given time. Trust in profound Dialog Marketing and take the first and important step with Address Publisher to sustainable success with your clients.

Drawing on unlimited resources.

It does not matter where your clients come from. Neither does it matter how often and intensive you address them. With Address Publisher you have the possibility to fall back on a large variety of precisely fitting addresses accom-

panied by a wide range of solutions. Far more than 5.000 different target groups and more than 15 million cutting-edge and proved business addresses in Europe shape the first and crucial milestone for a smooth procedure of several marketing

activities. On top of that, Address Publisher offers the whole spectrum of additional features like contact persons, entirely without extra costs. Hence, we open the necessary doors for your cross-media and multi-level marketing campaigns.



Europe-wide address variety.



3.9 m brand-new business addresses
1.4 m decision makers (e.g. CEO, board members)
over 2.8 m telephone numbers
over 3,500 different target groups



0.48 m brand-new business addresses
365,000 decision makers (e.g. CEO, board members)
over 200,000 telephone numbers
over 2,700 different target groups



0.44 m brand-new business addresses
140,000 decision makers (e.g. CEO, board members)
over 170,000 telephone numbers
over 2,500 different target groups

Additional features (no extra costs)

postal address, fax, e-mail, website, company size, industry sector

Further countries are being delivered upon request, e.g.



Even quality has to be affordable.



Quality comes at a price, no doubt. However, it should not be inordinately high at any price. Although we are aware of the quality and the well-kept state of our address stock, we do not forget that business

addresses constitute only the beginning of a series of costs in Dialog Marketing projects. Given our attractive graduated prices, we want to facilitate the conduct of entire mailings or telephone campaigns for an affordable

price. For bigger arranged customer acquisitions - with a minimum quantity of 50,000 addresses - we offer even more attractive address prices. Take your personal and legal advice from our Dialog Marketing experts.

Overview of our address prices



Profit from our extensive
and success-proved mar-
keting services around
the business address.

Mailings

Whether per post or as an e-mail newsletter; Our services range from the conception, design and target group segmentation right up to the entire mail-order processing including an efficiency review. Numerous partners in the field of shipment and letter shops complete our in-house services successfully and to its full extent.

Address Management

Database does not always equal database. Praxis again and again reveals that the issue Customer Relationship Management (CRM) still is not addressed with sufficient resources. Several companies are thus facing databases with inconsistent addresses which are out of date. Strictly confidential we will whip your data into shape, eliminating duplicates and unifying them. Not least our address service encompasses enriching your current data with key additional features.

Telephone Marketing

For whatever reason you place the order with our B2B-Call Center for addressing your target groups, intensive preparation will always be included to the highest extent. Your company and its solutions are our readings, not only for the reason to be able to talk on a par with decision makers but rather to appropriately and entirely integrate your company and its image into the dialogues. Regardless of whether you want us to enrich your data or to win fresh leads for your sales team, we are already looking forward to your individual project and its successful realization.

Further attractive services in the range of dialog-oriented communication

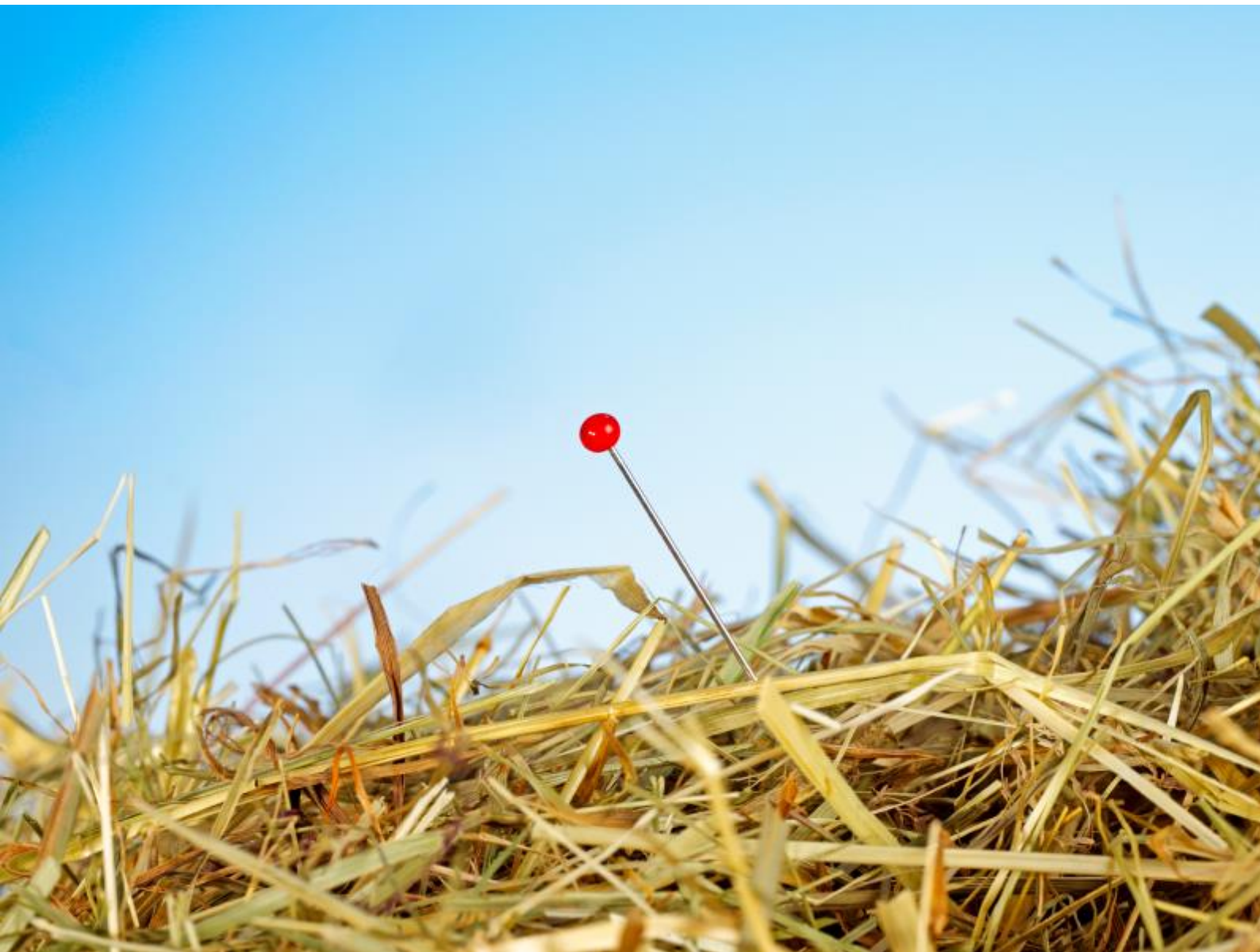
- ✔ Couponing
- ✔ Address Labels/-Stickers
- ✔ Competition Analysis
- ✔ Dialog Marketing Advice
- ✔ Individual Target Group Analysis
- ✔ Efficiency Analysis
- ✔ Market Researches
- ✔ Corporate Design/Corporate Identity

Facing challenge.

Highly individual inquiries and campaigns of our clients occur much more frequently than we originally expected. For this reason we have learnt to act in an extra

flexible way in order to comply with our customers' desires best possible. We will address each and any challenge with you in an individual and detailed dialog.

Best if you simply make an extensive and tentative use of our personal, competent and creative Dialog Marketing advice. We are glad to welcome you as our client.



Enter into dialog with us.

We are looking forward to exciting projects with you.



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