



## Mobile – the mega medium? – A MINDS Symposium Berlin, June 3rd 2005

### Fact sheet: Investor Relations

#### ★ What is „Investor Relations“?

Investor Relations (IR) is an information service for recipients who are interested in capital markets and listed companies. It combines stories, videos, numeric data and graphs with interactive elements as voting and SMS-notification.

It is also a platform for providing access to different types of databases for mobile devices with additional push-functionality.

#### ★ Target Group:

★ Financial newspaper can use IR as a extension for their printed editions and web services; banks can use special service for customers, listed companies can use special service for their investors.

★ Investment bankers, Investors, Finance professionals

#### ★ Business Model:

MINDS provides the technical platform to aggregate content, the mobile portal plus user data for statistics and invoicing and manages SMS-gateway.

★ Flat fee for running the technical platform, flat fee per source integrated, variable fees for user data and sent SMS.

★ MINDS optionally provides content on a flat fee basis

#### ★ Technologies:

★ Web application

★ Interface for sending SMS and email

★ Using Oracle-database and fulltext-database

★ Using Web-Services

#### ★ Commercial Status:

First contacts with potential customers



★ **Implementation by:**

APA, APA-IT

★ **User Feedback:**

High willingness to pay; content is specialised - quality is regarded as high; improvement on content-structure (news optimized for mobile handsets)

★ **Marketing Issues:**

Biggest impact on media and financial institutions that want to provide their clients with finance news under their own brand.

★ **Innovation:**

Convenient combination of content from different sources, languages, formats. Linkage of content. Paid-content and sponsor concepts possible.