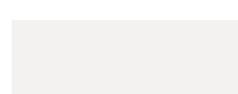
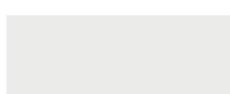
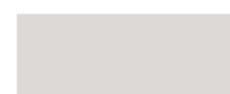
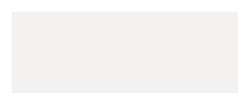
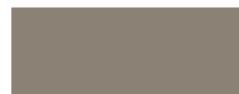


**KABEL**

NEW MEDIA

07.09.2000



WE

TAKE

e-CARE



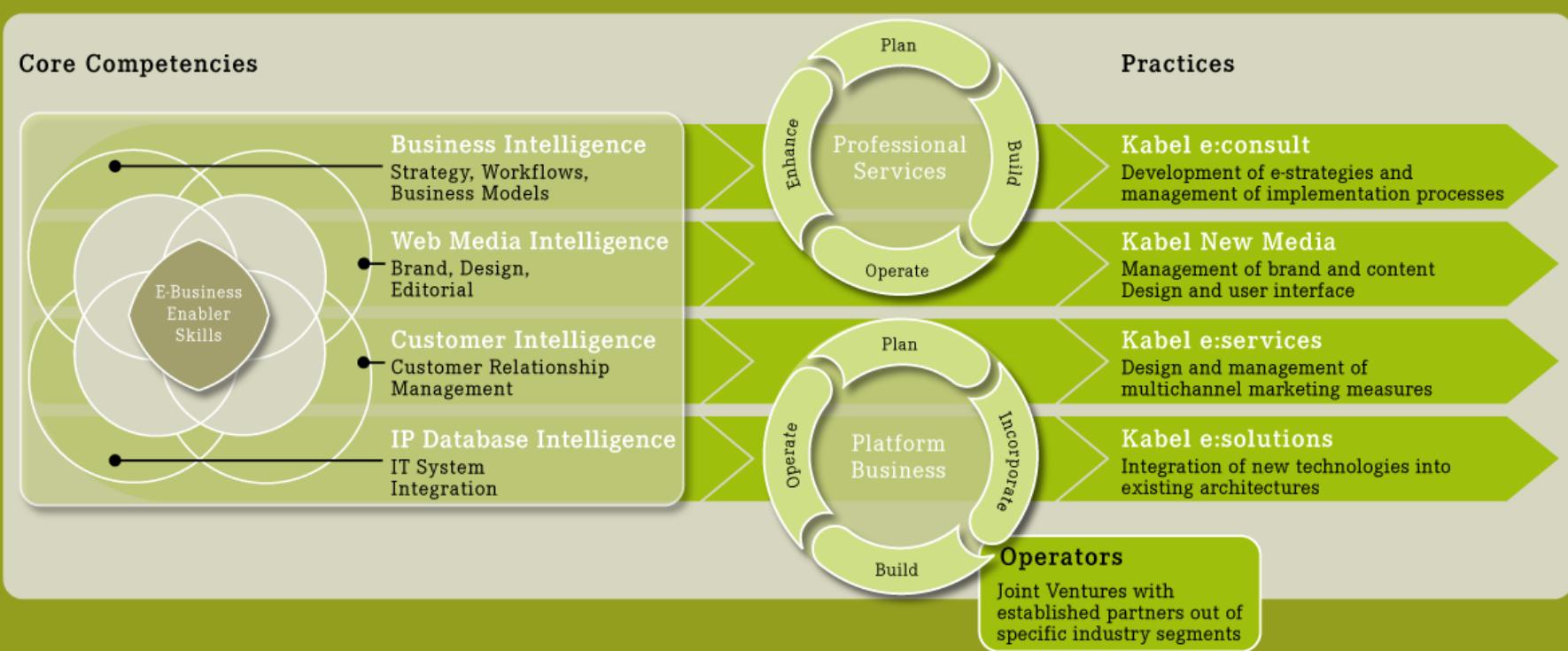
## Corporate Profile Factsheet



After one year on the Neuer Markt Kabel New Media is one of the leading European full service e-business enablers

## Corporate Profile

# Fields of business activity



A combination of Platform Business and Professional Services experience expands knowledge and core skills and allows for lucrative growth

## Corporate Profile

# Kabel New Media's Board of Management is prepared for continued strong growth



Prof. Peter Kabel  
CEO (Chairman)



Fritz Mathys  
CFO (Deputy CEO)



Christoph Stadeler  
COO



Mathias Bauer  
CMO



Dr. Michael Voell  
CTO

---

Functions

- Strategy
- Corporate Communications
- Investor Relations
- Integration
- Platforms and Ventures

Practice Group Leader:  
Kabel New Media

---

38 years old.  
Degrees in philosophy and graphic design.  
Founder of Kabel New Media in 1993.

Functions

- Finance
- Controlling

Functions

- Strategic steering and coordination of group professional services activities
- Business Development

Practice Group Leader:  
Kabel e:consult

---

41 years old.  
Degree in business administration. Previous career in consumer goods and retail banking.

Functions

- Human Resources
- Legal
- Key Account Management

Practice Group Leader:  
Kabel e:services

---

36 years old.  
Degree in business administration. Formerly President and CEO Central Europe at WCJ.

Functions

- Organisation
- Quality Management
- Knowledge Management

Practice Group Leader:  
Kabel e:solutions

---

37 years old.  
Degree in economics.  
Formerly Managing Director at Future-Com Europe.

41 years old.  
PhD, management positions in IT and online sectors.  
Formerly Management Spokesman for Thyssen Multimedia.

Highly experienced management team: In depth know-how in all aspects of the industry and management of large service companies

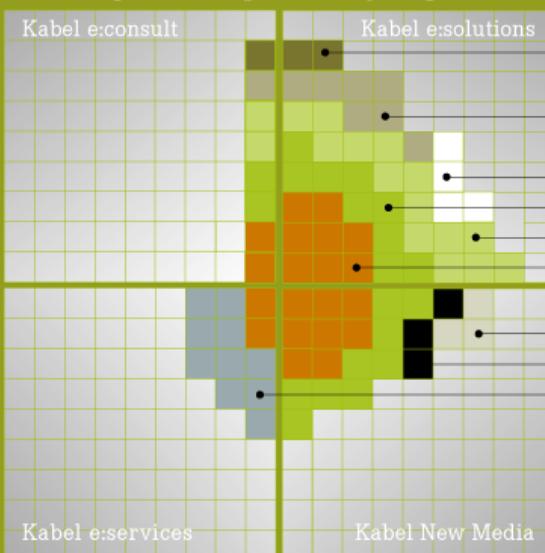
## Corporate Development

# Strategy and results of acquisitions

### Criteria for acquisition candidates

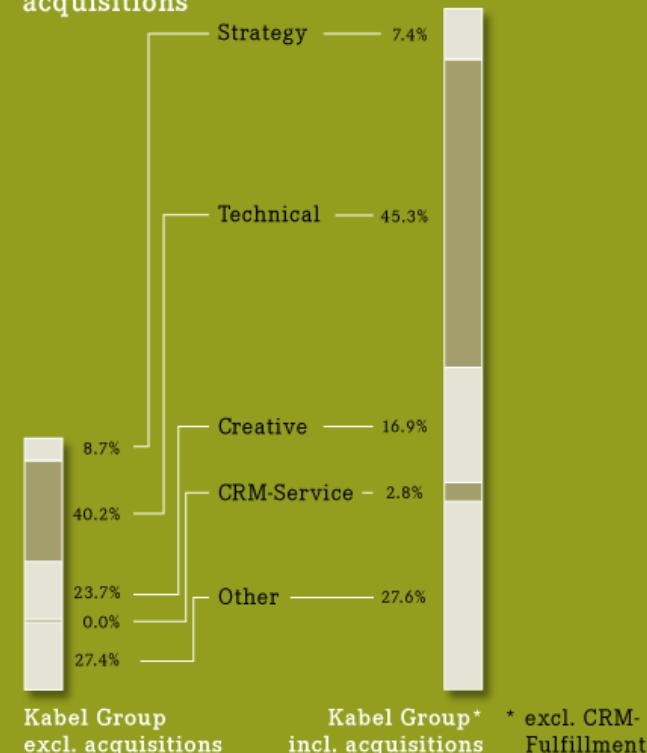
- Strong management team
- Complementary skills and market coverage
- Commitment to quality of service
- Appropriate size

### Contribution of acquisitions for further development of practice group



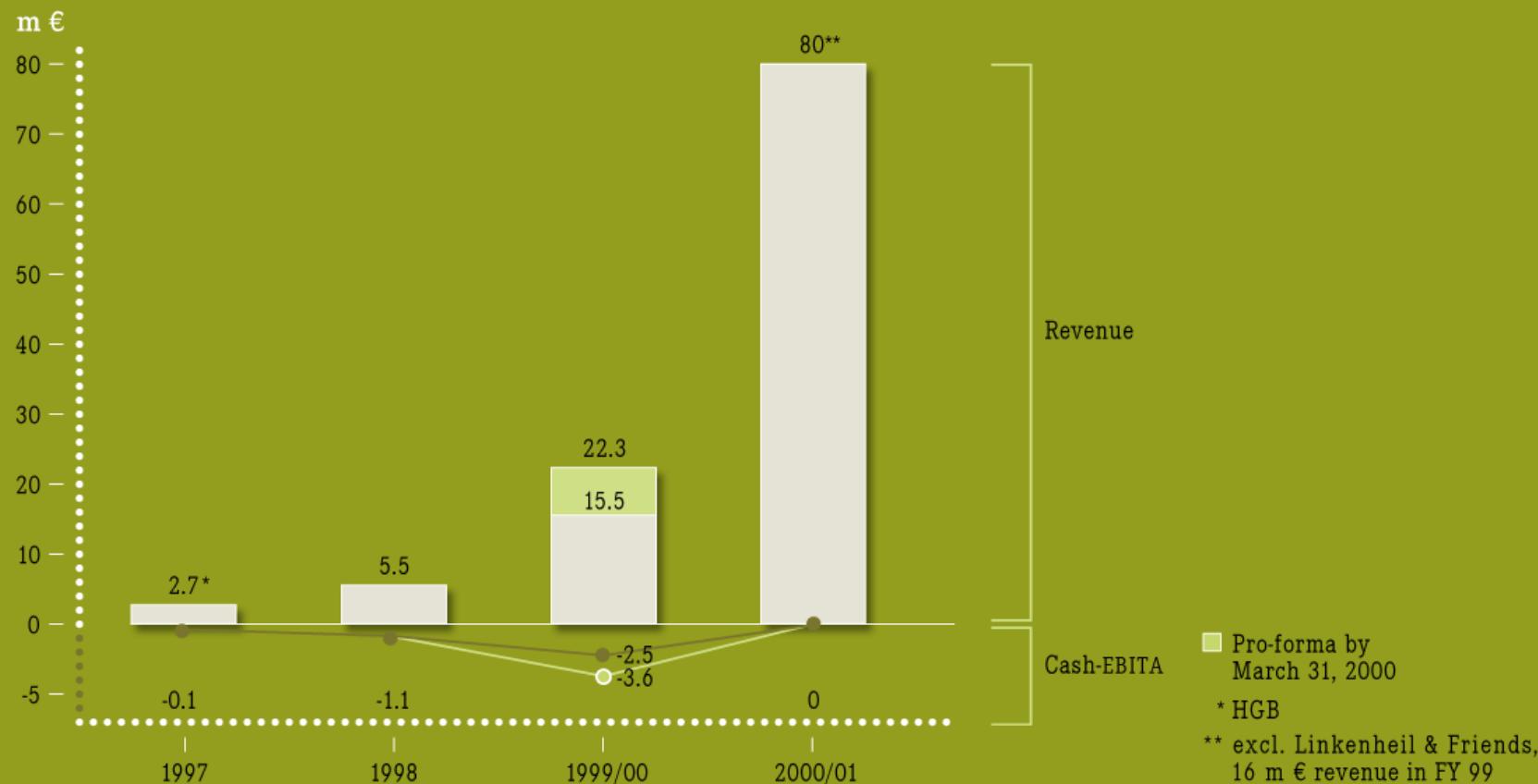
- Scope > Kabel e:solutions Vienna  
Lexor > Kabel e:solutions Stockholm  
wCenter > Kabel e:solutions Hamburg  
Projector > Kabel New Media Stockholm  
Team 4 > Kabel e:solutions Aachen  
IQENA > Kabel e:solutions  
cutup codes > Kabel New Media Cologne  
K-Web > Kabel New Media Brighton  
Linkenheil > Kabel e:services Karlsruhe & Friends

### Change in employees split through acquisitions



Reasonable acquisitions transformed Kabel New Media into a true one-stop shop for e-business enabling

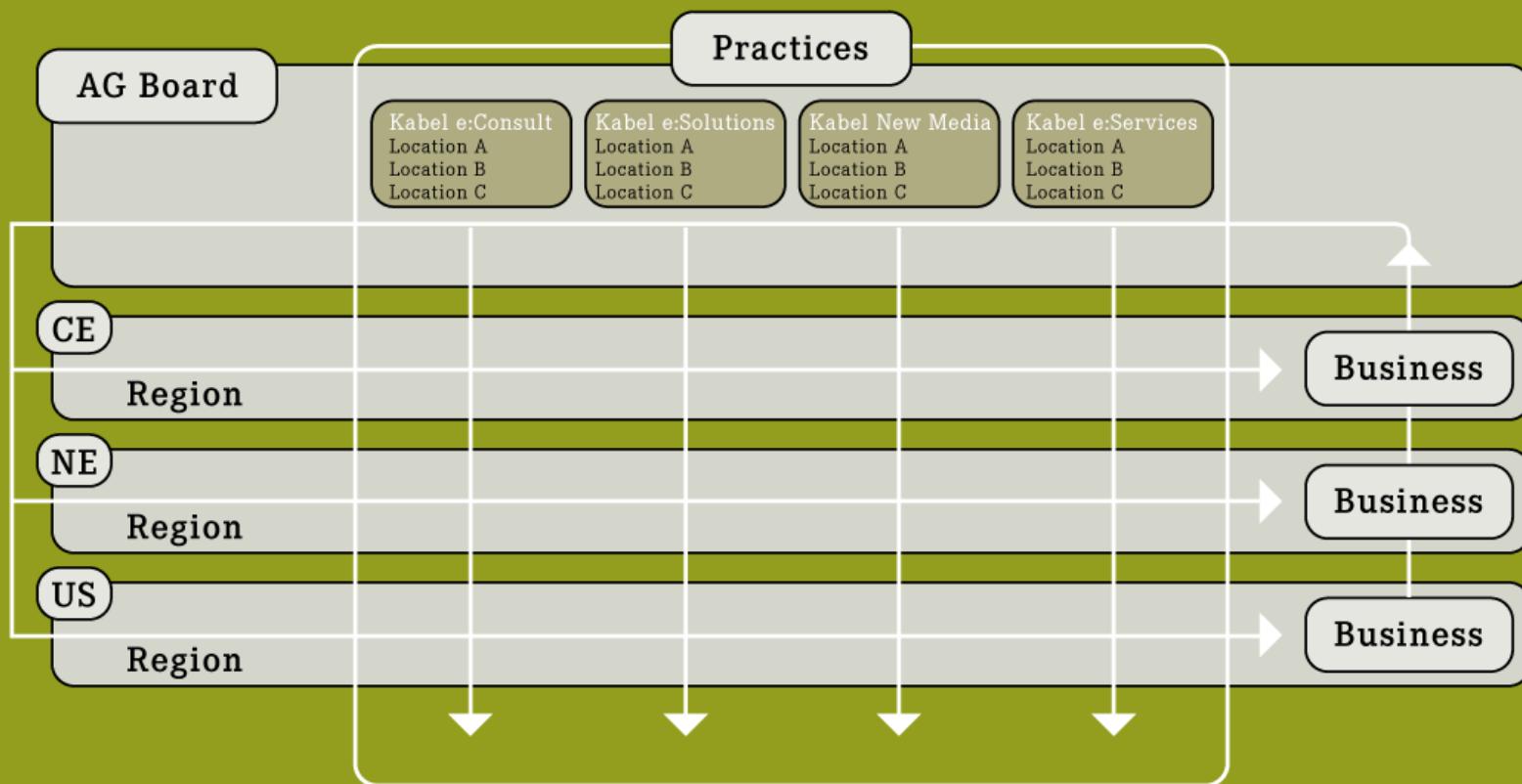
## Corporate Development Revenue and Cash-EBITA



Strong internal growth combined with acquisitions  
provide the basis for future growth

## Corporate Profile

# Management structure



Proven matrix-organisation helps to manage the company efficiently

## Corporate Profile

# Kabel New Media's regional CEO's



**Andreas Hubert** 36 years old

Regional CEO and General Manager  
of Kabel New Media Central Europe

- Founder and CEO of IQENA GmbH
- Broad experience in financial planning and strategy
- More than ten years of experience on the  
New Media Business sector



**Eric Weaver** 39 years old

Regional CEO of Kabel New Media US

- Extensive knowledge of e-business development
- Cross industrial experience in the area of IT  
and new media
- Extensive working experience for major companies e.g.  
General Motors, Kenwood and Sony Consumer Electronics



**Kristian Wikström** 35 years old

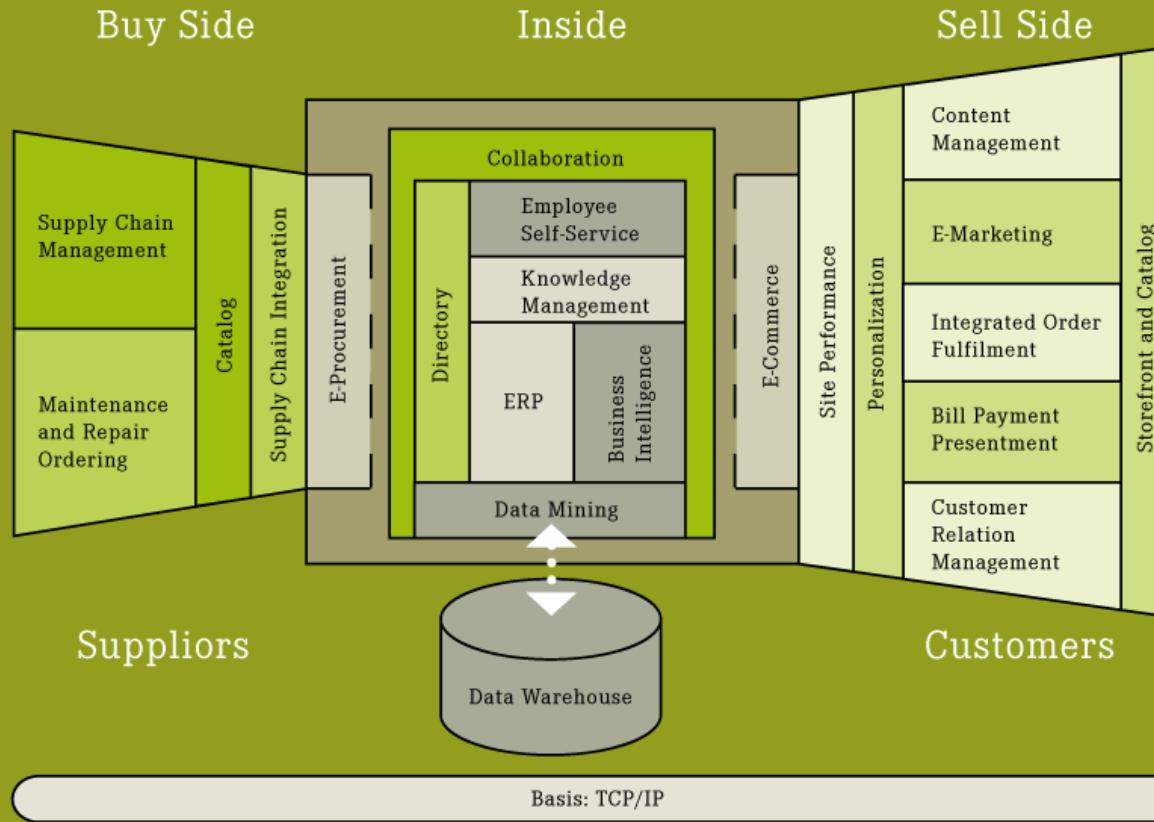
Regional CEO of Kabel New Media Northern Europe

- Founder and CEO of Projector AB
- Active in interactive media since 1992
- Extensive knowledge of the scandinavian market

Entrepreneurial Business culture with highly skilled and motivated staff

## Professional Services

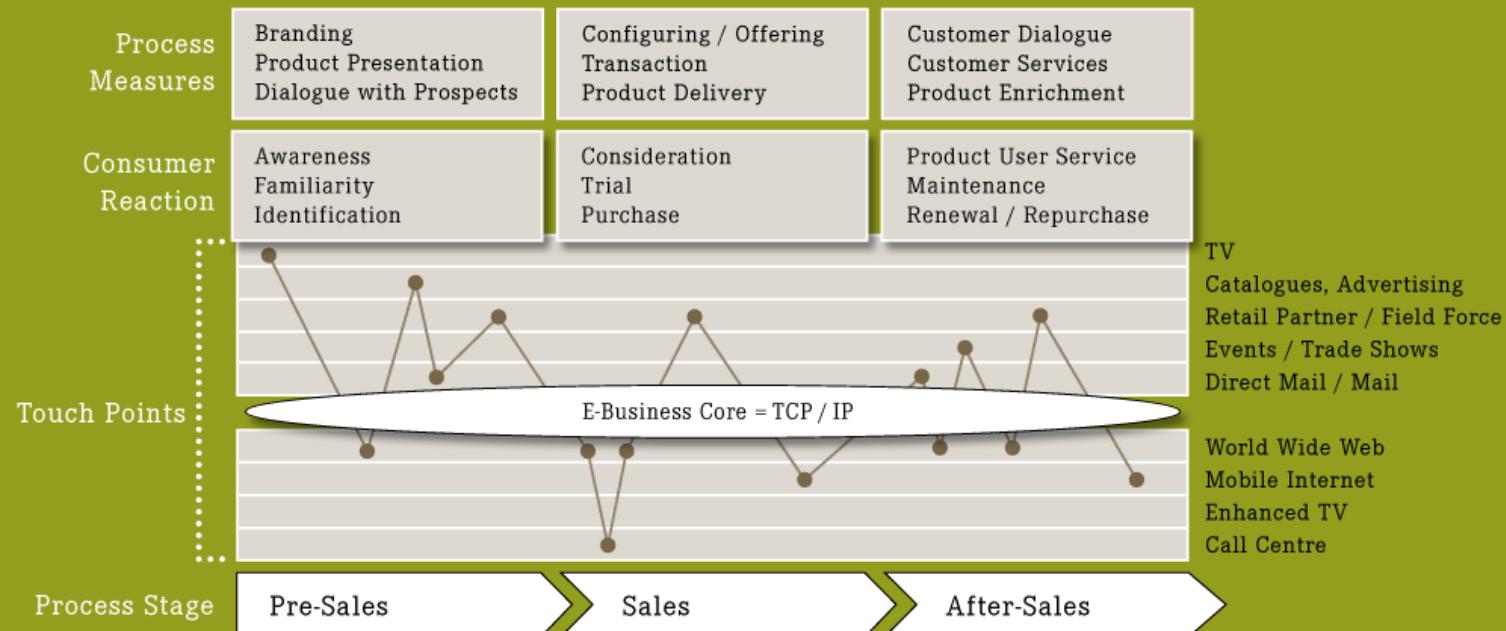
## Internet based applications and measures



Kabel New Media empowers clients to set up and conduct e-business in a broad spectrum

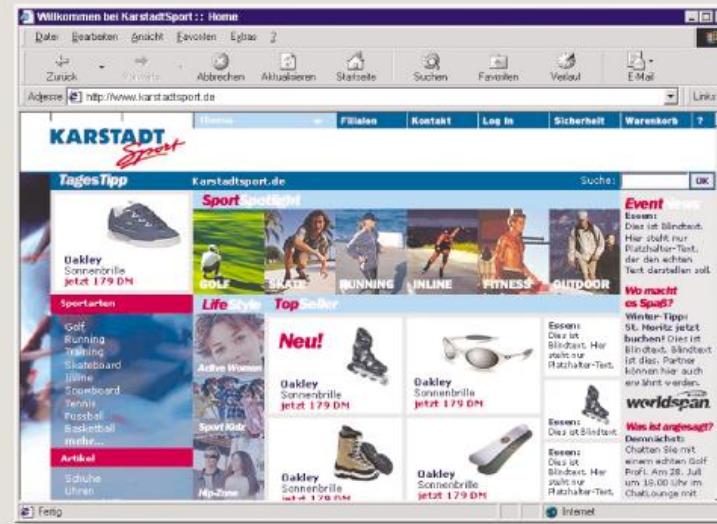
## Professional Services

## Integrated communication and sales process



Kabel New Media empowers clients to set up and conduct e-business in a broad spectrum

## Case KARSTADT QUELLE AG



- Concept, Design, implementation (backend-integration and developement)
- Vertical Portals to fulfill specific demands of target groups
- "click and mortar" through integration of department stores

- complex integration of ERP-Interface (SAP R/3)
- XML enabled content management and repository
- Highly scalable load balance enabled technical infrastructure

Other e-retail projects



BMW C1 Shop



MINI MART

## Case BMW

The screenshot shows a web browser window for 'Netscape: BMW ecom'. The main heading is 'Réalisez votre BMW'. A sidebar on the left lists configuration steps: Série et carrosserie, Moteur et transmission, Couleur de carrosserie, Habillage intérieur, and Options. The central area displays a green BMW Series 3 Coupe. To its right is a color palette with two sections: 'Non-métallique' (dark blue, red, black) and 'Métallique' (blue, grey, yellow, teal, purple). Below the car and colors is a note: 'Pour visualiser l'effet couleur déplacez le curseur de votre souris sur un des échantillons. Pour choisir une couleur préférée, il vous suffit de cliquer sur celle-ci.' At the bottom, a summary table shows: 'Votre configuration' (Série 3 Coupé, 316i Pack Coupé, Mérgrün métallisé), 'Montant total' (184 000,00 F | EURO), and links for 'Montrer à mes amis' and 'Contact'.

- concept, design and integration of BMW ECOM initiative in partnership with SOFTLAB
- generic application for dealer enabled e-commerce. International roll-out in markets and brands
- first country: BMW France



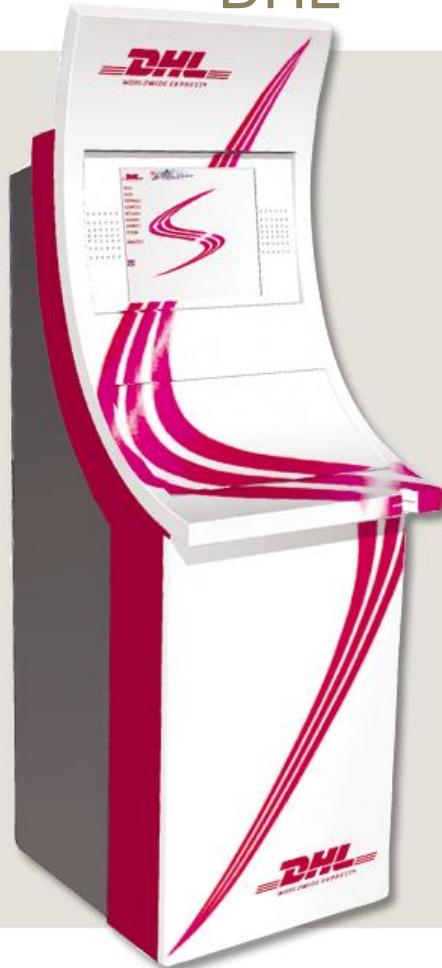
- International lead supplier for internet consultancy
- working relations with marketing-, IT-, strategy-department and product developement
- strategy developement and execution
- concept, technical integration, creative execution and operation of [www.bmw.com](http://www.bmw.com), [www.mini.com](http://www.mini.com) (incl. 6 other countries) and other BMW websites
- concept, technical integration, creative execution and operation of [www.bmw-williams.com](http://www.bmw-williams.com)



- concept, design, integration and maintenance of BMW drivercircle
- international after-sales programm in cooperation with BMW CRM activities

- concept, design, integration and operation of Golf event coverage
- Live-scoring, streaming video/audio, exclusive interviews and WAP-service

## Case DHL



- intelligent wired mailbox
- design, concept and prototyping
- complete IT-integration into worldwide ERP- and billing-structure
- data aggregation for international E-CRM solutions
- SIEMENS AG is developing hardware

### Other examples for innovative interactive terminals

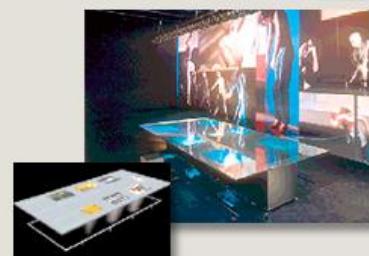
- Deka Bank



- UFA Media Bowl



- Expo 2000



## Case N24/Media



Other TV-projects



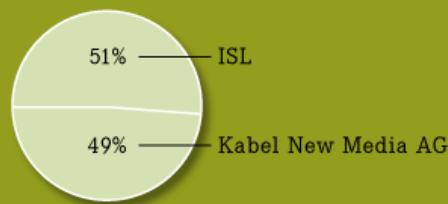
tmb



## Platform Business

### SIAG Sports Interactive AG

Shareholder structure:



**Mission:**

Development and operations  
of portals for large sports

**Cases:**

[www.atptour.com](http://www.atptour.com)  
[www.masters-series.com](http://www.masters-series.com)

**Management:**

Malte Hildebrandt  
(seven-year career in  
international marketing/sales)

Jon Wigley  
(twenty-year career in  
sports marketing management)

### SDS Sports Digital Services

Shareholder structure:



**Mission:**

Development and operations  
of portals for niche sports

**Cases:**

[www.bowlingdigital.com](http://www.bowlingdigital.com)  
[www.offshoredigital.com](http://www.offshoredigital.com)

**Management:**

Volker Schurr  
(five-year career in  
media marketing management)

### B2B Logistics Platform and Marketplace

Shareholder structure\*:



\*in %, rounded

**Mission:**

Launch of a fully automated auction system,  
which offers fair price formation for the  
logistics industry

**Name:**

to be announced

**Management:**

Oliver Jura  
(former owner/manager of a small forwarding  
agency which he inherited)

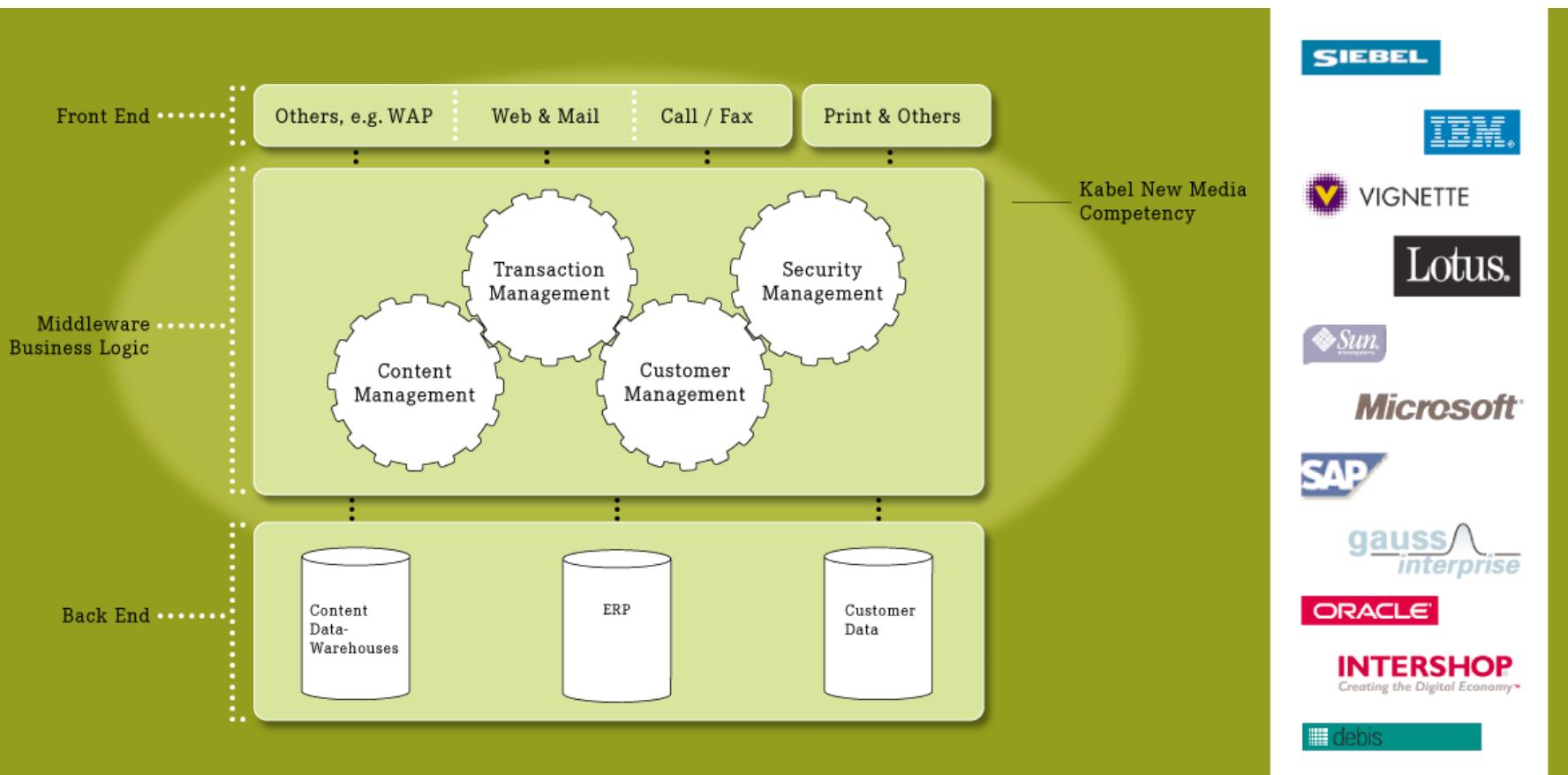
**Launch:**

Autumn 2000

Joint ventures in B2B and B2C with strong partners combined with highly skilled management create high potential

## Professional Services

# Three e-business technology layers



Kabel New Media is a full-service provider covering all technological layers  
In the B2B and B2C area

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