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WE	TAKE	e-CARE	

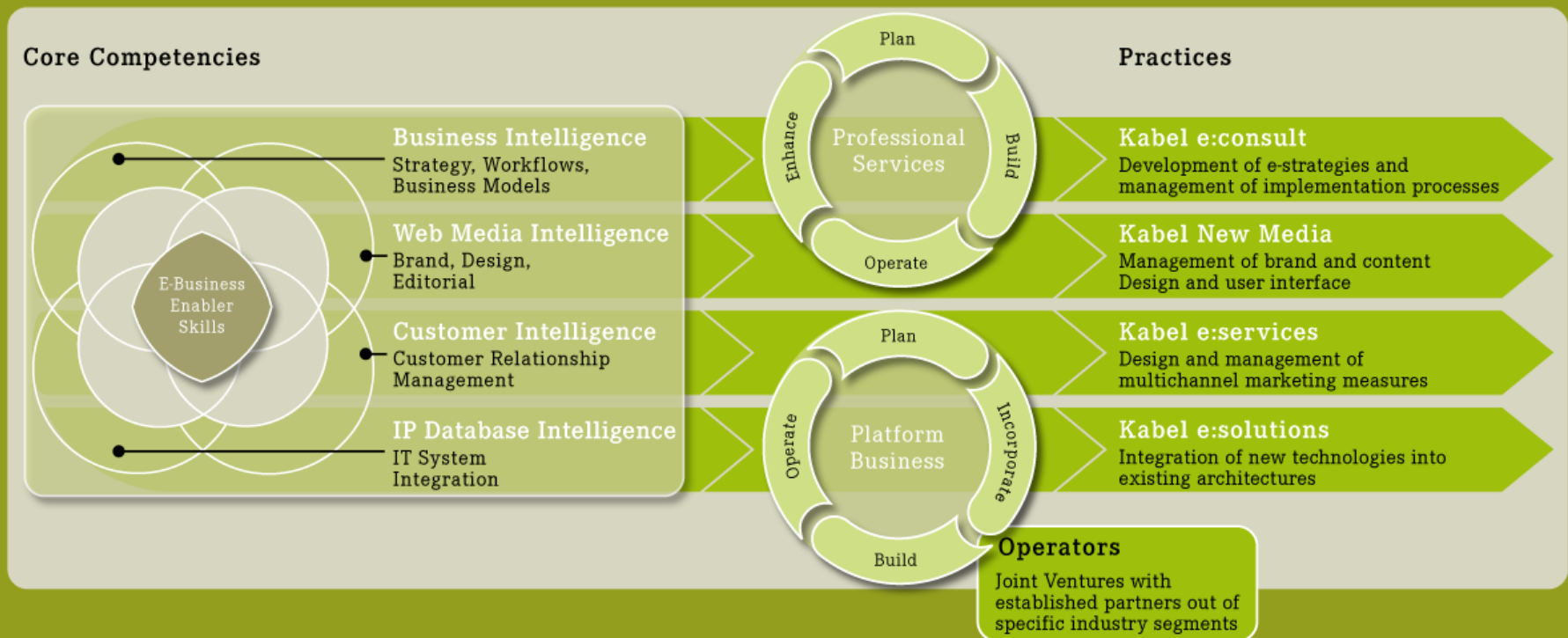
## Corporate Profile Factsheet



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)

**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.



**Fritz Mathys**  
CFO (Deputy CEO)

**Functions**

- Finance
- Controlling

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



**Christoph Stadeler**  
COO

**Functions**

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

**Practice Group Leader:**  
Kabel e:consult

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



**Mathias Bauer**  
CMO

**Functions**

- Human Resources
- Legal
- Key Account Management

**Practice Group Leader:**  
Kabel e:services

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



**Dr. Michael Voell**  
CTO

**Functions**

- Organisation
- Quality Management
- Knowledge Management

**Practice Group Leader:**  
Kabel e:solutions

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

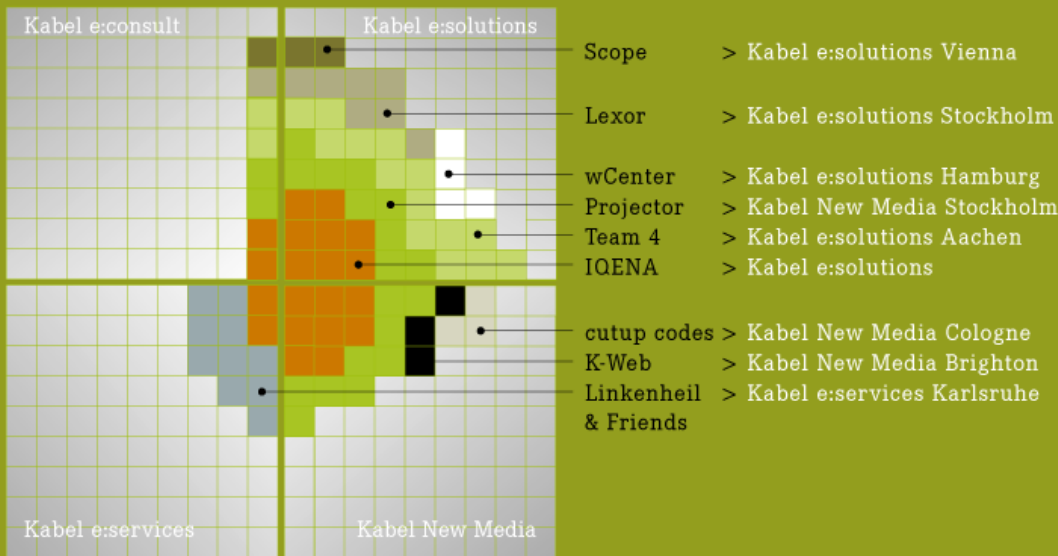
## Corporate Development

# Strategy and results of acquisitions

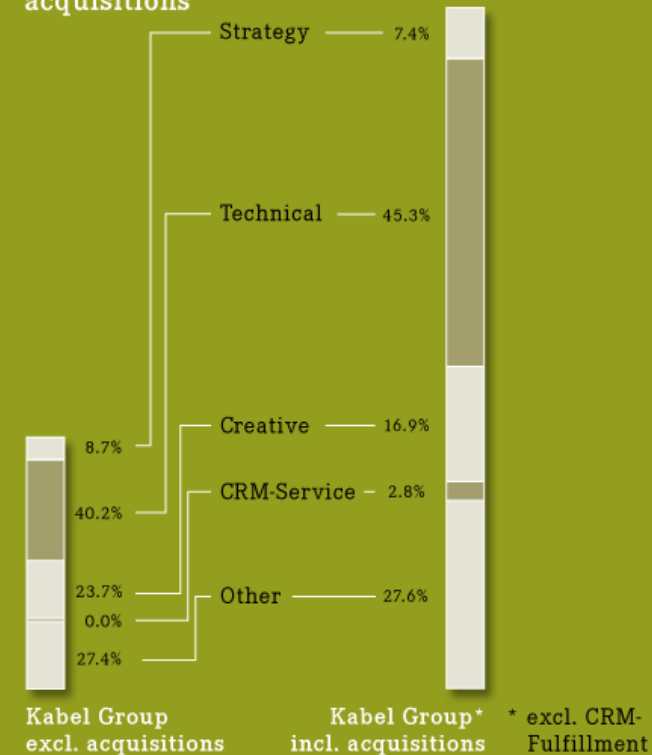
### Criteria for acquisition candidates

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

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



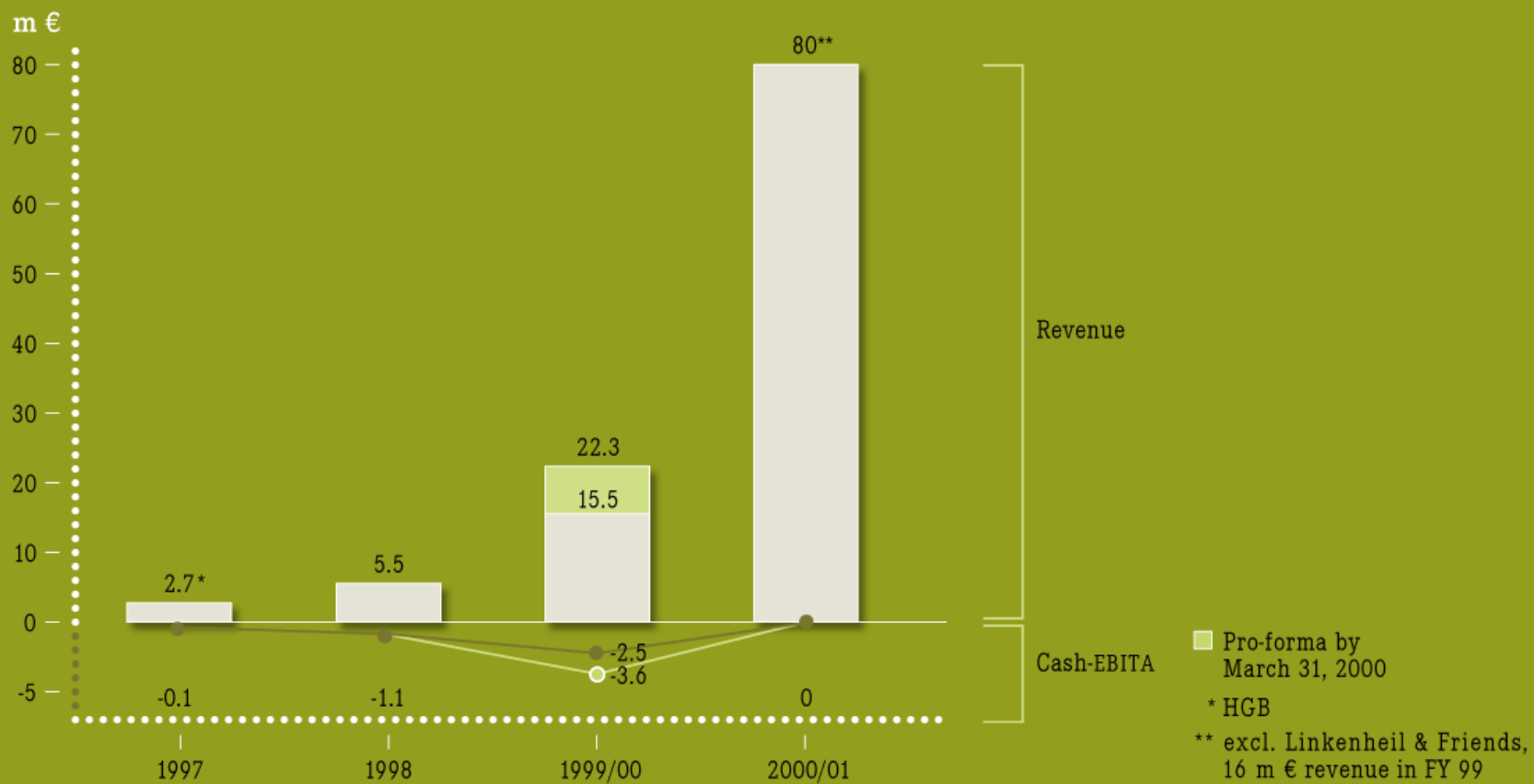
### Change in employees split through acquisitions



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

## Corporate Development

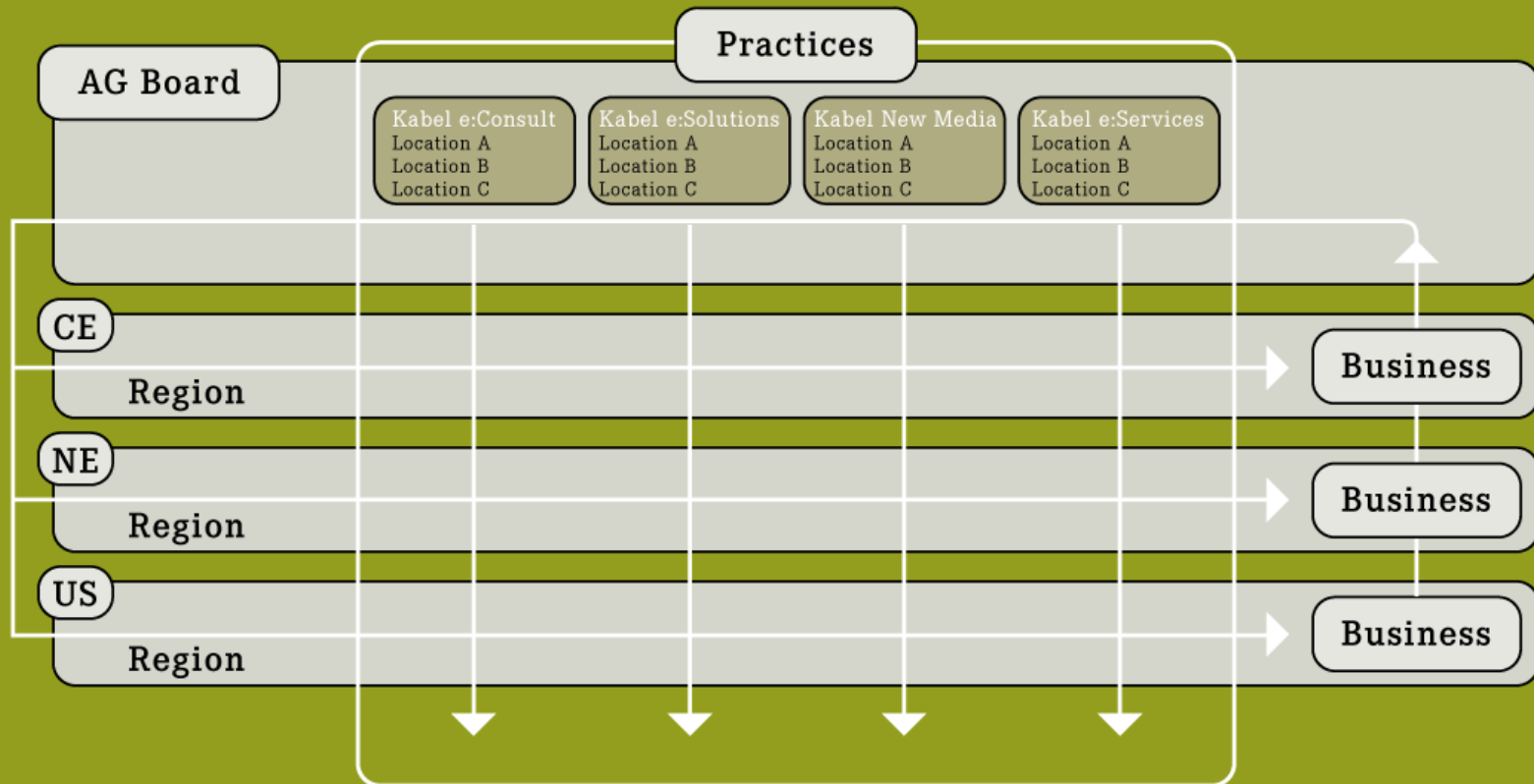
# Revenue and Cash-EBITA



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 IOENA 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

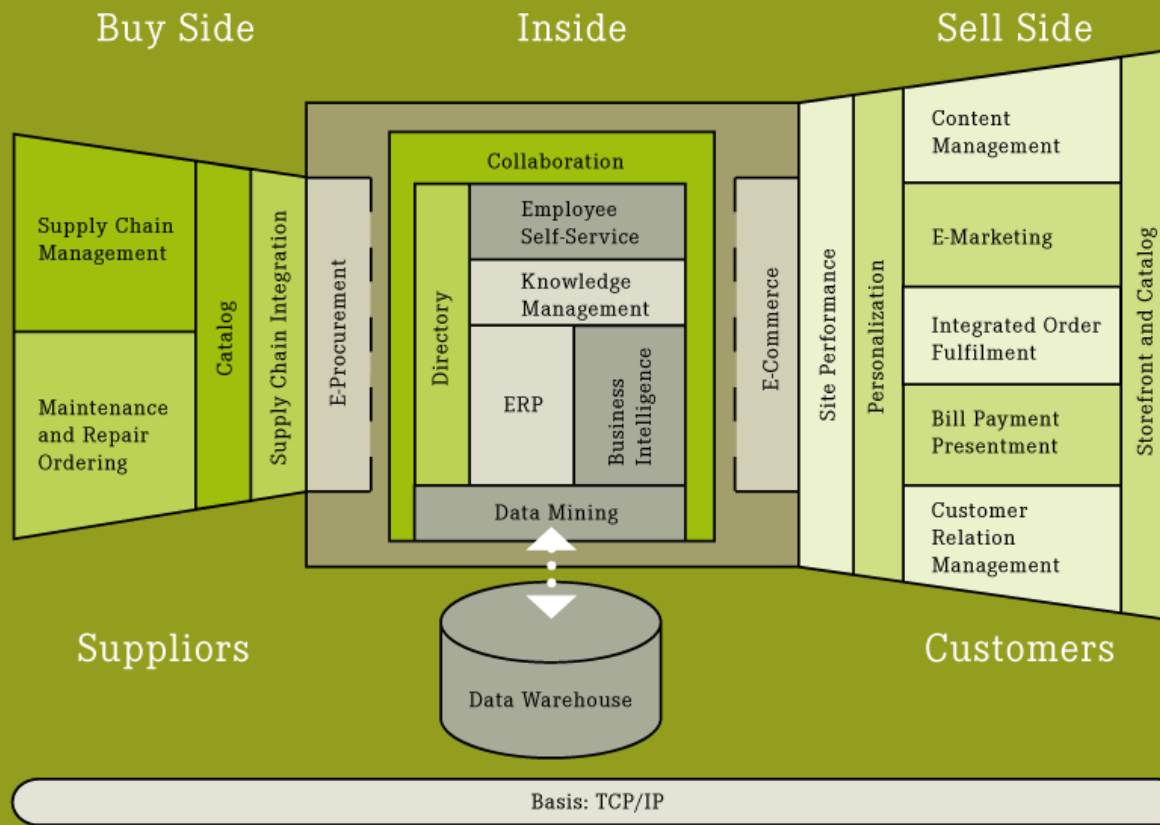
Regional CEO of Kabel New Media Northern Europe

- 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

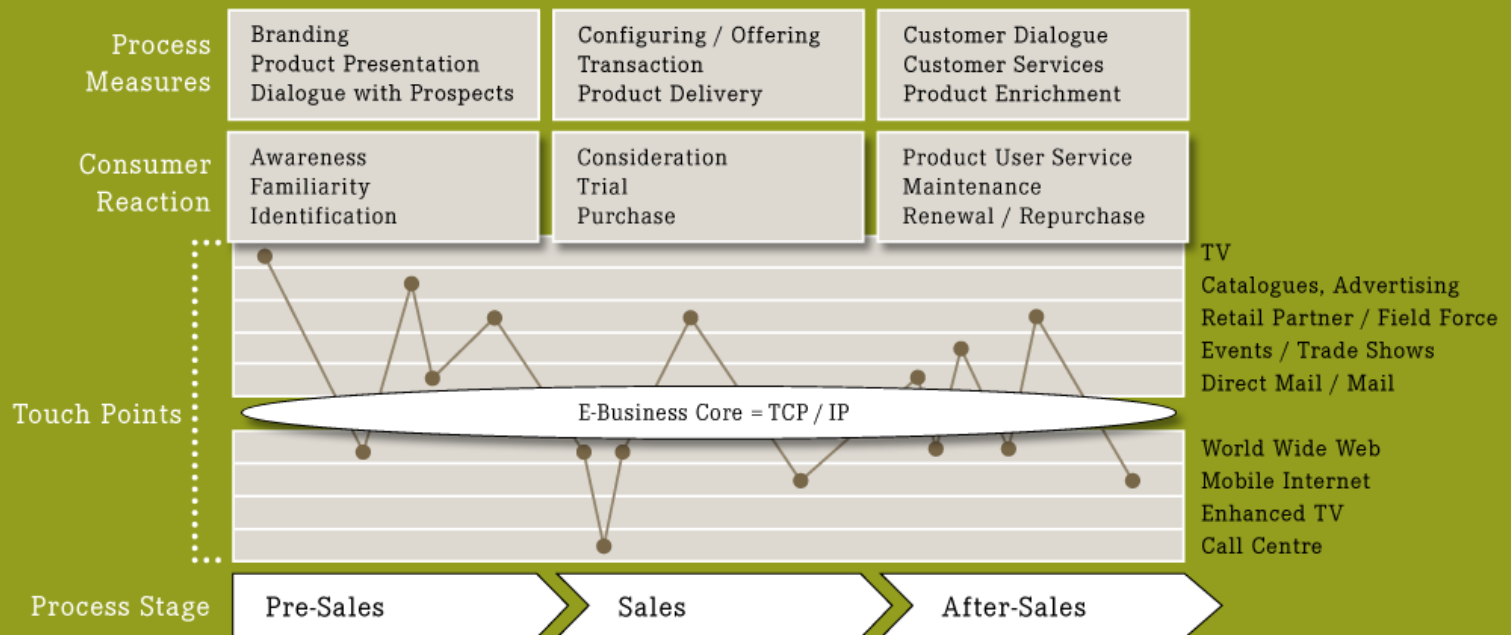
## Internet based applications and measures



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

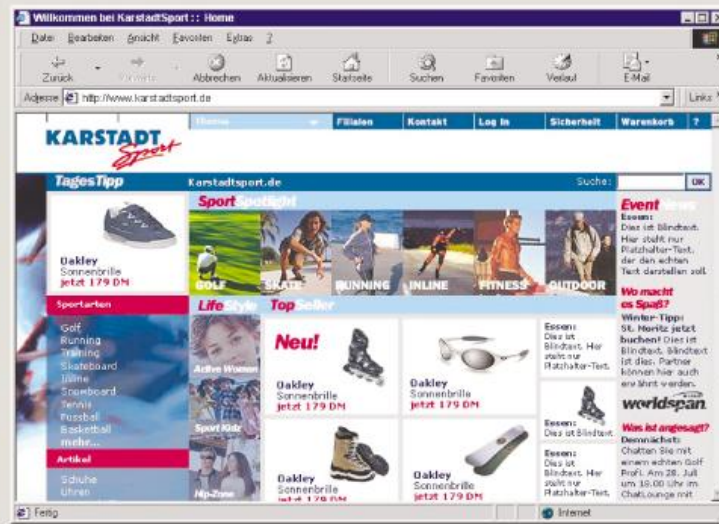
## Professional Services

## 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 development)
- 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

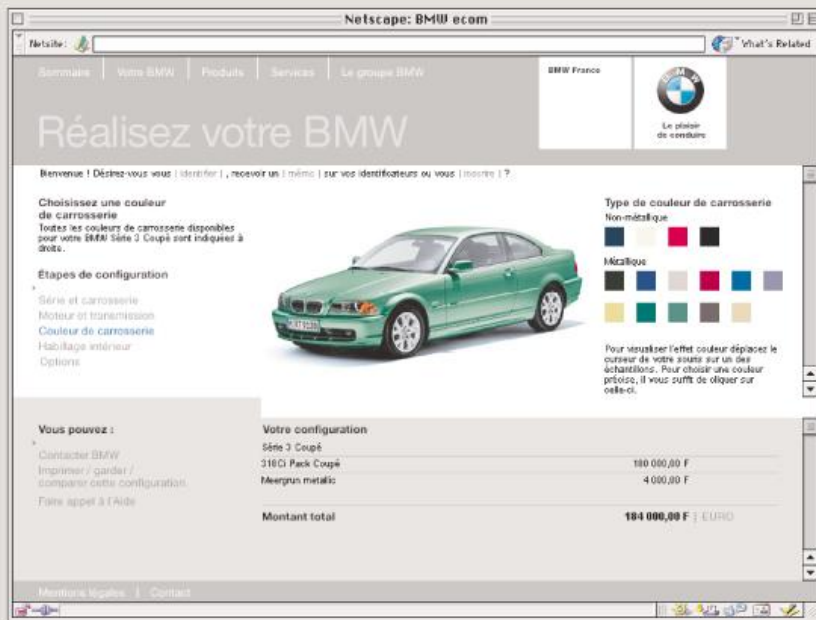


BMW C1 Shop



MINI MART

## Case BMW

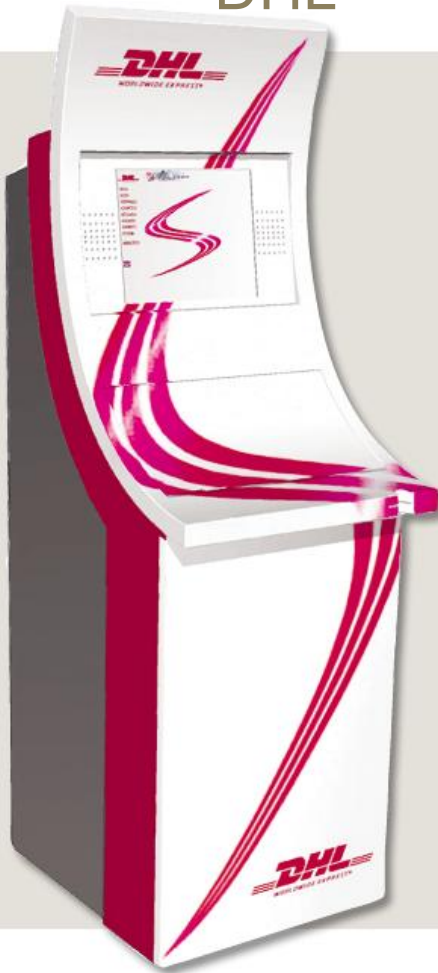


- concept, design and integration of BMW ECOM initiative in partnership with SOFTLAB
- generic application for dealer enabled e-commerce. International roll-out in markets and brands
- first country: BMW France



- International lead supplier for internet consultancy
- working relations with marketing-, IT-, strategy-department and product development
- strategy development 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

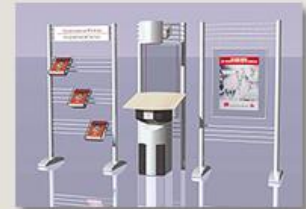
## Case DHL



- 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



- Concept, Design and implementation
- state of the art content asset management with media-neutral data storage
- XML-enabled content management system plus structure management system developed by Kabel New Media
- personalised service with multi-channel output (WEB, WAP, PDA, SMS)



### Other TV-projects

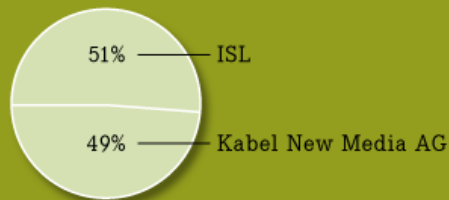
ProSieben Media AG



## 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)

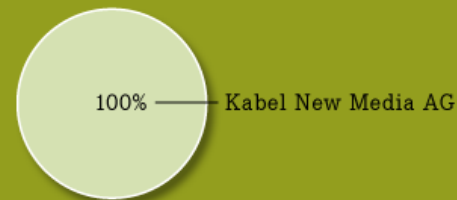
**Management:**

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)

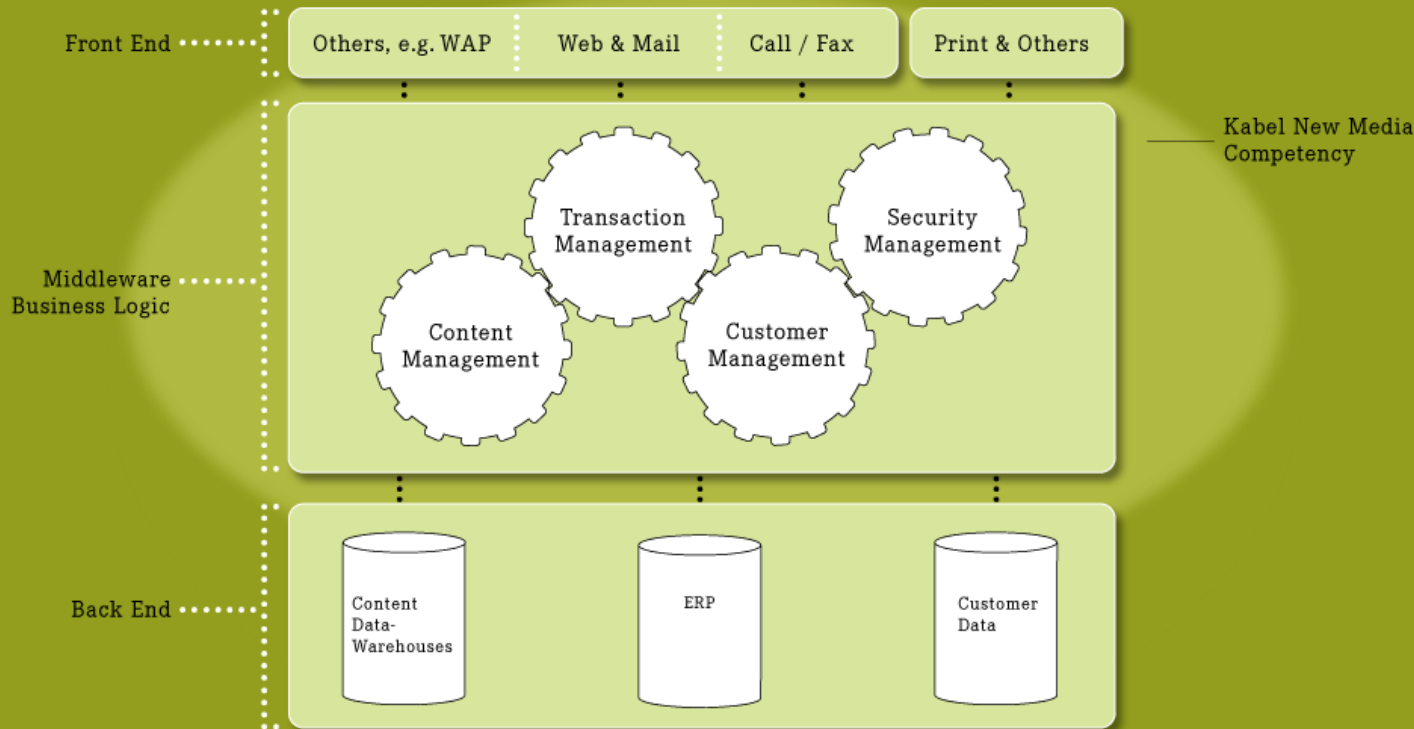
**Launch:**

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



SIEBEL

IBM

VIGNETTE

Lotus

Sun

Microsoft

SAP

gauss  
interprise

ORACLE

INTERSHOP  
Creating the Digital Economy

debis

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

WE	TAKE	e-CARE	