NEWSLOOP

A BETTER WAY TO CONSUME & DISTRIBUTE CONTENT

THE CURRENT NEWS SITUATION

Everybody reads news
- 39 Million German people accessing news via internet daily

Web & mobile are still growing
- In 2016, 63% of all Germans accessed news via internet – 45% daily Percentage and frequency have been increasing yearly*

Too much sources and tools in play
- Google Alerts, Websites and hundreds of Media Outlet Mobile Apps

SPIEGEL ONLINE   ZEIT ONLINE   BBC

*Sources: BR Study & statista.com

THE PROBLEMS
FOR MEDIA OUTLETS

- Need to increase website traffic

- Are driven to hold visitors on one's website longer

- Intend to drive traffic among own and/or partner formats

- Have to develop a CMS infrastructure and segment content for referrals
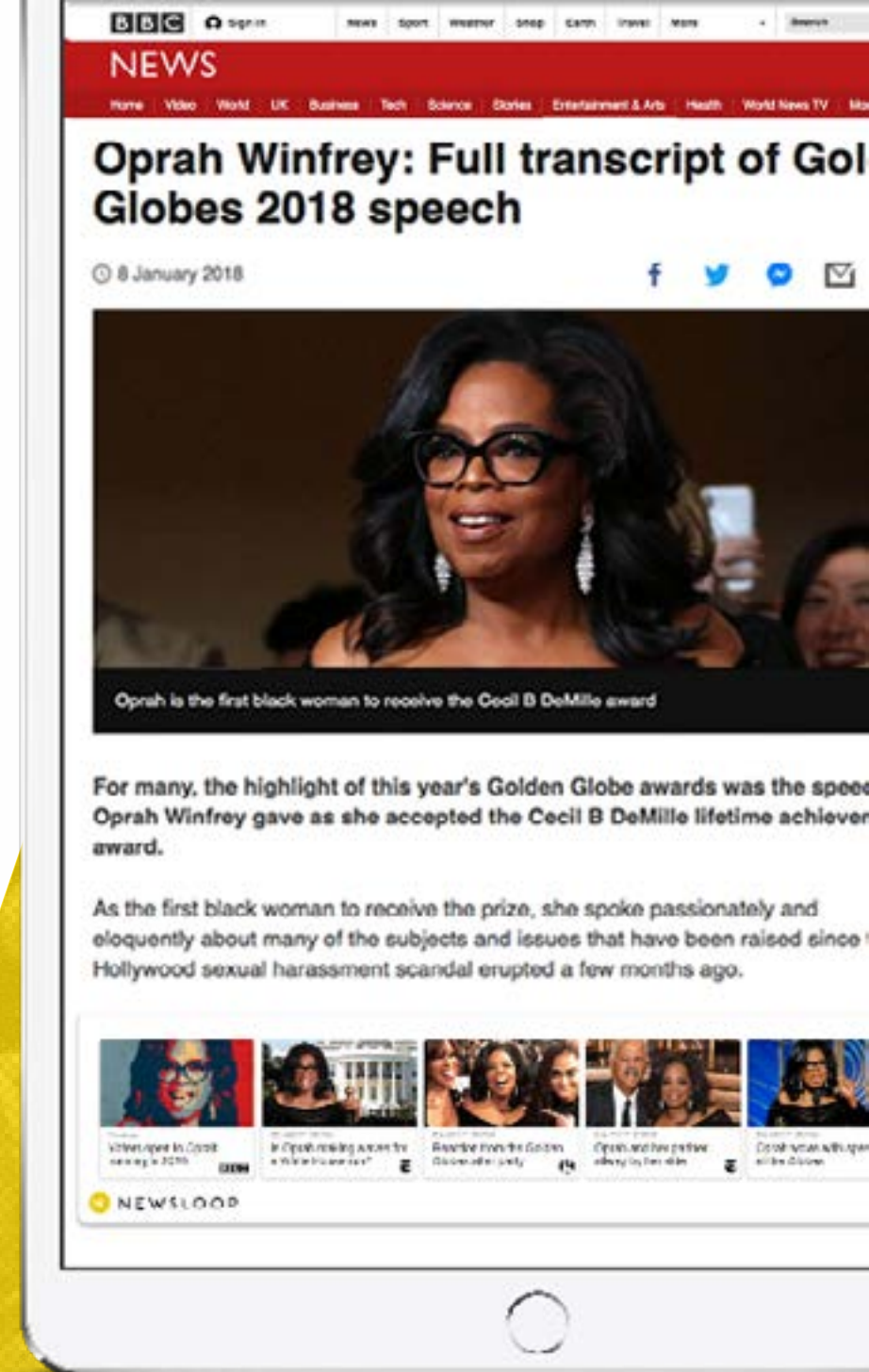
THE SOLUTION
FOR MEDIA OUTLETS

- The NewsLoop technology can be used to power all websites

- Provide readers with context-related and interesting content

- No need to tag content beforehand
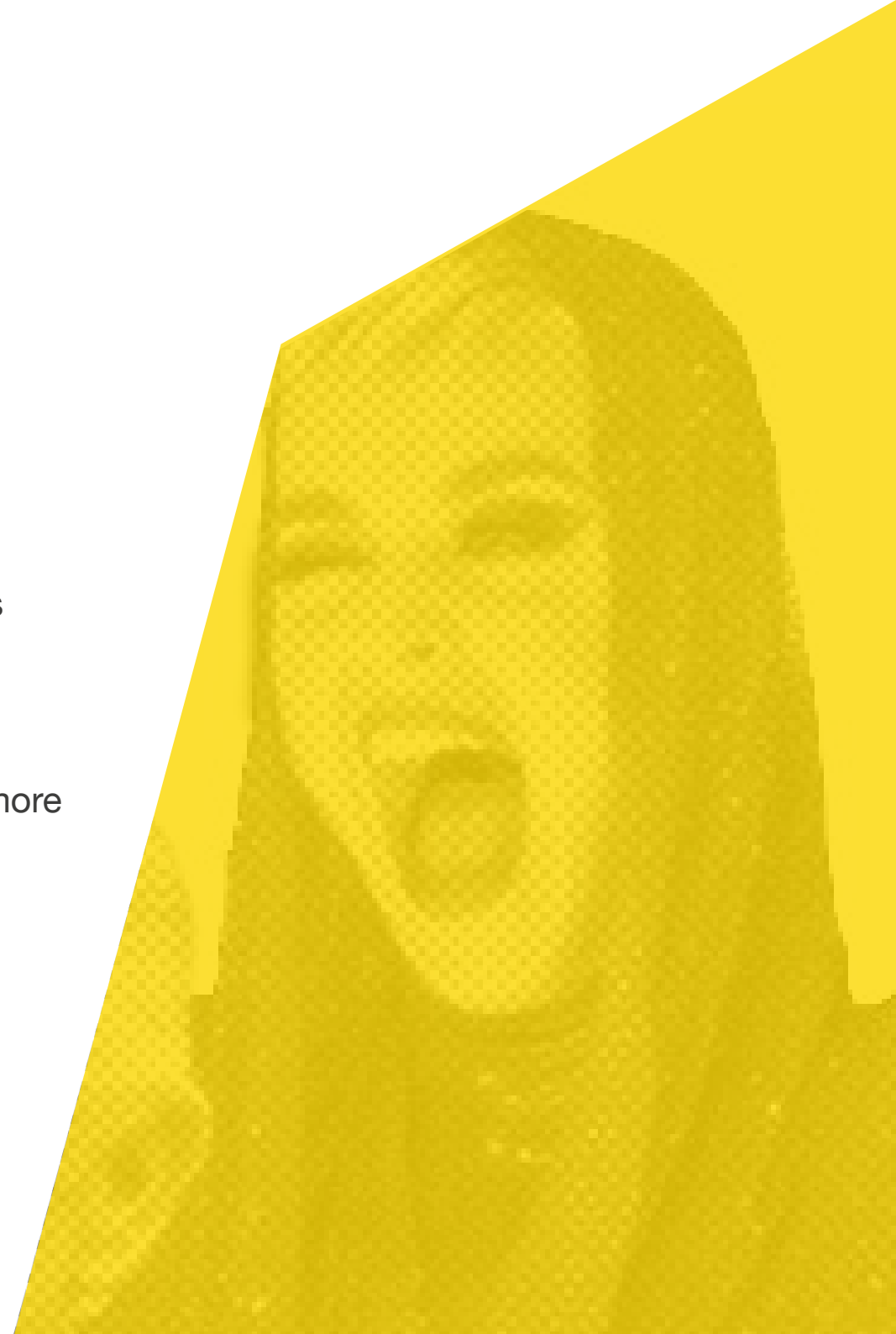
DISTRIBUTE NEWS
WEB WIDGET

- Embedded widgets will automatically find and display related Stories from the selected publishers in line with the current article

- This enables users to pursue further reading on the story and keeps the user on the publisher's website longer

- Use case: Widget displays "Climate change" content below an article about the world clima conference

- Highly customizable: Displayed topic and sources can be defined

- No prior tagging/categorization of content needed

THE PROBLEMS
FOR CONSUMERS

- Fake news and "alternate facts" invade reliable sources

- People discover new stories, but do not know how they progress once they are not the main headline anymore

- Media outlets only allow rough filtering, e.g., "politics", making it hard to find specific information

- For different viewpoints and angles on a story, users have to visit lots of different sources manually
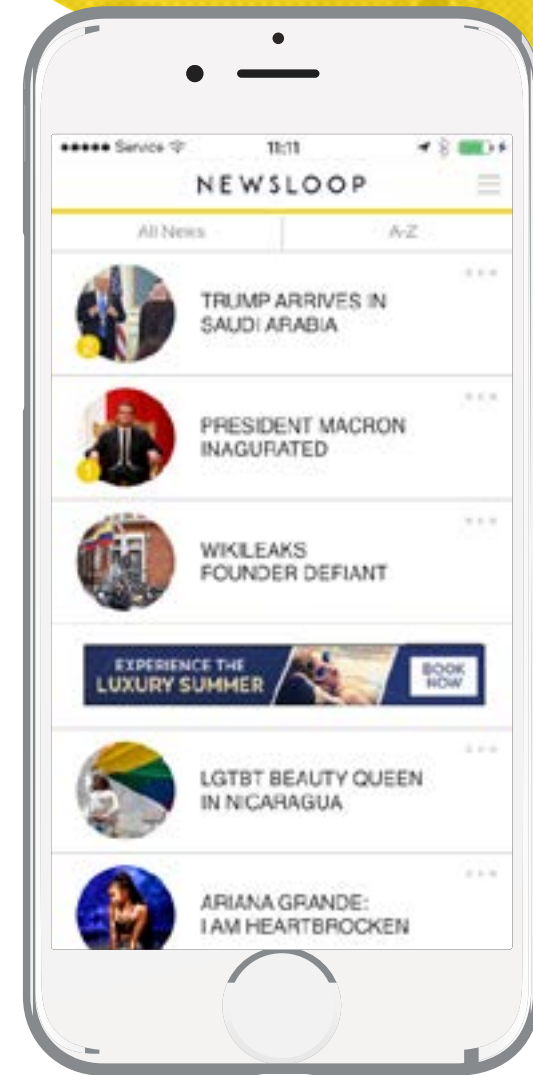
THE SOLUTION
FOR CONSUMERS

NewsLoop redefines the way people can access and consume news. It is the place to go for specific story tracking across multiple publishers

• Curated content from trusted and reliable editorial sources – the best aide against fake news

• Track stories that are of specific interest to you – e.g., Fukushima, the G20 riots or Donald Trump's opinion about firearms

• Receive a complete timeline of news and updates for your stories of interest and directly compare different sources

CONSUME NEWS
BROWSER EXTENSION / NATIVE APP

- Easy setup and comfortable one-click creation of own stories

- Easy access to all Loops

- Aggregated timeline and easy switch between media outlets

- Notifications to alert when new story—immediately or end of day

- Create loop with just a URL—NewsLoop analyses the articles and does the rest for you

NEWSLOOP

All News   A-Z

TRUMP ARRIVES IN SAUDI ARABIA

PRESIDENT MACRON INAGURATED

WIKILEAKS FOUNDER DEFIANT

EXPERIENCE THE LUXURY SUMMER   BOOK NOW

LGTBT BEAUTY QUEEN IN NICARAGUA

ARIANA GRANDE: I AM HEARTBROCKEN

INITIAL FEATURES
READY FOR RELEASE AUGUST 2018

MVP FEATURES

- Web browser extension

- Multi-regional

- Multi-lingual

ROADMAP

- Native mobile apps

- Loops with curated content

- Expand Publisher Relations & Endorsements

- Increase number of available publishers
  (by language and geography, local and topical)

- Grow user base and monetise

THE TEAM

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