Keeps Your Web Clean:
The webwasher.com Corporation

Webwasher.com AG develops software and solutions that help business and home users maximize their Internet "resource". Today more than ever, business relies on the Internet as a vital information medium and communications channel. Intelligent, efficient Internet deployment is essential for global competitiveness. What company can afford to tie up this valuable resource with megabytes of deadbeat data every time an employee clicks on a Website? Who's Internet is it, anyway?

Dr. Horst Joepen, CEO of webwasher.com, and Christian Matzen, CFO.

WebWasher® – Products for a clean Web

Under the WebWasher trademark, webwasher.com offers a suite of products that help your company refocus its Internet resource on important business goals. Designed for enterprises that want to establish a corporate-wide policy for Internet use, WebWasher products allow companies to strike their own customized balance between centralized server-based content-filtering and content discretion at the client level. As even professional and home users know, filtering out unsolicited, junk content – like advertising – is one of the surest ways to regain lost Internet productivity.

To combat the privacy threats faced by all Internet users, WebWasher also filters "cookies" and Web bugs. Thanks to WebWasher, today more than three Million users surf the Net secure and hassle-free.

Solutions and marketplaces

WebWasher.com offers a broad range of solutions in the new burgeoning market for Internet content filtering and content management. That's because companies today aren't just seeking quick technical fixes that increase raw bandwidth, but more fundamental ways to assert their control over what content is delivered. Only server-based applications can address corporate concerns about Internet productivity. And WebWasher was designed for enterprise applications from its first line of code.

Another major application for WebWasher is anonymous user profiling for targeted content provision by Internet advertisers and Web-based media properties.
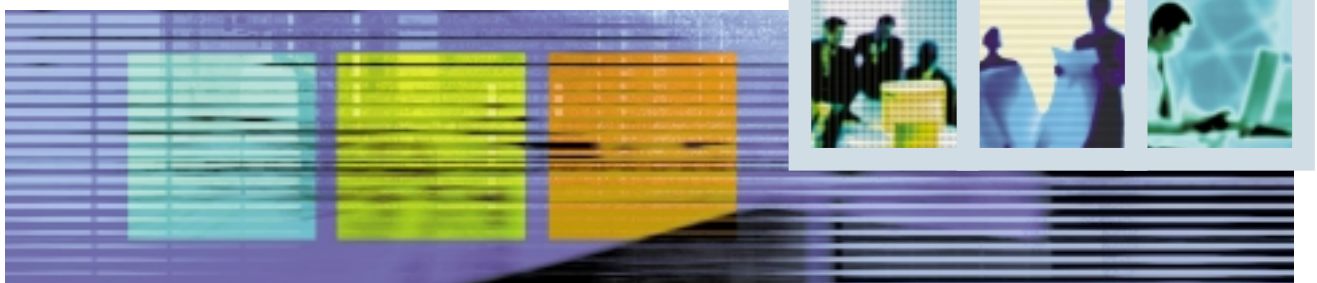
WebWasher's SECLUDE-IT™ technology will revolutionize online advertising by opening a new, valued-added channel that reaches Internet users without jeopardizing their anonymity or privacy.

WebWasher content filtering technology is also being applied to Internet Service Providers (ISPs) that want to generate differentiating services for their clients (both end-users and corporate customers). ISPs can offer premium ad-free Internet access or replace nationally-targeted banner ads with localized ads or content.

The WebWasher site is visited by a large number of surfers every day, and therefore it is a powerful marketing instrument in itself. Webwasher.com sells "seats" by which enterprise customers or partners can distribute business content and functions essential for their own, and even their customers' businesses.

Developed out of experience

WebWasher was developed by Siemens Computer Systems in Paderborn, Germany. The initial aim of our software developers was to reduce downloading delays by filtering out advertising banners. WebWasher was tested as a prototype in the worldwide Siemens Intranet. Due to its tremendous inhouse success, the tool was made available for downloading from Siemens Internet pages in mid-

December 1998. The worldwide Internet community embraced WebWasher just as enthusiastically.

As a result, in October 1999, Siemens decided to spin off webwasher.com AG, a new company focused exclusively on developing and marketing WebWasher products.

Investors

Webwasher.com AG, a privately-held Siemens technology spin-off, is backed by Siemens Venture Capital GmbH, Munich, Invision AG, Baar/Switzerland, the Siemens ICM Division, and the management of webwasher.com.

Company facts

During its first year of operations, the company had a major impact on the development of the worldwide Web, and grew from 3 to 30 employees. Its brand footprint can be found wherever companies or individuals speak of "washing" Web pages, having entered the pure vernacular of the Internet.

In its first fiscal year, webwasher.com generated estimated revenues of –
1,5 Million €. The Company's headquarters are in Paderborn, Germany, a mid-sized city with a well-established computer industry. We also have operations in Leverkusen, Germany and New York.

Contact:
webwasher.com AG
Vattmannstraße 3
D - 33100 Paderborn / Germany
Phone: +49 (0) 52 51 / 5 00 54 - 0
Fax: +49 (0) 52 51 / 5 00 54 -11
E-mail: info@webwasher.com
www.webwasher.com

webwasher.com USA and Canada
Phone: (800) 305 - 4986
E-mail: info-usa@webwasher.com