

EUROMARKETING AG

Notice

The following data represent a snapshot taken at the time of the initial public offering / new listing / inclusion in the MTF and are not updated regularly.

Security identification code:	071380
Symbol:	EURM
Trading segment:	Official Market
Market segment:	Specialist Market
First day of listing:	23 April 2001
Number of shares:	1,500.000 common shares
Category:	non-par-value bearer shares
Share capital:	EUR 1,500.000
Lead Manager:	Centro Internationale Handelsbank AG
Management Board:	Thomas Guss, Chairman of the Board Michael Georg Kral, CFO DI Martin Guss, CTO
Supervisory Board:	Dr. Ingrid Vogl Andreas Renner Manfred Tautscher
Shareholders:	Thomas Guss 79.999999% before going public UBF Mittelstandsfinanzierungs AG 20.000001%
Address:	EUROMARKETING AG Vorlaufstraße 3 A-1010 Wien Phone: (+43) /1/537 59
Internet:	www.euromarketing.at

Company profile: Euromarketing, the Austrian market leader in the direct marketing sector, produces the entire value-added sequence in the company itself. Euromarketing is a full service company, which provides all direct marketing and e-commerce services under one contract. Strategy, development, EDP and data bank building as well as production and fulfilment are synchronized with a consistent standard of quality. The Austrian market alone for those services provided by Euromarketing is worth around ATS 22 billion and growing rapidly. More importantly, service providers have not yet tapped the predominant part of the market. Additional opportunities exist in the German-speaking area.

Fundamental situation

The Company

Euromarketing is a private, non-affiliated company that has been active on the Austrian market for 8 years and is market leader in its segment of the market. The

company focuses on the provision of direct marketing measures, i.e.

- Direkt Mailing
- Customer relationship management measures
- Customer clubs
- Geomarketing
- Mail-order and dispatch systems
- Setting up and provision of Internet applications

In this context, the principle of media integration was pursued from the outset, i.e. linking of

- Correspondence
- Telephone (inbound, outbound)
- IVR (Interactive Voice Recognition)
- Internet
- Computerized information systems.

All pertinent stages of production take place within the company or its subsidiaries to enable assurance of a uniform standard of quality. The wide range of services offered by Euromarketing is invariably linked to tried and tested methods of non-conventional advertising. Conventional advertising ("above the line") includes advertising media such as posters, advertisements, radio and television. All other advertising media, in particular direct marketing, are termed non-conventional advertising ("below the line").

Companies in Austria invest around ATS 24 billion (1998) annually in the direct marketing sector. The annual growth rate averages 8 %. The direct mailings sector, which is particularly profitable for Euromarketing, totals around ATS 15 billion annually and only around 11 % is serviced by agencies. (source: Austrian Direct Marketing Association).

In 2000 Euromarketing AG expanded rapidly and achieved a turnover of around ATS 133 mill., making it the largest Austrian company in its line of business.

The Workforce, DOT und Teleticket business divisions were incorporated into the stock corporation within the framework of the conversion of Euromarketing Ges.m.b.H. into a stock corporation, in order to make even more intensive use of existing synergy effects.