

MARKET RELATIONS

Exploit your company's potential
in the stock markets

EXPLOIT OR BRING BACK THE BENEFITS

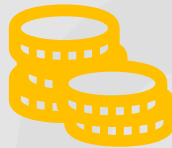
... of being a publicly listed company

Capital

The ability to raise capital in both the private and public markets

Control

Steering the direction of the company in the financial markets



Awareness

Company recognition in general and especially in the investor community

Value

Company market value reflects the real value of the company and its prospects

KAPITAL PARTNER

Proven investment banking approach – your assurance

Our foundation



Decades of financial communication and investment research



Decades of servicing retail, professional and institutional investors



Decades of servicing small cap, mid cap and large cap companies



Decades of servicing Nordic, European and international investors and companies



Our investor reach

Newsletter: Company investment cases

Newsletter: Sector investment cases

Newsletter: Market investment cases

Newsletter: IPOs

Company investment case websites

Investment case blogs

Kapital Partner's share index

Indirect distribution: Social media

Indirect distribution: Research distribution partners

MARKET RELATIONS WHEN YOU WANT TO

... attract, sustain and engage the investor base



01

The share price reflects the value of the company

02

A large shareholder base

03

High liquidity in the stock

04

Attracting different types of investors

05

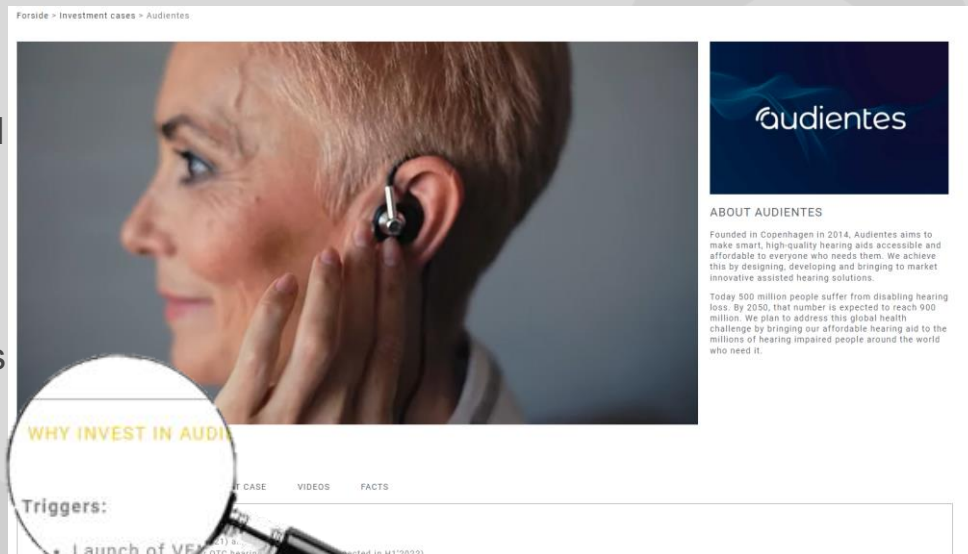
Efficient use of company resources

THE COMPANY'S OWN INVESTMENT PAGE

Continuous investor presence is crucial to success

The company has its own page under “Investment cases” on kapitalpartner.dk including its investment case and all Market Relations material (posts, webinars, videos etc. and investor and research material e.g., sector and market research).

Fact links to e.g., Nasdaq/Morningstar and Nordnet are available on the investment page. As a result, the investors have one go-to-page to find investor information gathered in a systematic way. In addition, the page functions as an archive for Market Relations material and activities.



WHYFOR INVESTERE I MDUNDO | INVESTERINGSCASE | VIDEO | FACTS

Hvorfor investere i Mdundo

Triggers:

- Fortsat høj vækst i antallet af månedlige aktive brugere (MAU)
- Målsætningen er 18 mio. MAU i juni 2022 – fra 5 mio. MAU ved barselstarten i august 2020
- Brev for et af taler med teleselekskaber generer betalende abonnenter og omsætning
- Mdundo estimerede ved barselstarten at et mindre teleselekskab vil kunne generere ca. 50.000 abonnenter og en årlig omsætning på op til DKK 8 mio.
- Ophavsloft fra andre aktører i sektoren
- I takt med Mdundo's geografiske udbredelse (yd for Sahara), væksten i antallet af betalende brugere samt størrelsen af lokale musikataloger øges muligheden for køb af Mdundo fra f.eks. afrikanske baserede selskaber eller internationale musikstreamingstjenester i forbindelse med en konsolidering af markedet for musikstreaming i Afrika syd for Sahara.

Risici:

- Løvere end ventet omsætning
- For få aftaler med teleselekskaber omkring Mdundo abonnenter til telekunderne
- Løvere end forventet salg af reklamer
- Udfordring for forretningskonceptet
- Aftaler med teleselekskaber giver ikke det forventede antal abonnenter/den forventede omsætning
- Fortsat stor ulovlig download af musik i Afrika syd for Sahara
- Dårligere musikatalog
- Internationale pladeselskaber opsliger deres afbale med Mdundo om streaming af deres katalog
- De mest streamede afrikanske kunstnere kan ikke tilknyttes Mdundo eller flytter til andre tjenester

MDUNDO A/S HAR OFFENTLIGGJORT 1. KVARTAL 2020/21 HVOR SELSKABET FORTSAT LEVERER STØRRE BRUGERVÆRDI DER LIVER BASIS

MDUNDO'S TREDJE PARTNERSKAB I AFRIKA

MDUNDO INVESTERINGSCASE

300 BRUGERVÆRDI OG 500 MILLIONER AKTIVE BRUGERE

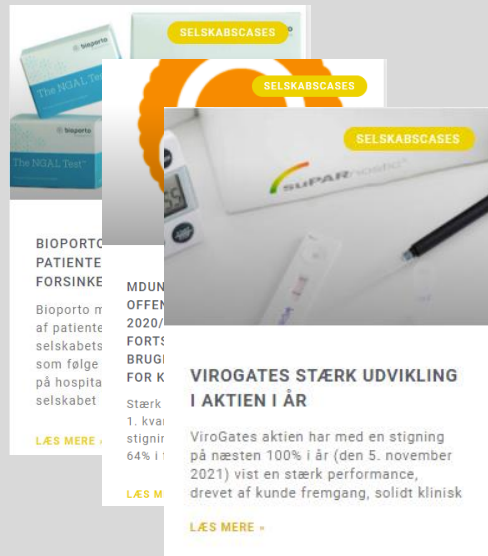
The investment case is prepared by Kapital Partner's research team and provides the investors with a quick overview of the company and most significant elements of the investment case, including factors and news that the investors should keep an eye on.

The company's investment page is prepared in both Danish and English.

QUALITATIVE RESEARCH FOLLOW-UPS

PUTTING NEWS INTO PERSPECTIVE

A central part of Market Relations is to put company news into perspective by reference to the investment case in order to make it relevant for the investors – not just to inform about or repeat the news.

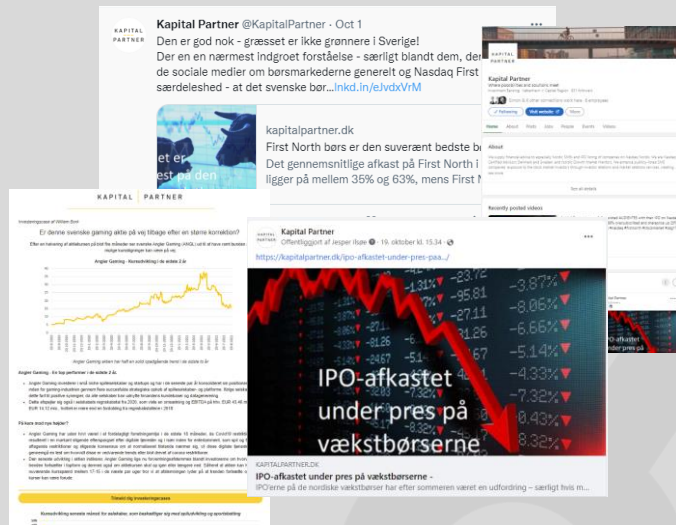


SECTOR/PEERS

News from the sector and the peers as well as significant developments in the company's stock price is put into perspective by referring it to the company's investment case (*Pro package*).

DISTRIBUTION

All research posts are uploaded under Investment cases on the company's specific homepage and distributed via Kapital Partner's newsletter "Investment cases" as well as Kapital Partner's SoMe channels. The company can freely distribute all Market Relations material through e.g., newsletters and the company's homepage and SoMe channels.



WEBINARS, INTERVIEWS AND TALKS

Building and maintaining investors

Video interviews and talks highlighting the investment case, specific subjects or important news, are primarily used to increase both awareness of the company and the current company investors' understanding of the investment case.

Once investors are aware of the company and its investment case, webinars are excellent to build investors' understanding and to retain them as shareholders – *when tailored to the specific occasion and moderated professionally.*



Webinars and investor videos can be shot professionally at Kapital Partner



Recorded interviews and talks without investor interaction makes it possible to get messages unhindered across to the investment community.



All content is uploaded on the company's investment page. The content is distributed via Kapital Partner's newsletters and on Kapital Partner's SoMe channels.

CONTINUOUS INVESTOR PRESENCE

Planning in order to keep targeting investors

Week 7	 Company event: Expected announcement Activity: <i>Investment case post</i>	Week 33	Activity: <i>Webinar marketing</i>
Week 8	Activity: <i>Webinar marketing</i>	Week 34	 Company event: 1st half of the year Activity: <i>Webinar</i>
Week 9	Activity: <i>Webinar marketing</i>	Week 34	Activity: <i>Investment case post</i>
Week 10	 Company event: Annual report Activity: <i>Webinar, investment case post</i>	Week 35	Activity: <i>Investment case banner</i>
Week 15	 Company event: General meeting	Week 39	 Company event : Expected announcement/PR Activity: <i>Investment case post</i>
Week 16	Activity: <i>Investment case banner</i>	Week 40	Activity: <i>Webinar marketing</i>
Week 17	 Company event: 1st quarter Activity: <i>Investment case post</i>	Week 45	 Company event : 3rd quarter Activity: <i>Investment case post</i>
Week 19	Activity: <i>Investment case banner</i>	Week 49	Activity: <i>Sector analysis</i>
Week 25	Activity: <i>Money Talks interview</i>		
Week 32	Activity: <i>Webinar marketing</i>		



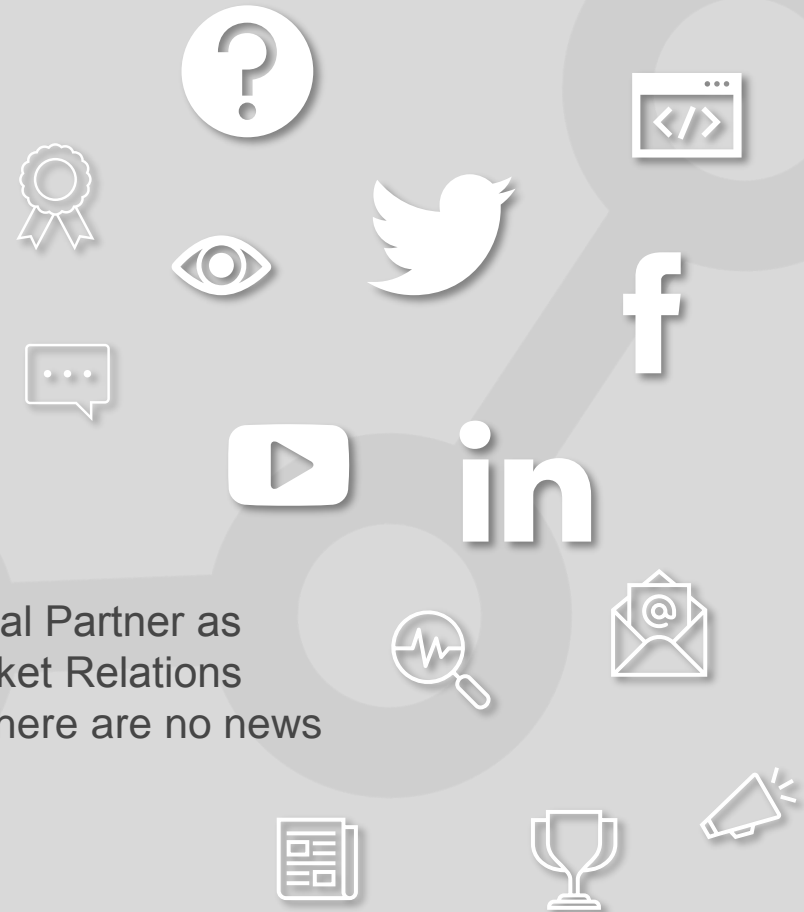
The Market Relations activities are planned 6-12 months ahead in order to ensure optimal effect of the company's planned and potential news flow.

VISIBILITY – EVERY DAY

Once in awhile is a waste of time!

- Newsletters
- Blog posts
- Company, market and sector research
- KP share index
- SoMe posts
- Investment case websites

... and more are all produced and distributed by Kapital Partner as placeholders for keeping investors' awareness of Market Relations companies and their investment cases – even when there are no news from the company.

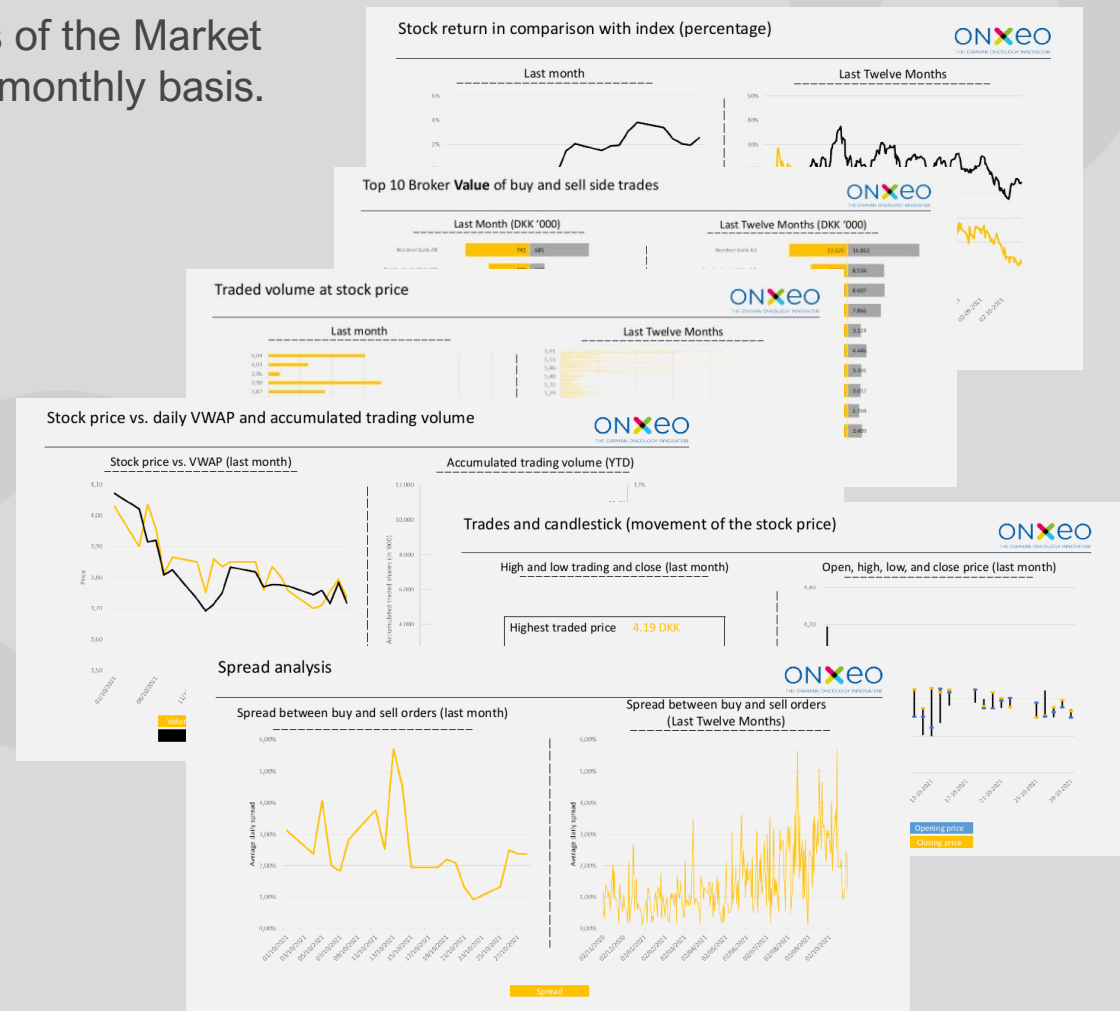


DATADRIVEN MARKET RELATIONS IMPACT

We act and react based on trade data

We measure the real impact and success of the Market Relations activities and report them on a monthly basis.

- Stock price vs. index performance
- Brokers' trading
- Traded volume at price
- VWAP
- Accumulated volume and velocity
- Daily and weekly trades and turnover
- Spreads



ONE SIZE – FITS NOBODY

Market Relations that fits *your* company

SERVICES

	Basis	Pro
Market Relations activities plan	✓	✓
Own homepage on kapitalpartner.dk Investment cases (investment page)**	✓	✓
Investment case on the company's own homepage under Investment cases **	Biannual update	Continuous update
Follow-up on company announcements***	Up to 6 per year	✓
Online presentation (webinar) of financial statements	Biannual and annual	✓
Marketing of webinars and updates (homepage, newsletters and SoMe)	✓	✓
Visibility of the company's investment case in emails, blogs etc.	✓	✓
Monthly trading statistics	✓	✓
Materials accessible on the company's homepage	✓	✓
Follow-ups due to significant development in share price or news (peers/sector)***	✗	✓
Online presentation (webinar) of relevant events	✗	✓
Participation in online sector seminars and the like	✗	✓
Video presentation/interview on own homepage under Investment cases	✗	✓
Online marketing	*	*
"Money Talks" interview (video)	*	*
Price per month excl. VAT	DKK 11.000/SEK 15.000	DKK 16.000/SEK 22.000

* Per agreement

** Prepared in both Danish and English

*** Prepared in English per agreement

OTHER SERVICES BY KAPITAL PARTNER

Our full service concept



THE KP TEAM

Top-rated and highly experienced team within investment banking, investor relations and financial communication.



JESPER ILSØE
Partner



SØREN PONTOPPIDAN
Partner



FRANK HØRNING ANDERSEN
Senior Director, Healthcare



LARS VINDAHL
Director, Sales



STEPHANIE ANTHON STORM
Director, Corporate Finance



SIMON SCHACH
Associate



PEZHMAN MADANI
Head of Legal



BERAT ZIMBERI
Head of Digital



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