

# 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

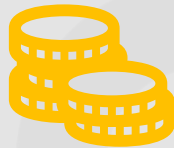
## Control

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



The share price reflects the value of the company

A large shareholder base

High liquidity in the stock

Attracting different types of investors

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, company announcements, press releases 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.

**HVORFOR INVESTERE I MUNDU** | INVESTERINGSCASE | VIDEO | FACTS | SELSKABSMEDDELELSER | PRESSEMEDDELELSER

Hvorfor investere i Mundo

**Triggers:**

- Fortsat høj vækst i antallet af månedlige aktive brugere (MAU)
  - Måltællingen er 18 mio. MAU i juni 2022 – fra 5 mio. MAU ved børsnoteringen i august 2020. I september 2021 havde selskabet 10,4 MAU
- Bevis for at aftaler med teleselskaber genererer betalende abonnenter og omsætning
  - Mundo estimerede ved børsnoteringen at et mindre teleselskab vil kunne generere ca. 50.000 abonnenter og en årlig omsætning på ca. DKK 1 mio., mens et større teleselskab i et højindkomst land vil kunne generere op til 100.000 abonnenter og en årlig omsætning på op til DKK 8 mio.
- Yderligere kommercielisering af musikkatalog
  - Generelt er investeringer i musikrettigheder på det afrikanske kontinent vokser kraftigt de seneste år. På videre distribuerer Mundo ikke musikkataloget til f.eks. andre tjenester på trods af rettigheder til dette, hvorfor dette kan udgøre et nyt forretningsområde.
- Opkøbs tilbud fra andre aktører i sektoren
  - I takt med Mundos geografiske udvidelse (syd for Sahara), vokser i antallet af brugere (betalende som gratis brugere) samt størrelsen af lokale musikkataloger opes muligheden for opkøb af Mundo fra f.eks. afrikanske baserede selskaber eller internationale musikstreamingtjenester i forbindelse med en konsolidering af markedet for musikstreaming i Afrika syd for Sahara.

**Blot:**

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

**MUNDU HAR EN LAV VÆRDIANSÆTTELSE I FORHOLD** | **MUNDU LEVERER MED SIT HALVÅRSRESULTAT IGEN** | **FORTSAT HØJ VÆKST I ANTALLET AF MÅNEDLIGE**

**WHY INVEST IN AUDIENTES** | INVESTMENT CASE | VIDEOS | FACTS | COMPANY ANNOUNCEMENTS | PRESS RELEASES

**Triggers:**

- Projected Q1'22) and Asia
- Launch of VEX

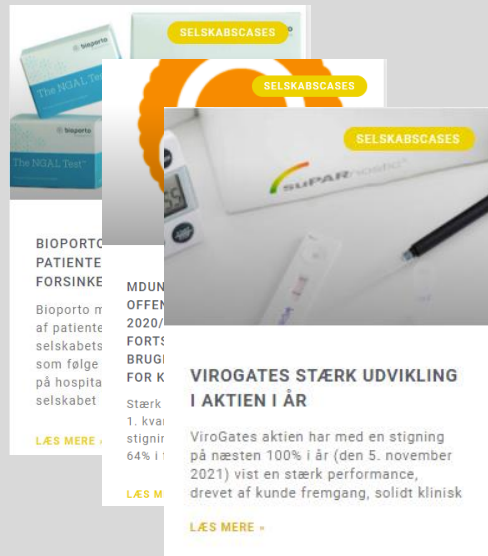
The investment case is prepared by Kapital Partner's research team and provides the investors with a quick overview of the company and most significant elements of the investment case, including factors and news that the investors should keep an eye on.

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.

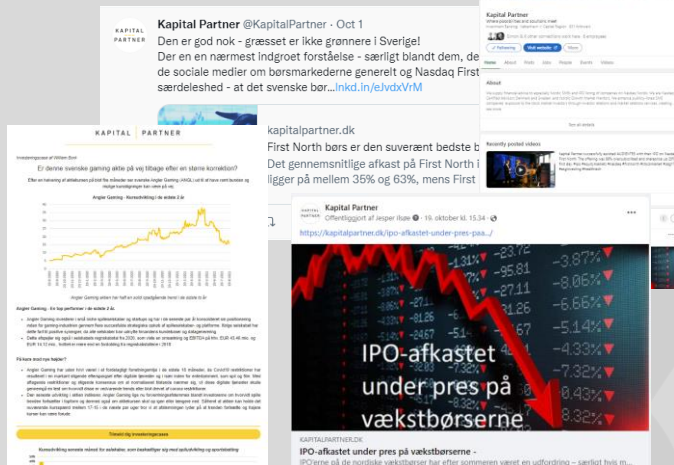


## SECTOR/PEERS

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 Nordnet/Shareville, 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

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

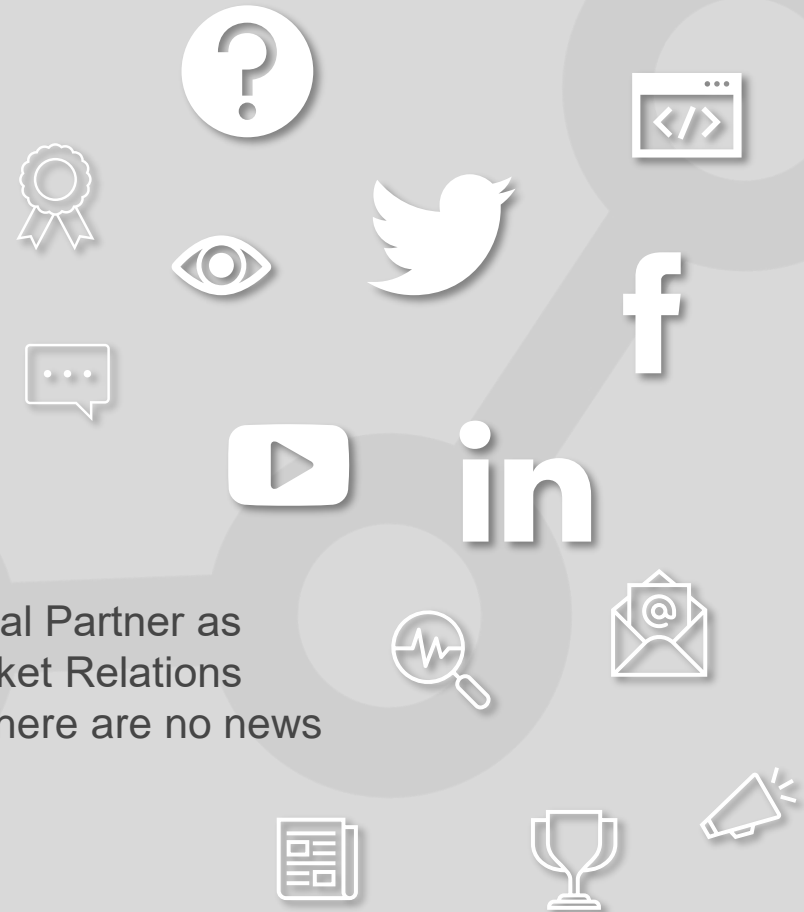


# VISIBILITY – EVERY DAY

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.

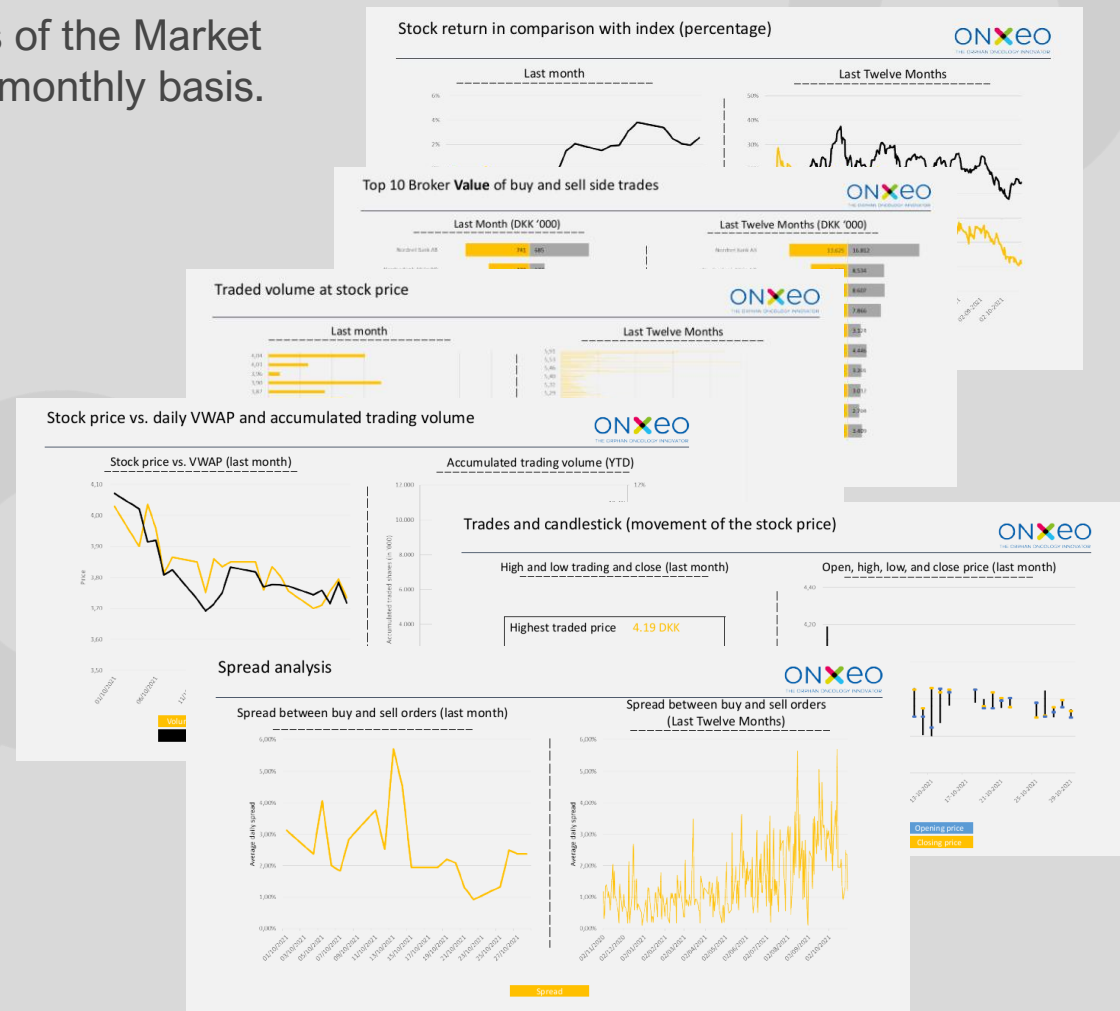


# DATADRIVEN MARKET RELATIONS IMPACT

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 <b>Investment cases</b> (investment page)**	✓	✓
Investment case on the company's own homepage under <b>Investment cases</b> **	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 <b>Investment cases</b>	✗	✓
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**



LARS VINDAHL  
**Director**



SIMON SCHACH  
**Associate**



PEZHMAN MADANI  
**Head of Legal**



BERAT ZIMBERI  
**Head of Digital**



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