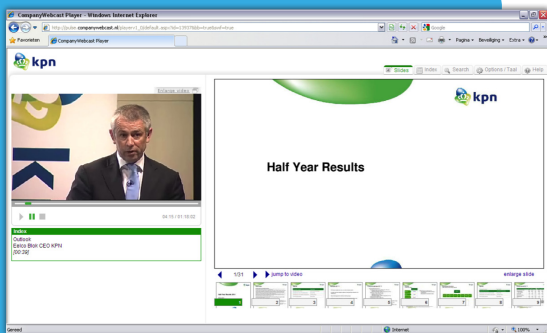


# BROADCAST FINANCIAL PRESENTATIONS LIVE OVER THE INTERNET

## WEBCASTING PROVIDES EFFICIENT AND EFFECTIVE IMPLEMENTATION OF THE DUTCH CORPORATE GOVERNANCE CODE (CODE TABAKSBLAT)



*KPN presents semi-annual results via Webcasting.*



*AEGON lets shareholders participate interactively.*

### WHAT IS WEBCASTING?

Webcasting allows you to harness the power of video and PowerPoint slides to have, for example, your target group follow a live presentation from your CEO or Director. If you wish, viewers can also participate interactively in the Webcast. Naturally the Webcast is also available on demand straight afterwards, which means that you can reach your target group both Live and On Demand on PC, laptop and mobile devices. Time and location are no longer important.

The fact that the video can be enriched with options such as PowerPoint slides, polls, tests and the option of allowing the viewer to ask questions, enables you to add interactivity. Thanks to easy-to-read statistical overviews, you are given a clear picture for each Webcast of the number of viewers, who viewed it, for how long and when.

As an Investor Relations Officer and/or Communications Manager/Director, you are responsible within your organization for distributing and reporting on (price-) sensitive information of a primarily financial nature to the investing public, among others. In addition to informing investors, you must also provide this information to other relevant stakeholders, such as analysts and journalists.

The Dutch Corporate Governance Code (Code Tabaksblat) stipulates that all price-sensitive information from sources such as shareholders meetings, annual results presentations, press conferences and analyst meetings shall be made publicly available to all of the investing public at the same time. This ensures that all stakeholders have access to the same information at the same time all over the world. "This can be accomplished with Webcasting" states the Dutch Corporate Governance Code.

A Webcast by Company Webcast gives you a qualitative, professional and reliable tool to reach shareholders, analysts and journalists online and at the same time. Whether your company is a large or small stock-exchange security or even if it is not listed, Webcasting will boost the impact and the reach of your message with cutting-edge and innovative technology.



## WHAT DOES COMPANY WEBCAST OFFER?

If you opt for a Company Webcast's Full-Service Webcast, we take the entire Webcast production process off your hands and provide you with a high-quality Webcast. You can use our Full-Service Webcast service at any location you wish. Company Webcast offers the following types of Webcasts:

1. Video Webcasts
2. Audio & conference call Webcasts

Please do not hesitate to contact us for a personalized quotation. You have also come to the right place if you would like to Webcast a meeting internationally. We operate throughout the world and regularly handle Webcasts in countries such as England, Belgium, Germany and the United States.

We collaborate with various partners who provide additional services beyond the actual Webcast which may also be of interest to you. Some examples here would be Transcripts or Conference Call. We can also help you find a suitable location for your meeting. Additionally, we offer video production under the rubric of 'Production Services'.

### YOU CAN USE WEBCASTING FOR YOUR:

- ✓ Quarterly, semi-annual & annual results presentations
- ✓ Press conferences
- ✓ Analyst meetings & analyst events
- ✓ Shareholders meetings
- ✓ Strategy updates
- ✓ Extraordinary meetings of the shareholders
- ✓ Merger and/or acquisition news
- ✓ Management updates
- ✓ Crisis communication meetings
- ✓ CEO communications and/or interviews
- ✓ Town hall meetings



The speech of the CEO of AKZONOBEL during the shareholders meeting stays On Demand available.

### WITH AN INTERACTIVE WEBCAST...

- ✓ You reach all of your stakeholders at the same time all over the world. Time and place no longer matter.
- ✓ The Webcast is available on-demand within a few minutes of the end of the live Webcast.
- ✓ You meet the 'best practice' provision of the Dutch Corporate Governance Code (Code Tabaksblat).
- ✓ You have a cost-effective and innovative communication medium at your disposal.
- ✓ You gain access to extensive management information on each Webcast and viewer.
- ✓ You will acquire our proven technology in-house, just like hundreds of other organizations.
- ✓ You can elaborate on possible policy on sustainability and flexible working.

### ROYALCAST® IS A PRODUCT OF COMPANY WEBCAST

RoyalCast is the Webcast platform of Company Webcast. RoyalCast is a unique Webcasting platform and offers 'Plug & Play' Webcast solutions for both the viewer and the user. Choosing RoyalCast means choosing quality, professionalism and security.

### ABOUT COMPANY WEBCAST

Company Webcast specializes in Webcasting and thanks to our customers, partners and user-friendly solution we are market leader within the Benelux region. Our customers use Webcasting for things such as Investor Relations, Corporate Communication, Internal Communication, Marketing Communication and refresher training (accredited or otherwise). From our office in the Rivium near Rotterdam, we are active worldwide for more than 200 organizations such as Heineken, Shell, AkzoNobel, AEGON, AstraZeneca, the Province of South Holland and Exact.

For further information, please refer to our website.

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