

hugin

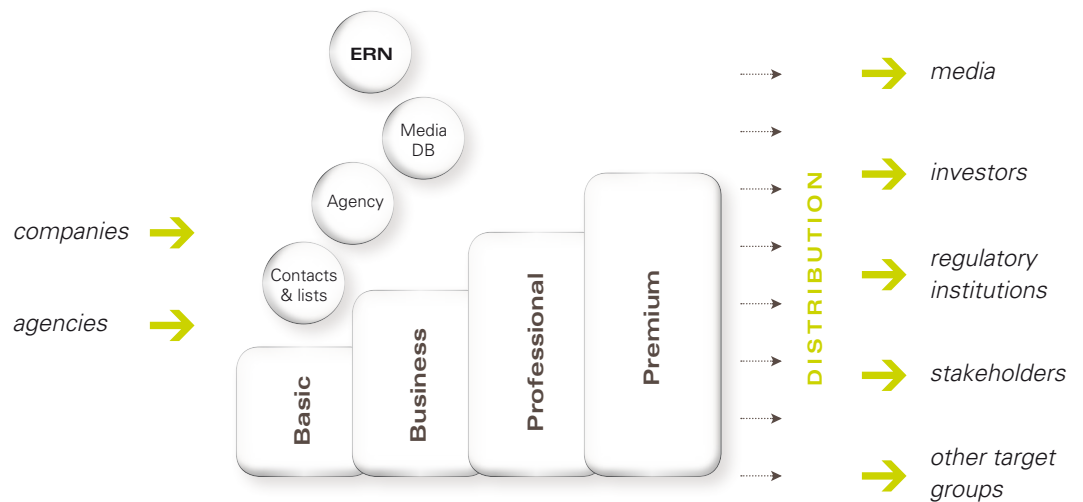
InPublic

The easy way to manage
your communications

create value
through
communication



customised solutions
that fit your business



InPublic has been designed to fulfil the complete distribution and compliance needs of all communication professionals. Whether you are an investor relations or public relations officer working in a large or small, public or private company, as a consultant or communication consultancy agency, we have the solution to fit your business needs. Flexible options will help you to further tailor your package to your specific requirements.

Packages overview

the Packages

→ InPublic Basic



InPublic Basic is designed for companies who wish to distribute their corporate press releases to key targets such as media, investors, shareholders, analysts or the general public. Access is given to the standard publishing flow as well as standard reporting functionality. The Easy Way functionality would allow for you to simply upload your press release into the system and let our support team do the rest according to your instructions.

Features available in this package are: 1 user access | self-administration | company set-up (log-in, branding, company identifiers) | publishing functionality access (WYSIWYG editing, SEO tagging, schedule, approve, multi-language support, Easy Way) | standard reporting | help desk (office hours) and training webinars.

Further available options to tailor your package are: access to our 24/7 help desk | publishing newsletters | contacts & lists management | fax, e-mail & SMS distribution | branding for own lists.

→ InPublic Business



InPublic Business is the perfect tool for companies who wish to combine their information disclosure requirements (e.g. 'fair disclosure', Transparency Directive) with their normal press release distribution. Investor relations and media relations departments can use the same platform to publish corporate, financial or regulatory information. In addition to the functionality offered in the InPublic Basic range, InPublic Business users have access to a collaborative working environment that enables your team to collectively work on a particular press release for publication in a totally secure environment.

All functionality available with InPublic Basic is included in the Business Package. Further available features include: 2 users access | publishing functionality access (transfer to, approval flow).

Further available options to tailor your package are: additional users | company set-up (agency, agency clients, additional agency clients) | publishing newsletters | ERN, additional ERN markets and instruments, ERN related company tagging | contacts & lists management | fax, e-mail & SMS distribution | branding for own lists | access to our media database | Corporate Web Services | 24/7 help desk.

→ InPublic Professional



InPublic Professional supports companies in their entire communication process. InPublic Professional provides an impressive range of functionality to facilitate enterprise workflows, such as simultaneous distribution of your press releases to your key targets and onto your corporate website (also in RSS format). Distribution of information via E-mail, Fax and SMS to your own contact lists and the online management of your contact database are facilitated through InPublic. Your package can be further enhanced with access to our continuously updated European Media database, searchable directly from your desktop, which allows you to search for and target journalists who meet your specific criteria.

All functionality available with InPublic Business is also included in the Professional package. Further available features include: 3 users access | contacts & lists management | fax, e-mail & SMS distribution | branding for own lists | Corporate Web Services – Homepage update.

Options available for customising your package are: additional users | company set-up (agency, agency clients, additional agency clients) | publishing newsletters | ERN, additional ERN markets and instruments, ERN related company tagging | access to our media database | Corporate Web Services – subscription capture and extended | 24/7 help desk.

→ InPublic Premium



InPublic Premium is the package that gives you more than the benefit of easy and effective, targeted distribution. You will also obtain detailed reports after distribution of your information, giving you better control over your communication. The collaborative working environment enables an online interaction with your team or with your communication agency when preparing press releases for distribution.

InPublic Premium also includes a host of features to enable the efficient management of communication on and via your corporate website.

All functionality available with InPublic Professional is included in the Premium package. Further available features include: 5 users access | company set-up (agency, 5 agency clients) | Corporate Web Services – subscription capture and extended | 24/7 help desk

Options available for customising your package are: additional users | company set-up (additional agency clients) | publishing newsletters | ERN, additional ERN markets and instruments, ERN related company tagging | access to our media database.

→ ERN

Listed clients can take advantage of Hugin's extensive European Regulatory News (ERN) solutions. Depending on your home and host market disclosure needs, you can disclose for individual or multiple instruments, extra markets and even tag for related companies.

→ Agency

As a communications agency, the InPublic Agency add-on gives you the ability to effectively manage all your clients from one platform and database. Take advantage of functionality designed for agency work – processes such as transfer of your message in a secure environment to your client and vice versa without using E-mail is just one of the features you benefit from. The package includes the possibility to manage five clients, and can be expanded as required.

→ Media Database

Hugin has researched the media in Europe by calling each medium and trade journalist directly and continues to update and expand this database. With access to this media database, you have the ability to search and find the relevant journalists for your area of interest and then add them to your own lists for distribution.

→ Contacts and Lists

To complement the Media Database, Hugin offers a practical add-on tool to manage your contact database and own contact lists. You are able to search, add, combine and classify your contacts. A straightforward import and export feature to move data between this and your own systems forms a part of this tool.

additional **Options**

→ Hugin Services

DISTRIBUTION SERVICES

Target exactly the investors and media you need to reach locally, cross-border and worldwide, using our extensive news distribution portfolio.

BROADCAST SERVICES

Produce a rich multimedia online event with the help of our broadcast solutions.

ONLINE SERVICES

Hugin ensures your web presence is synchronised with your corporate and financial communications. Hugin helps you keep your corporate web as well as your internal web up-to-date as you publish.

CLIENT SERVICES

Hugin is available 24/7 to get you through the distribution squeeze with a multi-lingual team of specialists across Europe.

→ Contact us

Austria

Zurich +41 44 260 2080

Belgium

Brussels +32 2 719 03 19

Denmark

Copenhagen +45 70 27 15 44

Finland

Helsinki +358 9 622 96 820

France

Paris +33 1 49 27 53 53

Germany

Leipzig +49 341 224 56 66
Munich +49 89 17 95 92 92

Italy

Paris +33 1 49 27 53 38

Norway

Oslo +47 815 11 444

Poland

Warsaw +48 22 208 2701

Portugal

Paris +33 1 49 27 53 53

Spain

Paris +33 1 49 27 53 53

Sweden

Stockholm +46 8 534 808 50

Switzerland

Zurich +41 44 260 2080

The Netherlands

Amsterdam +31 20 419 32 88

United Kingdom

London +44 207 379 2919

www.hugingroup.com

Hugin® - Hugin is a registered trade mark.

»This publication is for information purposes only and no information in this brochure may be regarded as creating any right or obligation. Although this information has been compiled with great care, neither Hugin Group B.V. nor any of its affiliates shall accept any responsibility whatsoever for any errors, omissions or other inaccuracies in this information or for the consequences thereof. Copyright and all other Intellectual Property Rights in whatsoever nature vests in Hugin or its licensors. No part of this publication may be reproduced, without written permission from Hugin.«