

hugin

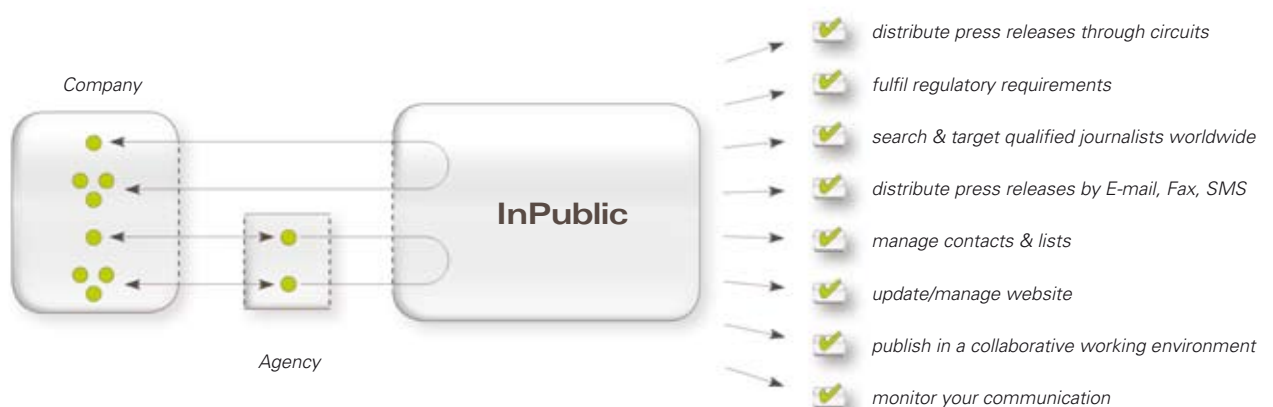
InPublic

The easy way to manage
your communications

create value
through
communication

→ InPublic, the easy way to manage your communications

- Hugin provides solutions to meet communication requirements for Investor Relations and Public Relations departments, and their related parties, in both listed and non-listed organisations.
- Hugin is entering a new era of corporate communication services and has developed InPublic, an innovative and unique STPS (Straight-Through Publishing System) that supports professionals in their complete communication process.
- InPublic provides a full range of services including distribution of press releases to key targets around the world, regulatory compliance, contact list management, targeting of qualified journalists through our powerful media database, distribution to own contact lists by E-mail, Fax and SMS and monitoring of your communication.
- InPublic provides a collaborative working environment allowing several people in a company or agency to work together on the content of a press release and publishing the result in a totally secure environment.
- With InPublic you benefit from a host of features to enable you to distribute what you want, at the time you want to do so and to your chosen targets.





→ Streamlined workflow

The knowledge and experience we gathered from 15 years of working in this industry and incorporated into our platform means that getting your message out has never been easier. InPublic supports your entire communication process: from the environment in which you prepare your message, through distribution of your message in a few easy steps electronically and simultaneously to your target audience and finally to an area where you can view the results of your communication.

→ Easy formatting

Our state-of-the-art conversion engine enables simple upload of your content (including tables) into InPublic where it will be automatically converted into the format that our partners are able to receive. Therefore, only minimal manual formatting is required if at all.

→ Secure and accessible

Because you need to communicate at any time, InPublic is accessible 24/7 – you can connect from your office or when on the road so that you are always in control of your corporate communication process. InPublic uses a high encryption protocol (SSL 128 bits). InPublic is accessible from the web via a secure address, with a personal login and password. As the platform uses role-based privileges, your company will be able to give rights to each user by allowing or denying them access to specific modules and products.

→ Search, find and send to your target audience

Take advantage of Hugin's unique individually-researched media database, comprising qualified journalists from across Europe, all of whom have been contacted in person – the only database of its kind in Europe – searchable directly from your desktop.

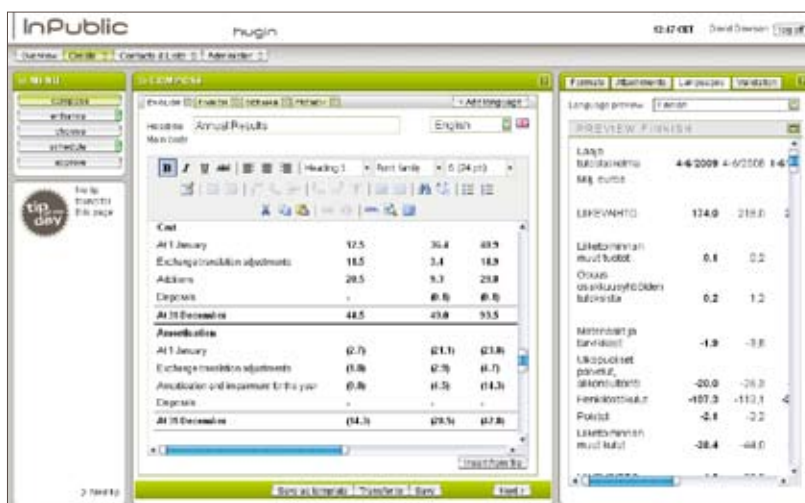
→ Flexible service and packages

InPublic has been designed to fulfil the complete distribution and compliance needs of all communication professionals: IR or PR officers from small or large, listed or non-listed companies, consultants, communication consultancy agencies, etc. We have the solution that fits your business needs. Customisable options will help you to individualise your package to your requirements, whether you want to relay financial, regulatory or general news or to communicate locally, cross-border or worldwide.

→ An easy-to-use system

InPublic has been designed to help you distribute your information and save you time.

- **Create your own customised publishing flow with non-sequential publishing.** Complete the steps required to publish your press release in the order of your choice.
- **Prepare your content.** Simply upload or paste in your Word file and the system will ensure compatibility with our partner platforms (for example, plain text, HTML and XHTML), to enable as many people as possible across our distribution networks to view and access your press release.
- **Multi-language support.** Save time by publishing various language versions in only one publishing cycle.
- **Preview multiple formats and in different languages.** See how your press release will look in E-mail, Web and Wire format before publication.



	Year ended 31 December 2008 €m	Year ended 31 December 2007 £m
Asset Management	259.0	205.0
Private Banking	28.7	41.3
	287.7	246.3
Private Equity	3.2	51.5
Group segment	(2.2)	10.2
	298.7	308.0
Profit before tax and exceptional items	290.5	292.8
Exceptional items	(157.4)	-
	133.1	292.8
Profit before tax	133.1	292.8
Funds under management items	160.2	129.1
Total dividend (pence)	21.0	21.0

An analysis of exceptional items is set out on page 4. Exceptional items relate to realised losses and unrealised net gains on investment capital, redundancy costs and the impairment of intangibles associated with acquisitions.

- **Schedule the distribution.** Publish your information immediately or schedule it for later publication.
- **A safety feature for your peace of mind:** InPublic tracks all missing information and errors and provides an overview of what was omitted during the publishing flow. Some of these may be errors requiring correction or editing before publication, while others would be recommendations that can be adopted or ignored.
- **Track & record the campaign:** After distribution, In Public will enable you to track your press release in real time as the full-text version appears on high-profile internet portals. InPublic also keeps a record of all press releases that have been published via the platform, allowing you to view previously published releases and to reuse them as appropriate.

→ A platform offering a wide range of services

As a professional in the field of Investor Relations, Press and Communications, you now have a complete range of services to efficiently target all media you wish to reach. You can access the channels you may have already purchased from us or sign up to new channels directly online. Your information will then be sent to the national or international audience you are targeting.

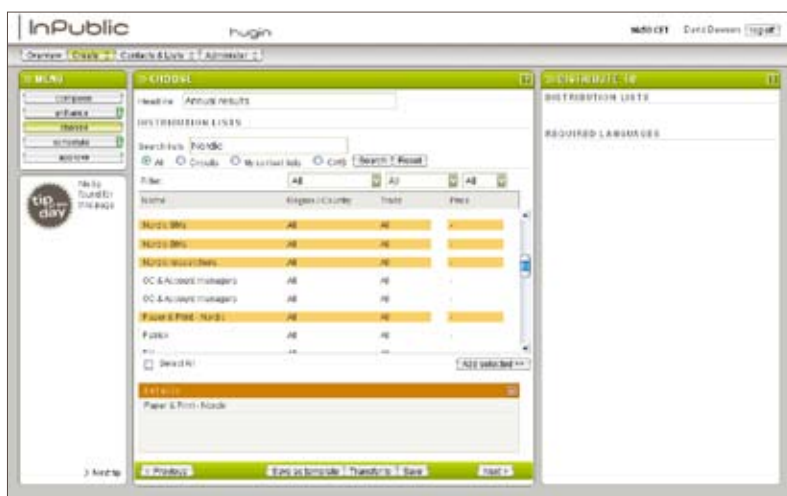
Whether you want to distribute financial, corporate or regulatory news, or reach professional or private investors, journalists and your stakeholders, Hugin provides all you need to get your message across.

InPublic gives you access to over 800 distribution channels worldwide and enables you to distribute your press release with just a few clicks in real time and simultaneously to the major financial information players, media outlets and websites in Europe and around the world.

- Regulatory News Distribution.** Starting in January 2007, companies listed on regulated markets in Europe have had to adjust to new financial information obligations due to the implementation of the Transparency Directive. Listed companies must electronically distribute their regulatory information to the media throughout Europe. In addition, at the time of its distribution, regulatory information must be filed with the local competent authority and archived with an Officially Appointed Mechanism. In most cases, the information also needs to be filed with the stock exchange(s) this company is listed at.

Whether you are a company listed on one or multiple markets, InPublic helps you meet all your disclosure requirements under the EU Transparency Directive. Hugin has integrated solutions to fulfil regulatory requirements in 13 European countries and can file your release with 27 stock exchanges.

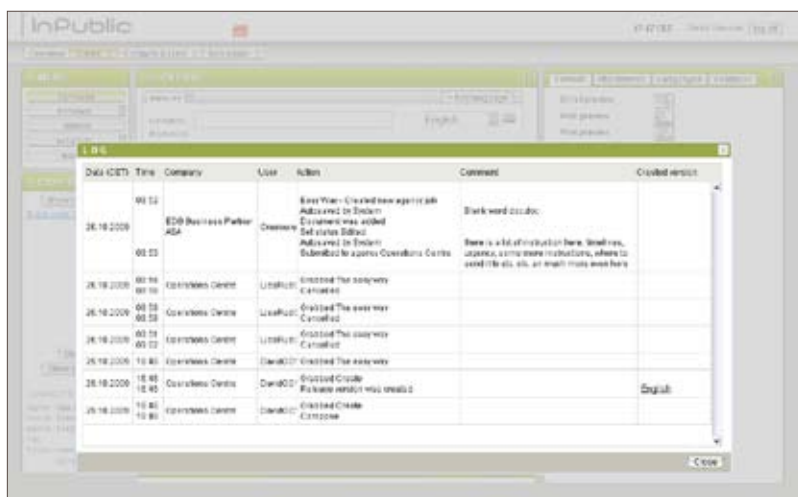
With InPublic, you can easily and securely distribute your regulated information in real time, simultaneously and direct to the main financial disclosure points throughout Europe.
- A powerful media database.** InPublic makes it possible for companies to target specialist trade publications in all EU countries as well as the biggest newspapers, TV and radio, news agencies, magazines and “webzines” both nationally and internationally. Our powerful media database – searchable directly from your desktop – comprises qualified journalists and editors from across Europe. You can create your own targeted, tailor-made media list according to your requirements and specific criteria (media type, region, industry) and combine it with your own contact lists.
- Manage your contacts & lists.** InPublic enables you to distribute your updates and press releases to your own contact lists (professional investors, journalists, etc.) by E-mail, Fax and SMS and to customise the layout of your message by including aspects such as your logo and signature. You can also manage your contact lists directly in the platform: search your contact databases and update their profile, create – import and export lists, add or delete contacts and more.



→ A collaborative working environment

Writing, checking and getting a press release approved often involves a number of people within a company. You can now work collaboratively on a press release directly within InPublic. Each user can make their contribution within a secure environment, thereby avoiding potentially insecure E-mail exchanges. Each user can be provided with specific permissions such as the right to edit, delete and/or approve the press release as required.

Keep a detailed track – an audit trail – of your publishing process. InPublic stores all actions to a discrete log that you can access at any time.



The screenshot shows the InPublic interface with an audit trail log window open. The log table contains the following data:

Date (GMT)	Time	Company	User	Action	Comment	Created status
26.10.2009	00:53	EDB Business Partner JGA	Cherry	News Item - Created new approval Addressed to Editor Comments was added Set status Edited Addressed to Editor Submitted for a specific Coordinated Centre	Blank word double There is a lot of information here. Well yes, yes, yes, some more instructions, where to add links etc. all that may well be here	
26.10.2009	00:56	Coordinated Centre	Linah	Created The news item Cancelled		
26.10.2009	00:58	Coordinated Centre	Linah	Created The news item Cancelled		
26.10.2009	00:59	Coordinated Centre	Linah	Created The news item Cancelled		
26.10.2009	00:59	Coordinated Centre	Linah	Created The news item Cancelled		
26.10.2009	10:40	Coordinated Centre	Dan007	Created The news item		
26.10.2009	10:40	Coordinated Centre	Dan002	Created Co-Ord Package which was created		English
26.10.2009	10:40	Coordinated Centre	Dan002	Created Co-Ord Package		

→ Publishing Support

InPublic enables you to upload your press release in a secure environment and then let our customer service department take care of its distribution. You can monitor your press release at any time by checking the progress of the distribution.

Our Publishing Support is available 24/7 with a multi-lingual team of specialists to meet all your publishing needs and to help you get your message across.

→ 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 intranet 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

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