

mepax

International PR and advertising for the industrial market



www.mepax.com

COST EFFICIENT SOLUTIONS TO OPTIMIZE YOUR WORLDWIDE MEDIA IMPACT



MEPAX in figures

Created in 1994, Mepax has been focusing on one single activity since 2006: **International PR and Advertising for the industrial market.**

● Global leader and local partners

- 120 customers in the industrial field.
- Agile structure with more than 80 people working for Mepax in 30 different countries.
- Translations in 35 different languages.
- 20,000 journalists in our database, organized in 120 different market fields, we handle media plans in 30 different countries

● A talented team of people – 20 years of experience

- Highly qualified and experienced team , with a strong marketing background in the industry.

● Worldwide reach and efficiency

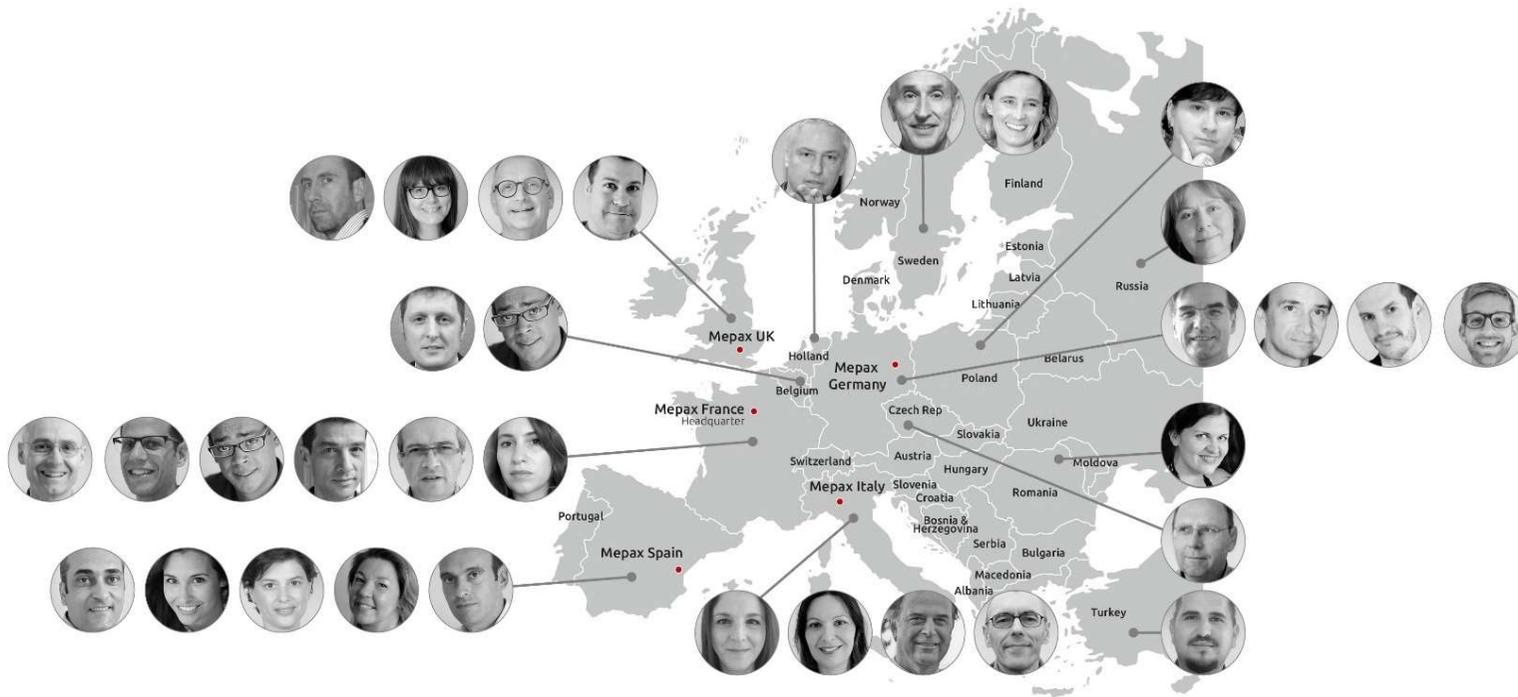
- Every year, more than 1.000 international journalists from 30 different countries attend a conference or a one-to-one meeting organized by Mepax.
- 35.000 published articles/year in 60 countries for a global EAV (Equivalent Advertising Value) of 80 M€
- More than 5M€ turnover.

ACTIVE INTERNATIONAL CLIENTS – Strong background in the Industry



LOCAL RELATIONSHIP WITH CUSTOMERS AND PARTNERS

GLOBAL LEADER AND LOCAL PARTNERS



INTERNATIONAL PR



By far the most advanced PR dedicated ERP

- 10 years of inhouse development
- Advanced programming solution 100% adaptable to the organisation of industrial companies

Cost Effective

- Increase visibility in key media and optimise your marketing investments

Worldwide clipping

- View all your print and online clippings through your personalized access.

STRONG RELATIONSHIP WITH KEY MEDIA

More than a huge database

- 20,000 media contact persons in our database. Top 1000 media worldwide
- We have forged a strong partnership with these publications and closely follow up with them.
- Journalists and media clustered by sector and subject of interest. All sendings take this into account.

Advanced tools to ensure a high interactivity

- All journalists have a customized access with the latest PR and pictures sent to them.

They can find all PR related to a given topic thanks to a reliable search engine.

3,000 journalists are using their customized access on a regular basis (others use the attached e-mail materials directly) and we have 3000 visits/month.

- We track all main journalists not using their access. We contact them to invite them to do so.
- Reminders are sent every month to journalists.
- We receive 5,000 journalists' requests by email every year.

Cofely Axima

Created on Feb. 14, 2014 by Anna HARDALOUPAS

ATTACHED FILES | PRESS DOCUMENTS | CLIPPING FILES | AFFECTED JOURNALISTS | NOTEPAD | STAT

MEDIA_NAME	Surname	First name	Language	Total Visits	Visits per month
Food engineering	LABS	Wayne			15
Energine.com	THEPAUT	Philippe			12
Revue Pratique du Froid	LE MERCIER	Pierre			12
Refrigerated & Frozen Foods	MAYER	Marina			10
PUMPE DE	SCHRODER	Wilfried			8
Costruzione Manutenzione Impianti - CMI	ROTTA	Maria Grazia			8
Motion control 모션컨트롤	CHUN	Yj			5
Wärmepumpen	ROESTENBERG	Bas			5
Environmental Expert	VAN DONK	Mr			5
L'Ambiente	FERRARI	Valentina			5
www.Portal-Automatyki.pl	Editor	Editor			5
What's New in Process Technology	JOHNSON	Glenn			4
Revue Générale du Froid	RICHARD	Mme			4
CCI	MIETZKER	Thomas			4
www.infowebinindustrie.com	MONTES	Michael			4
Motion control 모션컨트롤	YOON	Jingeun			4
Elektrotechnik Automatisierung	EDITOR	Editor			4
Sheet Metal and Air Conditioning, SMACNews	RAYMOND	Rosalind P.			4
DYNA	HERNÁNDEZ ALAVA	José María			4
Manutenzione	SON	Cristian			3
Product Design and Development	MANTEY	David			3
ACHR	MURPHY	Mike			3
Technik CZ	KOTORA	Bohumir			3
Chlazení a Klimatizace	BILEK	Jan			3
Process Alimentaire	PERRAUT	Stéphanie			3
Organi di Trasmissione	BONANOMI	Anna			3
SPS Magazin	DICKEL	Christian			3
Kéramica	PIMENTA	V			3
amep.pl	MAKIEWICZ	Marta			3

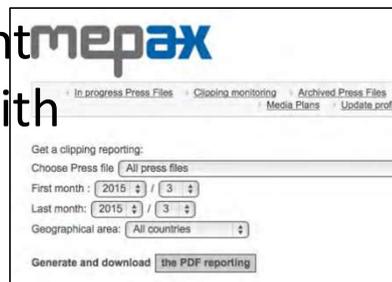
WE INVOLVE LOCAL SUBSIDIARIES



- Mepax strongly believes that PR and advertisement activities should be done in a more centralised and rationalised way in order to better optimize quality and cost.
- Local teams are involved and can utilise all the saved time on high added-value tasks (conferences, journalists follow-ups...).
- Each local subsidiary has an access filtered according to its local data.
- Each PR is sent according to specific local requirements: selection of press files to be sent are managed by the system.
- Our system enables local proofreading. Direct editing of corrections are possible on-line.
- Local contact is mentioned on all press releases.

ONLINE REPORTING (CLIPPING FILES)

- Any report can be generated in a few seconds.
- All clippings are available online. Pdf reports, Email alerts or RSS on mobile phones are sent to the MarCom department
- Clippings also from print
- Weekly e-newsletter with all clippings.



The screenshot displays the Mepax customer access dashboard. At the top, there is a navigation menu with options like 'In progress Press Files', 'Clipping monitoring', 'Archived Press Files', 'Misc. Documents', 'Clipping Files', and 'Clipping PDF'. Below the menu, there is a welcome message and a top menu. The main content area features a world map and several data reports. On the left, there are reports for '2015' and '2014' showing 'Number of Equivalents' and 'Number of Advertisements'. In the center, there is a 'Press Clipping' section with a list of geographical areas and their corresponding article counts. On the right, there is a 'Kommunikative Schalter' section with an image of a device and some text.

PRESS CONFERENCE & ONE-TO-ONE MEETINGS

- Mepax can set one to one meetings with your Product Managers or your Top Management, and Editors anywhere in the world.
- Thanks to Mepax strong relationship with journalists, we can guarantee you the success of your press conferences.
- Mepax also brings its know-how for the concept, content and speaker training.



Online Web Press Conference



Organize your event as a simple conference call or online conference and broadcast your press conference in a live stream solution (Webinar):

- + **Reduced travel costs and absolutely no risk of contagion**
- + Presenters can use desktop sharing to show documents, graphs, slideshows and PowerPoint presentations
- + Interactive, presenters can give journalists chat capability or the option of messaging questions to the presenters.
- + Web press conferences can be recorded and archived so journalists who couldn't attend the live presentation can download the video later.
- + Journalists really like this format, as it saves time

CONTENT EDITING - More than editors, we have local editors

- Global (English) or local* text editing.
 - Mepax offers a highly skilled team of experienced editors with a wide background in the industrial field to edit and write your technical application articles, PR news, case or success stories.

*Covered countries / languages:

Europe: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Spain, Sweden, Turkey, UK.



TEXT AND TRANSLATION QUALITY



Mepax does not utilise technical translator services.

We work with local editors from major industrial magazines.

Ensuring best quality.

Adaptation is made if necessary.

We have been working with the same people for years. We have implemented processes to take into account all corrections made by our customers.

Local subsidiaries can evaluate translations. Average mark is 8/10.

ADVERTISING & MEDIA-PLANNING

> Reduce costs and save time

Cost-effective

- Guarantee to select the best media mix (print, Social Media and digital) country by country thanks to our broad experience, past campaigns data and customer feedback.
- Because we place advertisements for many customers, we can negotiate better costs for your advertising

Centralized control via your access: daily operation, cost and efficiency

Saves time and simplifies the process

- You have a clear view of all expenses, technical data and schedule.
- Your administrative tasks are reduced.
- All advertisement vouchers are available.
- Reminders by email indicate ad material to be prepared.

AN ONLINE MODULE TO SIMPLIFY PROCESSES AND TO ALLOW A CLEAR VIEW OF WHAT IS SPENT

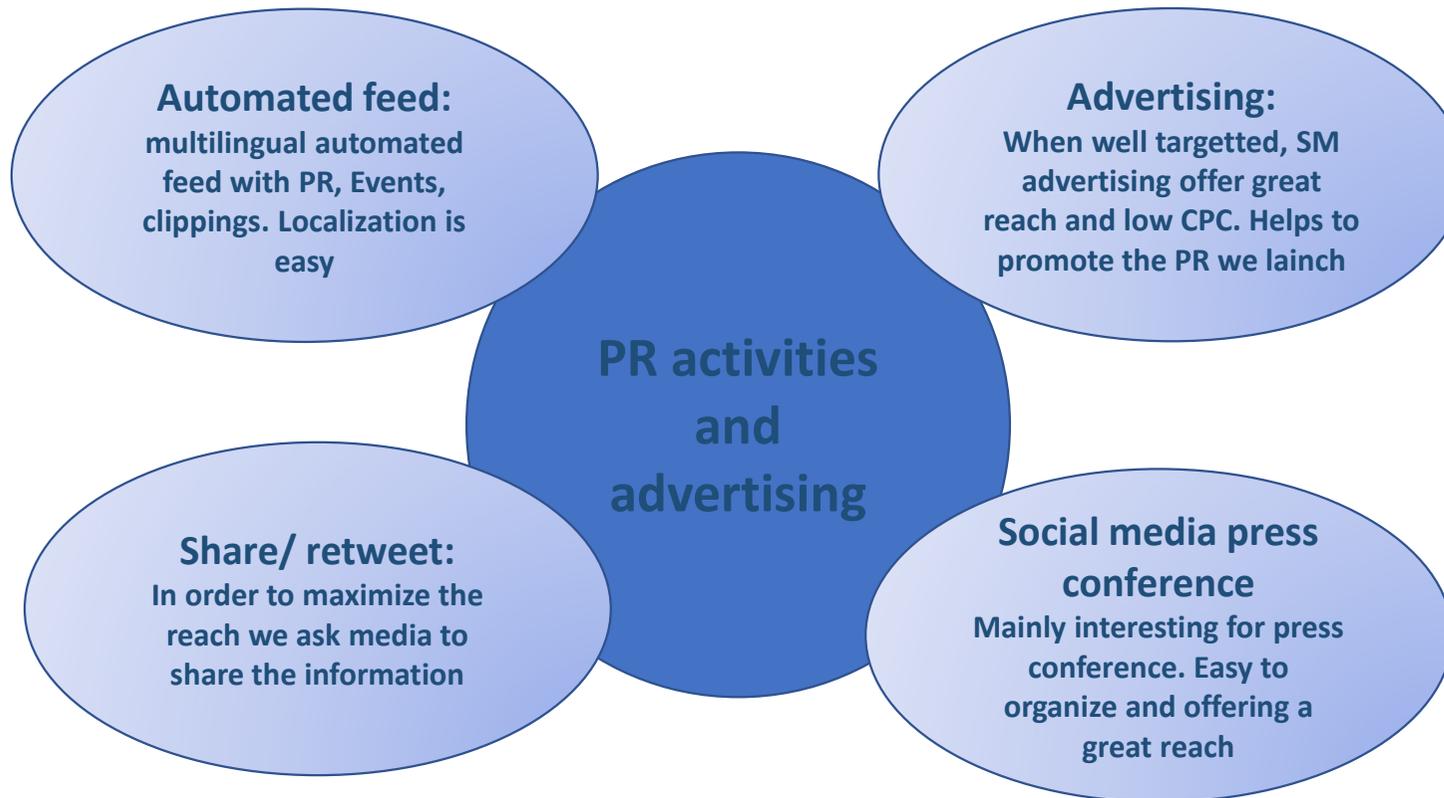
The screenshot displays a table of advertising spots with columns for dates, media types, and costs. Red arrows point to specific features: 'Deadline' at the top, 'Download the whole schedule and technical data' at the bottom left, 'Download all vouchers' at the bottom center, 'Format' at the bottom right, and 'Number of clicks (Digital)' at the bottom far right.

U	D	V	Y	Media	Start	End	Media	Agency	Cost	Spots	Rate
U	1	1	1	TV	2016-01-01	2016-01-31	TV	Corporate	1000000	1000	1000
U	1	1	1	Print	2016-01-01	2016-01-31	Print	Corporate	500000	5000	100
U	1	1	1	Digital	2016-01-01	2016-01-31	Digital	Corporate	200000	2000	100

Buttons at the bottom: Download the whole schedule and technical data, Download all vouchers, Format, Number of clicks (Digital).

www.mepax.com

SOCIAL MEDIA: integrated in our PR and advertising activities



Consulting



- **Brand Awareness Assessment**

- Face2Face Research studies: internal, partners and customers.
- Online Surveys : It will mainly assess awareness.

- **Strategic marketing analysis**

- Benchmarking
- Positioning analysis
- Competitor analysis

- **Communication strategy**

- Competitor analysis
- Relevant messages
- Operational strategy

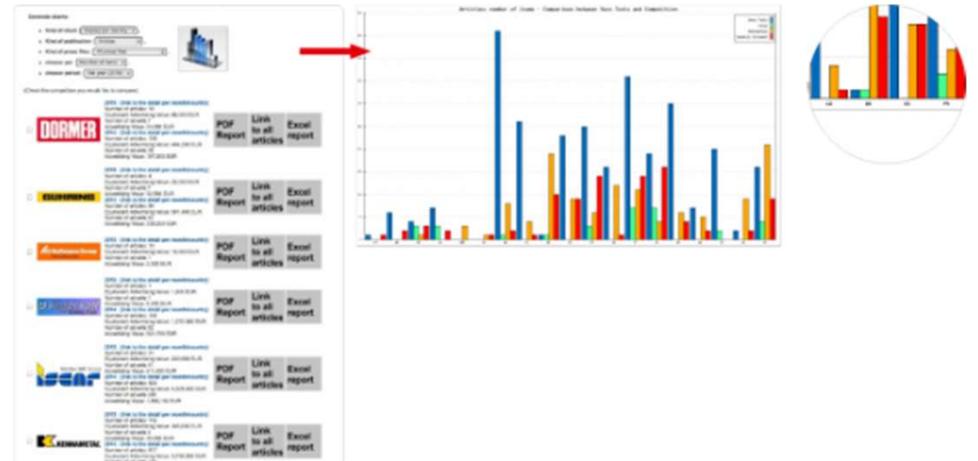
COMPETITOR MONITORING

Compare your media coverage with your competitors

- Press articles and advertisements from any competitor and any geographical area can be tracked.

Easy to use dedicated online interface

- Full online reporting in private Mepax access.
- A full list of articles is provided by competitor. Sorted by country, period, and content.
- Global PDF reports can be generated



ONE POINT OF ENTRY- Digital platform

- On Mepax digital platform, our customers are able to manage all activities:
 - Press Releases drafts
 - Translations in process / status of the proofreadings with local contacts
 - Local subsidiaries can choose if a given PR should be distributed in their area or not
 - Journalists/media profiles and contacts
 - reports and stats on each journalist engagement
 - Status of the events: invitation list, Answers from journalists, media profile to prepare the meeting, Online agenda for 1-to-1 meetings
 - Media plan can also be monitored from the customer access
 - Clippings reports



REPORTING AND KPI

Most of reports and KPI's are displayed on real time on your access:

- Number of articles
- Number of articles by category
- Reach of each PR (to come)
- EAV
- Performance by country
- Performance vs Competition (option competitor monitoring)
- Openers, number of click, CPC (media planning)

