



CdC Capital AG





Editorial

Going public is a big step for every company. It means a lot of changes and always represents a challenge. There are lots of hurdles to be overcome, with one of the first being selecting the right consultant and partner, to make sure your company's path is both efficient and successful. After going public, companies are then faced with further unfamiliar tasks. Investors have to be provided with qualified information on the actions and development of the company, mandatory post-IPO requirements to supervisory authorities have to be fulfilled, and this means there is a shift in the stakeholders you have to serve. It is no longer investors or lenders that have a keen interest in the success of your company but larger groups of more or less anonymous shareholders who justifiably have a vested interest in receiving information. In the end, this results in additional work and increased expense for every listed company.

But good earnings figures alone are not enough to ensure success on the stock exchange. Professionally presenting and communicating development to capital market players can go a long way towards achieving the desired success. Good contacts to important people and institutions are another "must" to ensure your company is not lost in the crowd of companies listed on the markets.

Capital market communications are no simple undertaking and lock down a lot of capacity. Existing resources have to be used efficiently when preparing and undertaking an IPO, and the same applies to sustaining success after going public. CdC Capital Group offers an integrated concept, providing expert and loyal support every step of the way. We know how to successfully manage an IPO, have the right contacts to the media, to investors and at banks, and have the expertise and means to cater to the entire range of modern capital market communications.

We back up your resources, so you can concentrate on what is most important for pushing your company ahead – your operating business.

Maximilian J. Brandl
Vorstand
CdC Capital AG

Alexander Schwaab
Vorstand
CdC Capital AG
Geschäftsführer
Trust Research GmbH

Jörn Follmer
Vorstand
CdC Capital AG

Dr. Wolf-Dietrich Fugger
Geschäftsführer
Fugger Equity Partners
GmbH

Klaus Niemeyer
Vorstand
Niemeyer Consult AG

Index

Editorial	2
Philosophy	4
The CdC Capital Group	5
CdC Capital AG	8
Trust Research GmbH	10
Niemeyer Consult AG	11
Fugger Equity Partners GmbH	12
Round Tables	13
Conference Seven Sins - Seven Chances	14
Imprint	16

Philosophy



CdC Capital AG

Long-term business relationships are the cornerstone of our business policy. This is also underlined by our logo, as swans have been a symbol of loyalty down the ages.

We provide our clients with loyal and faithful support as part of a long-term partnership, and we are dedicated to achieving our customers' goals. That's why we offer a comprehensive one-stop solution for capital market services instead of just individual stand-alone services. After all, success is never just one-dimensional, but a combination of a number of factors.



The CdC Capital Group



CdC Capital AG



Munich-based CdC Capital AG is both a holding of Trust Research GmbH (Munich), Niemeyer Consult AG (Hamburg) and Fugger Equity Partners GmbH (Munich).



NIEMEYER
Consult AG



The CdC Capital Group

Brief Profile

CdC Capital AG was established by a young and committed team in 2005 as a capital market service provider dedicated to the area of small and micro caps. Our range of services has since expanded to include everything from investor relations services and research, through consulting specializing acquiring interests in other companies and corporate finance, to services dedicated to supporting companies going public. As a Deutsche Börse Listing Partner, we are a one-stop-shop for all capital market matters, raising the efficiency of your company and cutting out the time and expense involved in coordinating different service providers. Our services support you every step of the way from the initial business concept to the IPO and beyond. Our customers therefore benefit from our comprehensive services in every single stage of an IPO.

CdC Capital AG is based in Munich. The company is both a holding of Trust Research GmbH (also Munich) and Niemeyer Consult AG (Hamburg), and a fully operational company in its own right. Our services encompass investor relations as well as corporate finance consulting. In addition, the company also operates as a multi-industry holding.

Trust Research GmbH, an independently operating subsidiary, completes CdC Capital AG's service range with its analysis services. Trust Research's analysis portfolio currently includes a variety of companies listed on different markets ranging from the "Open Market" to the DAX.

Niemeyer Consult AG has been part of our group of companies since 2007. The Hamburg-based consulting company specializes in investor relations and IPO consulting.

Fugger Equity Partners GmbH is specialized in raising equity as well as mezzanine capital for SMEs. Due to its outstanding network of partners combined with its know-how the company supports the CdC-Group activities since 2009 in the sector of SME financing. Furthermore the group has access to the company's expertise regarding the conception of closed-end funds. Therewith the range of services could be broadened once again.



Service portfolio

- Private Equity
- Corporate Finance
- IPO Consulting
- Research
- Investor Relations
- Legal requirements associated with being a listed company
- Public Relations
- Capital market conferences
- Roadshows
- Networking
- Innovative solutions for all communication standards
(classic advertisement, Corporate design)
- Advice, conception and implementation of graphic artwork
(Print und Online)

CdC Capital AG

Snapshot

■ Corporate Finance

The term corporate finance encompasses services relating to financial management and corporate financing. In this area we help launch companies on the capital market and/or support the further development of companies that have already gone public. Going public has many advantages but also brings with it a number of obligations. We analyze whether an IPO is right for your company and what measures are required for its successful completion. As part of our OTC capital measures and our support in the run-up to a listing you can rely on our excellent business ties to banks, private equity firms and high net worth private investors and count on us during debt and equity capital funded investment phases. With the support of our subsidiaries, we guarantee our clients comprehensive consulting services.

■ Investment

Aside from its consulting business, CdC Capital AG also operates as a holdings company. We invest primarily in small and medium sized pre-IPO companies with great growth potential. However, we are much more than just purely investors to our holdings in various sectors, we develop sustainable future concepts in partnership with them as part of corporate finance consulting. We see our most important task in allowing the company to enjoy growth as free from restrictions as possible. Our mission is to generate and increase sustainable value, with the specialist expertise of CdC Capital Group and its network playing an essential role in achieving this.

■ Listing Partner

CdC Capital AG has been appointed an official Deutsche Börse „Listing Partner“ and as an Entry Standard Expert. Companies planning an IPO or listing require the know-how of an expert consultant to meet their corporate goals professionally. Companies aspiring to a listing in the Entry Standard have to work with a Deutsche Börse Listing Partner. Listed companies that have already completed their IPO can also rarely do without the expertise of a specialist service provider like CdC Capital AG due to the demanding requirements of the secondary market.



CdC Capital AG

■ Investor Relations

We provide our IR customers with a broad service portfolio for efficient capital market communications. This includes complying with mandatory post-IPO requirements such as producing and publishing ad hoc releases, writing reports, coordinating all AGM-related tasks, creating and distributing newsletters, web design and brokering contacts to institutional investors and high net worth private investors. Our regular conferences also serve as a platform guaranteeing direct access to shareholders and stakeholders. Twice a year we hold the larger “Seven Sins – Seven Chances” conferences which feature seven companies and up to 100 investors. These coveted conferences are closely monitored throughout Germany. On top of that, we also organize regular round table conferences for up to 30 investors and three companies, giving both sides the opportunity to talk in depth in a private atmosphere. It goes without saying that representatives of the business media also attend these events. We also organize investor roadshows and provide support for our customers at these events.

■ Our range of service:

Developing an integrated capital market-driven IR strategy and equity story

- Fully outsourced IR department
- Customized IR elements, individually tailored to your needs
- Managing the expectations of the financial community
- Producing content and graphic design for annual and quarterly reports as well as newsletters
- Producing and distributing ad hoc releases and corporate news
- Organizing and staging AGMs in cooperation with expert partners
- Devising and designing target group-driven company presentations
- Networking, brokering contacts to analysts, investors and opinion leaders in relevant media
- Institutional investor targeting with the aim of broadening the shareholder base
- Positioning the company on the capital market after a peer group analysis
- Sentiment analysis – Establishing how the company is perceived on the capital market
- Organizing roadshows and round table discussions with capital market experts

Trust Research GmbH



Snapshot

■ Brief profile

As an independent research company, we provide corporate, market and share analysis based on recognized valuation methods. In addition, we analyze specific industries or the characteristics of possible niche markets and establish the prospects of the companies analyzed in our studies. Currently our research portfolio ranges from Open Market to DAX companies. Studies focusing on non-listed companies are also carried out for a variety of reasons and target groups. Depending on the wishes of our clients, studies are either published or used for internal purposes. Our capital market expertise and analytical methods have allowed us to build up an outstanding reputation in a short space of time, and we now conduct research for well known banks and institutional investors.

■ Why have a study carried out?

There are many reasons for conducting company analysis. Here is a selection of the most common reasons for ordering a comprehensive company analysis:

- Capital market communications
- Succession planning
- Acquiring / selling a company
- Investment
- Seeking out investors
- Applying for credit
- Startups

■ Referenzen

Activa Resources AG
Aixtron AG
Bauer AG
BayWa AG
Envio AG

eteleon e-solutions AG
GfK SE
Hydrotec AG
Klassik Radio AG
Kontron AG

Krones AG
Leoni AG
Linde AG
Rational AG
Reuschel & Co. Privatbankiers

Rhön Klinikum AG
Sixt AG
Tognum AG
Wacker Chemie AG
Wacker Neuson SE

Niemeyer Consult AG



Snapshot

Niemeyer Consult AG is your consulting specialist in all financing and capital market activities as well as in capital market communications. We spot your growth opportunities, identify possibilities and help you make the most of them. As a consulting specialist on the capital market we don't just support your company but also your investors. We are an expert, trustworthy and independent partner able to take on all tasks to ensure that your IPO meets the highest quality standards which also applies to the financial market communications (IR) involved. Our support services are based on absolute confidentiality, creativity, speed and an eye for the perfect positioning of your public offering.

And when it comes to raising funds, we work as an interface between different industries, concepts, customers and investors, operating in close coordination with a network of strategic partners and experts from the capital market.

■ IPO's, Capital increases and placements

Do you think that going public is only something for really big companies? If so, then you are wrong! Because it's the small, innovative companies with great growth potential that should be considering an IPO. Trust us to identify opportunities for you to take this lucrative path.

■ Investor Relations

We safeguard your success – in the long term! Even after a successful IPO our experienced team will remain by your side every step of the way. We will take care of all communications measures with shareholders, analysts, banks and stock exchanges. We make sure that your company and its shares continue to stand out from the crowd on the capital market after going public.

■ Corporate Finance / VC

We offer professional support for all your company's financing needs. This includes answering questions about suitable financing structures, appropriate financing terms and conditions or about optimizing your future liquidity. As an expert and experienced consulting company, we sort out any conflicting aims you might have. We revise and update your business plans, present your company to different financial investors in the financial community via our wide-ranging network of contacts and represent your interests in contract negotiations. Thanks to our pan-European network of partners we have access a broad base of strategic investors.

Fugger Equity Partners GmbH



Snapshot

■ Raising capital

Fugger Equity Partners GmbH specializes in raising (equity) capital for SMEs. Ensuring a source of growth capital is one of the most important tasks companies face. This applies especially to companies that have good growth potential but, due to an insufficient equity base or a lack of collateral, do not receive any further debt capital from their banks. Fugger Equity Partners GmbH offers these companies comprehensive support in sourcing investment or mezzanine capital. This contributes to securing companies' long-term financial success.

Another important service provided by Fugger Equity Partners GmbH is in the field of designing closed-end funds and lending support in placing over-the-counter (OTC) issues as profit participation certificates, bearer bonds etc. (private placements). This allows companies to expand their capital base independent of banks and avoid a potential accumulation of risk with their bank.

■ International investor network

Fugger Equity Partners GmbH can help companies find suitable financial investors and capital quickly and efficiently. It maintains contacts with institutional investors (investment and venture capital companies, SME and mezzanine funds) as well as with a pool of potential private investors, asset managers and "working business angels", who are all looking for interesting investments or companies. Thanks to our investor network, we operate throughout the European Union as well as in the United States, Canada, Switzerland and Singapore.

■ Expert network and services

With an expanded partner network, Fugger Equity Partners GmbH can provide a one-stop all-inclusive service for fast-growing companies from all industries aiming to raise capital. This can cover every base from setting up a company, raising growth financing, navigating a change in ownership, arranging succession planning to managing the balance sheet structure. Important instruments in company finance in this context include venture capital, investment capital and mezzanine capital. Our professional team of consultants consisting of financing experts, investors, commercial law specialists, auditors, tax consultants, management consultants, rating agencies and franchise advisors guarantee effective support at all stages.

Round Tables

Snapshot

Our round tables represent one of the most exclusive investor events in Munich, with the hotel Vier Jahreszeiten offering the perfect mix of an exclusive yet private atmosphere. No stage, no PowerPoint, instead our round tables give companies and investors alike the opportunity to get in touch directly in three separate event areas. Complemented by a gourmet menu, our evening event is the perfect setting to share ideas either in groups or in one on one meetings. A real highlight both for investors and companies.

- Exclusive evening event
- 3 companies
- Sharing ideas about business in a private atmosphere
- Time for one to one discussions
- Approx. 30-40 investors and media representatives



Hotel Vier Jahreszeiten · Maximilianstraße 17 · 80539 München

Conference 7sins – 7chances

Snapshot

■ Brief profile

CdC Capital AG is the organizer of the capital market conference “Seven Sins – Seven Chances” held twice a year in Lenbach, one of Munich’s top events locations. At this event seven companies have the opportunity to present themselves to an auditorium of over 100 institutional and private investors as well as representatives of the business media. By request we organize conferences for investors and analyst, which are individually designed for your company.

■ References of previous participants

Activa Resources AG	Bad Homburg	FJA AG	München
adesso AG	Dortmund	GROUP Business Software AG	Eisenach
ADVA AG	München	HAWESKO Holding AG	Hamburg
Advanced Inflight Alliance AG	München	Heliad Equity Partners AG	Frankfurt/Main
Alphaform AG	Feldkirchen bei München	Hydrotec AG	Rehau
Altira AG	Frankfurt am Main	Integralis AG	Ismaning b. München
Arrivo AG	Hamburg	Klassik Radio AG	Augsburg
arxes TDMi AG	Köln	Mercatura Cosmetics BioTech AG	Achim/Bremen
Atoss Software AG	München	Mologen AG	Berlin
Aurelius AG	München	Nanofocus AG	Oberhausen
BGI EcoTech AG	Kassel	Nanostart AG	Frankfurt/Main
CCR Logistics Systems AG	Dornach	Mood and Motion AG	Frankfurt
D-Logistics AG	Hofheim	NorCom AG	München
Dr. Hönle AG	München	Silicon Sensor AG	Berlin
Envio AG	Dortmund	Softing AG	München
Equity Story AG	München	VEM Aktienbank AG	München
Essanelle Hairgroup AG	Düsseldorf	wallstreet:online AG	Berlin
eteleon e-solutions AG	München	Your Family Entertainment AG	München



SEVEN SINS
SEVEN CHANCES



Lenbach · Ottostraße 6 · 80333 München

CdC Capital AG

Trust Research GmbH

Niemeyer Consult AG

Fugger Equity Partners GmbH

Conferences



CdC Capital AG

Impressum

CdC Capital AG
Freischützstraße 96
81927 München

Telefon +49 (0)89 / 480 580 6 - 0
Telefax +49 (0)89 / 480 580 6 - 20

info@cdc-capital.com
www.cdc-capital.com

Amtsgericht München: HRB 154524