

NEWBASE Newsletter January 2008

Dear Ladies and Gentlemen,

NEWBASE achieves record turnover again in 2007. Thanks to another significant increase in turnover over 2006 spread over the three business sectors of media observing software for service providers, press review software for end clients and media resonance analysis services, a significantly positive margin could be achieved with costs remaining stable.

Based in the media city of Hamburg, over 60% of turnover was generated with foreign customers. NEWBASE is thus a company that is active worldwide, thinks on a global scale and whose media observing software is today both directly or indirectly involved in the preparation and analysis of important political and business decisions the world over.

It's hard to imagine Germany's public sector without NEWBASE Press Review software. Leading political parties, ministries, state chancelleries and public authorities rely on NEWBASE software in their press departments. NEWBASE Software therefore plays a central role in the provision and filtration of information for Germany's top political decision makers.

The development of the Media Analysis sector continued in 2007 with a three-figure growth rate. We can now regard ourselves as having arrived in the premier league of media service providers in Germany, assisting the communications departments of many business concerns, companies and political organisations with qualitative media resonance analyses.

Over and above this, we were able to develop our international position even further and gain new customers in Europe, Asia and America.

From a technical development standpoint, we can look back to the successful and timely conclusion of many outstanding development projects. Our customers have the best possible preparation for the approaching paradigm shift from the processing of printed publications to electronic formats thanks to our new Import Server. Our new Media Analysis Server will form a completely new type of link to Media Analysis. Processing press clippings from Internet articles will become child's play with our new Webshot technology. And for Media Analysis, we were able to implement a self-contained, electronic workflow process.

We would like to wish you a successful 2008 and look forward to a fruitful collaboration with you.

Your NEWBASE Team

We would be pleased to receive suggestions and comments on this newsletter. Please send these to the following e-mail address: <mailto:ara@newbase.de>

Do you want to know more about our products? Then visit our website or contact our staff.

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