



CEO-DIRECT

Interview



EBM
EuroBusiness Media



CEO-DIRECT *Interview*

Combining streaming video & direct marketing to serve your corporate & financial communication strategy

EBM produces on-line TV interviews of CEOs commenting on company strategy, guidance and outlook.

EBM distributes your videos by e-mail directly to over 30,000 institutional investors and financial analysts worldwide.

EBM provides detailed viewer feed-back, including contact information and visualisation times for each investor who watched your video.



CEO-DIRECT is an innovative and cost-effective way to boost the impact of your corporate and financial communication.



“The CEO-Direct interview has proven very effective in boosting the impact of our financial communication.”

-- Martine Hue, Head of Investor Relations, Publicis Groupe

CEO-DIRECT targets a worldwide audience of institutional investors and analysts

- 41,000 Buy side contacts worldwide (fund managers, buy side analysts)
- 11,000 Sell side contacts worldwide (analysts, equity sales & trading)
- Investors and analysts are targeted by industry coverage, region and market cap
- **CEO-DIRECT** increases international investor awareness of your company

CEO-DIRECT provides market feed-back, with stats and visualisation report card

- Find out which institutional investors watched your video, and for how long
- Detailed report on viewer profiles : contact info, funds managed, investment criteria

CEO-DIRECT is Regulation FD compliant

- **EBM** does not restrict access to a selective subscriber list
- **EBM** makes each video available on your official corporate website

A technologically reliable solution for broadcasting streaming-video

- **EBM** uses the most accessible on-line video formats :



Team

Adrian Dearnell, Founder & CEO

- Many years of experience as anchor and interviewer on Bloomberg TV in Europe
- Has done over 3,000 financial TV interviews with CEOs, fund managers and analysts

Rose Claverie, Journalist

- Main anchor for Bloomberg TV France morning show
- Correspondant in London for French daily newspapers, including Le Figaro and Libération
- Former reporter for BFM business radio

Shelley Karabell, Journalist

- Former Bureau Chief for CNBC in Paris and WTN (ABC News) in Moscow
- Over 30 years experience as a reporter for financial and business news

Nigel Stevenson, Journalist

- Former main TV anchor for Bloomberg Television in London
- 15 years of experience as a reporter for financial and daily news on both radio and TV

Jerry Naylor, Journalist

- TV anchor with Bloomberg for 14-years
- Established business news journalist with considerable experience interviewing CEOs

Client references

