



FriedlNews

Business, Finance & Politics
in Central- & Eastern Europe

CORPORATE SUBSCRIPTION KIT 2014

Read this brochure to learn about the features and benefits of a FriedlNews corporate subscription.
Find out how FriedlNews can save you time and improve decision-making.

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1 Get a Wider Perspective on “Business, Finance and Politics in Central- & Eastern Europe”

FriedlNews Corporate Subscriptions

Faster and better decision-making

FriedlNews is a Vienna based economic and financial news agency which helps investors, corporate executives, financial professionals and diplomats to understand the dynamic markets of Austria, Bulgaria, Croatia, the Czech Republic, Hungary, Poland, Romania, Russia, Serbia, Slovakia, Slovenia and the Ukraine.

Facing economic uncertainty and intense competition, many organisations recognise that the quality and speed of their decision-making depends in part on the quality of the information sources they rely on.

But the sheer volume of data available often makes it hard for knowledge workers to determine what is relevant and reliable.

That’s where FriedlNews comes in.

FriedlNews employs journalists and economists to do a daily CEE-wide information search, filter out the noise and add insight – giving senior decision-makers a concise report on what matters.

Our corporate service helps our clients to be more productive.

We extract the intelligence that’s relevant to your business and deliver



it using the technologies that suit you best. Thousands of business professionals now access our journalism via FriedlNews.com, mobile phones, iPads, media monitoring agencies and news aggregation platforms.

A FriedlNews corporate licence is also the most cost-effective way for your business to access FriedlNews, and it saves you time searching for the information you need to make better, more informed decisions.

Central- and Eastern Europe news and analysis customised to your business. Equip your business for the new knowledge economy.

“FriedlNews offers breaking news and analysis of the most important stories in business, finance and politics from around Central- and Eastern Europe”

Dr. Peter J. Friedl, Editor, FriedlNews

2 In CEE's Fast Paced Markets, Businesses are Using FriedINews to Stay One Step Ahead

A Trusted Guide

FriedINews offers trusted news and insight that helps CEE's business people to anticipate market shifts, avoid risks, spot opportunities and make the right decisions.

Our in-depth coverage of cross-border news is objectively reported and analysed from an independent, international perspective.

Through our CEE-wide network of correspondents, we identify and prioritise the cross-border news that our customers need to know about. So they get a fuller perspective of the trends and issues likely to impact their organisations.

We place a very high premium on the accuracy and authority of what we write. By leveraging our access to influential decision-makers, we ensure every news report is accurately sourced. Our users trust FriedINews, so they don't spend time having to validate what they read.

We also put the news into context and, with expert analysis, help our users to fully appreciate its implications.



Corporate Subscription Features:

- ✓ **Central- & Eastern Europe**
Comprehensive coverage of the economic, financial and political forces shaping the region
- ✓ **Companies**
Up-to-date reports on your industry sector, customers and competitors
- ✓ **Markets**
Breaking stories and news from all regional markets
- ✓ **Comment & Analysis**
Meaningful insight and analysis from columnists from around the region
- ✓ **In-Depth**
Detailed, independent research on key topics, companies, industries and countries
- ✓ **Opinion**
Instant and real-time blogs and opinion of the day's top stories as they happen
- ✓ **Financial Data**
Data on companies, markets, currencies and commodities, including charts and research tools

"FriedINews is a catalyst to discussions, it can act as a spark. We look for potential connections when reading a story on FriedINews and then discuss with colleagues and clients to see what might come from that. Being based in the historic center of CEE, their market knowledge is outstanding and they know what they are writing about."

Paul Smith, CFO, Wu Promotion



3 Information Customised to Your Business in CEE

Quick and Easy Access to Markets and Players Gives Businesses a Real Advantage

Which is why FriedINews offers a full range of services and tools to help you find relevant, high value intelligence when you need it.

We continue to invest in precise indexing processes and improved taxonomies. Our editors categorise and label articles as they are published, so searches deliver accurate, pertinent information.

We offer specific tools to help our customers deploy and manage their FriedINews subscriptions:

- ✓ IP and cookie authentication is used to provide an easy, personalised registration process;
- ✓ Our email briefings and email alerts are customised to suit your business; and
- ✓ Our news can be integrated into intranets or portals using RSS feeds.

Corporate customers are also supported by an account manager and a dedicated team to implement your service, answer questions, provide technical help and deliver support.

| | Registration | Standard Subscription | ★ Premium Subscription |
|--|--------------|-----------------------|------------------------|
| Unlimited Email Briefings <small>[Hover over for more information]</small> | ✓ | ✓ | ✓ |
| Unlimited Email News Alerts <small>[Hover over for more information]</small> | ✓ | ✓ | ✓ |
| Unlimited Tools <small>[Hover over for more information]</small> | ✓ | ✓ | ✓ |
| Unlimited Standard Articles <small>[Hover over for more information]</small> | ✗ | ✓ | ✓ |
| Advertisement-Free <small>[Hover over for more information]</small> | ✗ | ✓ | ✓ |
| Unlimited Premium Articles <small>[Hover over for more information]</small> | ✗ | ✗ | ✓ |
| Unlimited Mobile and iPad access <small>[Hover over for more information]</small> | ✗ | ✗ | ✓ |
| Unlimited Archive <small>[Hover over for more information]</small> | ✗ | ✗ | ✓ |

Corporate Subscription Features:

- ✓ **Email Alerts**
As part of your corporate service, you can set up tailored daily alerts to track the markets, companies and topics most important to your business
- ✓ **Search**
Use our archive to find relevant results quickly, sorted by date, relevancy and topic
- ✓ **RSS Feeds**
Use continuously updated news feeds to integrate FriedINews information into intranets or applications
- ✓ **Administration Tools**
Manage the users within your subscription, change and remove users and send password reminders
- ✓ **Support**
Corporate support team for technical queries and to answer questions
- ✓ **Reprints**
As an optional extra, customers can reprint FriedINews articles for use in PR and marketing campaigns
- ✓ **Advertisement-Free**
Enjoy all our news, comments and analyses entirely advertisement-free

“I’ve found the FriedINews service both flexible and easy to use... FriedINews is simple to access and it is straightforward to manage our subscriptions.”

Ivo Stapf, CEO at The Tenders Group

4 Flexible Licensing to Suit Your Business in CEE

A FriedlNews Corporate Licence is the Most Cost Effective and Flexible Way for Your Business to Access Our Intelligence

Our subscription model offers prices according to demand. FriedlNews users can read ten standard articles per month for free, as long as they register. After ten articles, users are invited to subscribe.

We license organisations using the same approach. FriedlNews works with customers to identify the number of people or “core readers” in an organisation that require frequent use of FriedlNews content. The price of a licence is based on the number of core readers.

However, depending on the number and percentage of core readers in an organisation, we also provide access for a wider group requiring occasional use of FriedlNews content.

With all corporate licences, our readers pay once for the right to access our research and then access it via multiple platforms.



Corporate Subscription Features:

- ✓ **Flexible Licensing**
A range of licence options for your team, department or enterprise
- ✓ **Volume Discounts**
A pricing rate card with discounts for multiple users
- ✓ **Pricing By User**
The price per user is the same irrespective of the number of platforms used to access FriedlNews content
- ✓ **Online Sign Up Including Discounts**
A convenient way to purchase discounted FriedlNews subscriptions
- ✓ **Newspaper & Market Research Reports**
Consolidate purchasing into a single contract to cover both digital access to FriedlNews articles and to FriedlNet market research reports

“I am an avid reader of your articles...”
Ben Boddy, British Embassy Vienna

5 Equip Your Business for the New Knowledge Economy

Many Organisations Around Central- & Eastern Europe Benefit From a Corporate Licence, Using FriedlNews to Save Time, Boost Productivity and Improve Decision-Making

Whatever your industry sector or job role, the FriedlNews's corporate service delivers the insight on your markets, customers and competitors to help you and your organisation gain a competitive edge.

However, depending on the number and percentage of core readers in an organisation, we also provide access for a wider group requiring occasional use of FriedlNews content.

With all corporate licences, our readers pay once for the right to access our research and then access it via multiple platforms.



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Why a FriedlNews Corporate Subscription?

- ✓ **For Senior Management**
Track industry and economic developments, formulate a "big picture" View and hear about the latest management practices to help shape your business strategy
- ✓ **For Client Facing Professionals**
Learn more about your clients and their industry sectors, so you can more effectively identify new opportunities and build better client relationships
- ✓ **For Government Policymakers**
Get a better perspective of regional and cross-border news, plus insight and ideas from expert columnists, to inform policy decision-making
- ✓ **For Financial Professionals**
Use our in-depth coverage of regional finance to identify emerging risks and opportunities, and better anticipate changes and trends across different markets and financial disciplines
- ✓ **For Knowledge and Learning**
Deliver tailored, high quality information to varied user groups with easy integration of FriedlNews content into your company's information systems and L&D programmes

"Providing our users with access to FriedlNews is a key step to improving the efficiency of our decision-making. When you consider the volume of research available, FriedlNews is a quick way to understand what's really happening and we believe that FriedlNews gives us a competitive edge."

Mag. Christian Coreth, Managing Director, Helf Etiketten GmbH

6 Contact Us

Becoming a Client: Find out how FriedlNews can help your company get ahead

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Hungary: Next Austerity Package Resolved

4 hours ago · Leaders

The Hungarian government is caught between the need to lower the budget deficit and to support economic growth.

Hungary Does not Exclude to Increase Bank Tax | Hungary Reaffirms Not to Enter Eurozone | Hungary Wants Foreign Land Owners to Leave

Welcome to FriedlNews

FriedlNews is a Vienna based business and financial news provider covering Austria and the emerging countries of Central- and Eastern Europe.

The FriedlNews intelligence helps foreign investors, corporate executives, financial professionals and diplomats to understand the emerging markets of Bulgaria, Croatia, the Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Slovenia and the Ukraine.

Registration is free. Registered users enjoy free and full access to all articles, all news and email alert services and tools.

[Click Here to Join FriedlNews Today](#)

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Markets Currencies Commodities

Markets

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★ Belka: Polish Economy Will Recover In 2013 (3 hours ago)
The governor of the Polish National Bank (NBP) Marek Belka demonstrates optimism.

Bulgarian Industrial Sector to Expand (3 hours ago)

Hungary: Next Austerity Package Resolved (4 hours ago)

★ Steel Industry: „Up to 100,000 Jobs Endangered“ (4 hours ago)

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Wolfgang Eder, CEO of the Austrian steel company voestalpine, warns of the persistency ...

Nowotny: More Power for Big Countries (November 7)

★ „Strengthening Relation with Russia“ (October 25)

Austrian Banking Industry to Downsize Radically (October 23)

Voestalpine: Eder Does Not Exclude to Leave Austria (October 15)

Austrian Industry Reaffirms: „We need structural reforms“ (October 13)

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| | |
|------------------------------------|--|
| Publication | FriedlNews – Business, Finance & Politics in Central- & Eastern Europe |
| Publisher | Friedl Business Information GmbH |
| Address | Business & Research Center Meldemannstraße 18 1200 Vienna Austria |
| Contact Details | Telephon: +43-1-3218888-0 Fax: +43-1-3218888-8 Email: support@friedlnews.com |
| Internet | http://www.friedlnews.com/subscriptions |
| Headquarter | Vienna |
| Foundation | 2008 |
| Editor in Chief | Mag. Dr. Peter J. Friedl |
| Companies' Register No: | FN 303452d |
| Court of Registry | Commercial Court Vienna |
| Chamber | Vienna Chamber of Commerce |
| VAT No. | ATU64162729 |
| Banker | EasyBank AG IBAN: AT091420020010551049 BIC: EASYATW1 |
| Corporate Licence Pricelist | Last Update: January 1, 2014 V20140124 |