

BlueBull AG

Notice

The following data represent a snapshot taken at the time of the initial public offering / new listing / inclusion in the MTF and are not updated regularly.

Security identification code:	591214
Symbol:	BULL
Trading segment:	Semi-official Market
Market segment:	Specialist Market
First day of listing:	26 April 2001
Number of shares:	471,198 common shares
Category:	par-value bearer shares
Share capital:	CHF 4,711.980
Subscription period:	28 March through 12 April 2001
Issuing price:	EUR 72
Issuing volume:	EUR 3,794.256
Lead Manager:	EURO Invest Bank AG

Management Board: Mag. Michael Lielacher, Vorsitzender des Verwaltungsrates
lic.oec.HSG Christof Raggenbass, Stv. des Vorsitzenden
lic.iur. Patrick Allemann

Shareholders:

Mag. Michael Lielacher	29.38%
City M & A AG	32.95%
Nemat Farrokhnia	7.89%
Management	6.76%
Kernmitarbeiter	9.32%
Streubesitz	13.71%

Address: BlueBull AG
Kirchgasse 8
CH-9000 St. Gallen/SCHWEIZ
Tel.: (+41) /71/220 39 20
Fax: (+41) /71/220 39 24

Internet: www.bluebull.com

Company profile: Bluebull AG runs a multinational and multimedia financial platform on the Internet covering more than 20 countries worldwide including all German-speaking and many Eastern European countries. The content is researched and prepared mostly by the local Bluebull teams and offered in various formats, including Web TV and Web Radio in several languages. Superior quality and comprehensive content combined with a broad range of services makes Bluebull different.

Bluebull is not only an attractive presentation platform for companies and managed funds, but also an interactive tool for communicating with existing and potential investors. Moreover, Bluebull has strongly positioned itself not only as a unique content provider, but at the same time as a financial solutions provider. With the



Bluebull IPO firm, the company aspires to play an important role in the IPO und private placements sector. The business model of Bluebull AG rests on five pillars: online investor relations, content sales, placements through the IPO firm, platform solutions, and advertising and sponsoring.

The various sources of income make Bluebull very different from its competitors that earn their revenues mainly from advertising. As the consolidation process has already started among its peers, Bluebull is now well-positioned to attain additional growth through acquisitions.

Bluebull AG has its seat in St. Gallen, Switzerland, and has subsidiaries in Vienna, Berlin and London. The company has a core staff of about 30 persons as well as freelance content sales employees and staff in Eastern Europe.