

Why should I become HBI's client despite ...?

➤ I know my customers. Why should I obtain any additional information about them?

The market is changing constantly. People are born, grow up, study, and get married, change jobs, friends, and unfortunately also die. Similarly, companies are founded, unsuccessful companies vanish, and established companies are growing or merging. New products, services, and brands are created. Business conditions change. A successful company must be able to respond to these challenges. This process is supported efficiently by the quality information provided by HBI.

➤ I have regular customers.

It is difficult to attract a new customer. It is even more difficult to keep customers. Customers usually do not keep a permanent loyalty based on a single purchase regardless of their satisfaction. Successful companies strive to keep loyalty of their customers. They build their image and permanent relation with customers whenever possible.

➤ Why should I pay for information that is mostly freely available on the Internet?

HBI offers comprehensive services with the objective to provide quality and verified information. You do not have to waste time searching for such data and their subsequent processing. At the present time, the majority of successful companies focuses primarily on their core subject of business and refers these partial services to external companies that specialize on these fields and are able to offer results at much lower cost.

➤ My customers know me so additional advertising is useless.

You have only so many customers, who really purchase. Besides attracting and keeping customers, you need to face competitors' promotion. Aggressive competitor takes advantage of the others. If a company does not continue its promotion activities, if it does not offer a "reason" why the current customers should not change their buying habits, it will lose such customers easily sooner or later.

➤ I am not selling through the Internet. Why should I present my products and services online?

More and more people and especially companies purchase through the Internet, compare prices, quality, and service. A successful advertising must catch them at a good time to speed up their decision. Thus, the "name" and quality of seller or product must be kept in customers' awareness constantly and it must be available to prospective customers regardless of normal opening hours of the business. And all of the above at a place, where offer and demand meet, a place that will be visited by prospective customers.

➤ I am not able to satisfy even my current customers. Why should I spend additional funds for getting new customers?

There is no business that works well all year round. Stagnancy comes sooner or later, either due to the natural lifecycle of the product (brand, company) or due to seasonal nature of business. "Wise companies" thus invest money into promotion even if they are not able to satisfy all prospective customers.

➤ Promotion maintains positive awareness and helps fighting prejudice.

Customers are suspicious and basically conservative. They have their prejudices and create new ones constantly. Promotion supports interest and confidence in products, services, brands, and companies. Especially detailed and updated information presented through the Internet help reducing this risk significantly.

➤ I have my own website. Why should I present my services elsewhere?

Business success of any Internet presentation depends especially on two factors. Their first one is up-to-date status of information provided and the second one is knowledge of its location. Successful presentation should be updated regularly and should be located on a place with a high visitor rate. If own homepage does not meet these requirements, it cannot be competitive.

➤ Why should I present myself on the Internet? Printed regional advertising is better.

The drawback of every printed periodical is its time-limited nature. As for advertising papers, only a small portion of the total quantity is read by customers. On the contrary, the HBI server is visited by more than 70,000 unique visitors per month. In contrast to the printed advertising, your presentation is not limited as to length or size.

➤ I do not need presentation. My products are sold to foreign partners only.

If this is the case, HBI comes as a partner for obtaining new and reliable suppliers. You are constantly purchasing new products or services in the Czech Republic. Being HBI's client means purchasing efficient, favorable, and quality products and services.

REFERENCES

5P agency, spol. s r.o.
A care, a limited liability company
A.Charouz, spol. s r.o.
A.Charouz, spol. s r.o.
CzechInvest, Investment and Business Development Agency
Ager, spol. s r.o.
AGRA Deštná, a.s.
ACHILLES CZ s.r.o.
Allianz pojišťovna, a. s.
ANNONCE, k. s.
Arnaud Česká s.r.o.
ASIM gastro s.r.o.
ASPI,a.s.
AUTO-STAIGER s.r.o.
BOHEMIA PIANO s.r.o.
Brněnské papírny, state enterprise
CANON CZ s.r.o.
COM PLUS a.s.
Československá obchodní banka a.s.
Czech Metrological Institute
ČKD Mobilní Jeřáby a.s.
Deloitte Czech Republic, B.V., org. unit
DKV ČESMAD s.r.o.
Draka Kabely, s.r.o.
ENASPOL a.s.
ESAB VAMBERK, s.r.o.
FERONA THYSSEN PLASTICS s.r.o.
G+S METAL s.r.o.
GKN Service Austria GmbH, České Budějovice
Glaverbel Glavol s.r.o., a member of Glaverbel Group
CHEMING,a.s.
IBM Česká republika, spol. s r.o.
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LOM PRAHA s.p.
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Měd Povrly a.s.
Minerva Česká republika a.s.
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NEWPORT Electronics, spol. s r.o.
OLMA, a.s.
ORACLE Czech s.r.o.
Pension Fund of Komerční banka a.s.
Pražská energetika, a.s.
PROGRES PARTNERS ADVERTISING s.r.o.
Raiffeisenbank a.s.
Roche s.r.o.
Rostex Vyškov, s.r.o.
SCHNEIDER ELECTRIC CZ, s.r.o.
Sika CZ, s.r.o.
SPEED PRESS Plus a.s.
STÁTNÍ TISKÁRNA CENIN (State Securities Printer)
ŠKODA VÝZKUM s.r.o.
TATRA a.s.
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Texaco s.r.o.
ThyssenKrupp Ferrosta, spol. s r.o.
TOMI - REMONT a.s.
TRICO, spol. s r.o.
T-Systems PragoNet, a.s.
UAMK, a.s.
UPS SCS (Czech Republic) s.r.o.
Vema a.s.
VMV spol. s.r.o.
VOD Kámen
VUCHZ, a.s.
WANZL spol. s r.o.
WOLFSBERG LETECKÁ TOVÁRNA s.r.o.
XAVEROV, a.s.
Zentiva, a.s.



HBI Czech Republic s.r.o.

Leading Provider of B2B Company Information in the Czech Republic

➤ Where Do We Belong?

We are a member of the **BUSINESS & MARKET INFORMATION** group of **BISNODE** (www.bisnode.com), a Swedish company aiming at projects facilitating execution of business transactions in the form of business information, presentation of subjects in active quotation and inquiry systems, and marketing support of users. The company is active in eighteen European countries through more than sixty independent organizations.

➤ Our Mission

- Improve awareness about our clients, their companies, products, and services both on the Czech and European markets.
- Provide quality information for decision-making while searching for a suitable partner in the Czech Republic or abroad.
- Bring daily new business opportunities through the active quotation and inquiry system

➤ We Focus on the Data Quality

The administration process of the **HBI company database is certified to the B2B STANDARD** and the data verification system complies with the Bisnode Integrity Statement. The secret of obtaining quality data lies in their source – management of companies that is contacted regularly in a form of personal meetings or telemarketing calls.

➤ HBI – Data Provider for the Ministry of Industry and Trade of the Czech Republic

HBI has been a long-term general supplier of data for the representation offices of the **Ministry of Industry and Trade of the Czech Republic**. Information on companies monitored by HBI is provided to commercial counselors of individual embassies and through their everyday work to thousands of prospective clients from more than 100 countries worldwide.

Visit www.hbi.cz for more information about HBI.

Partners:



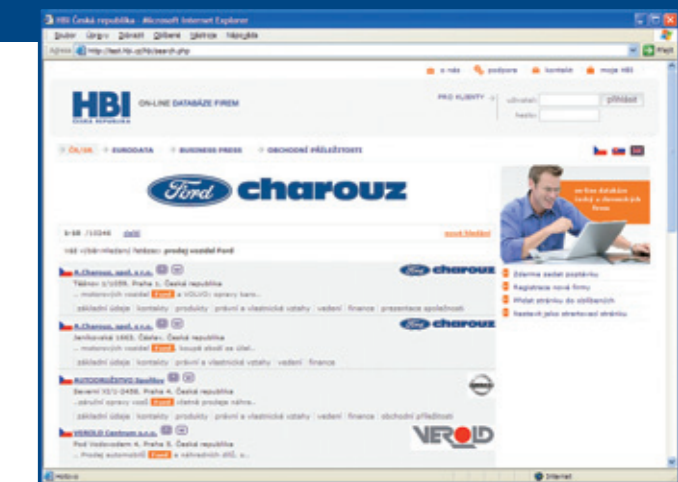
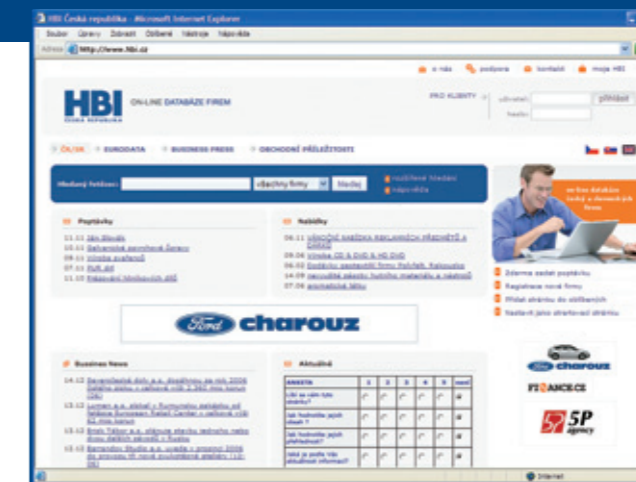
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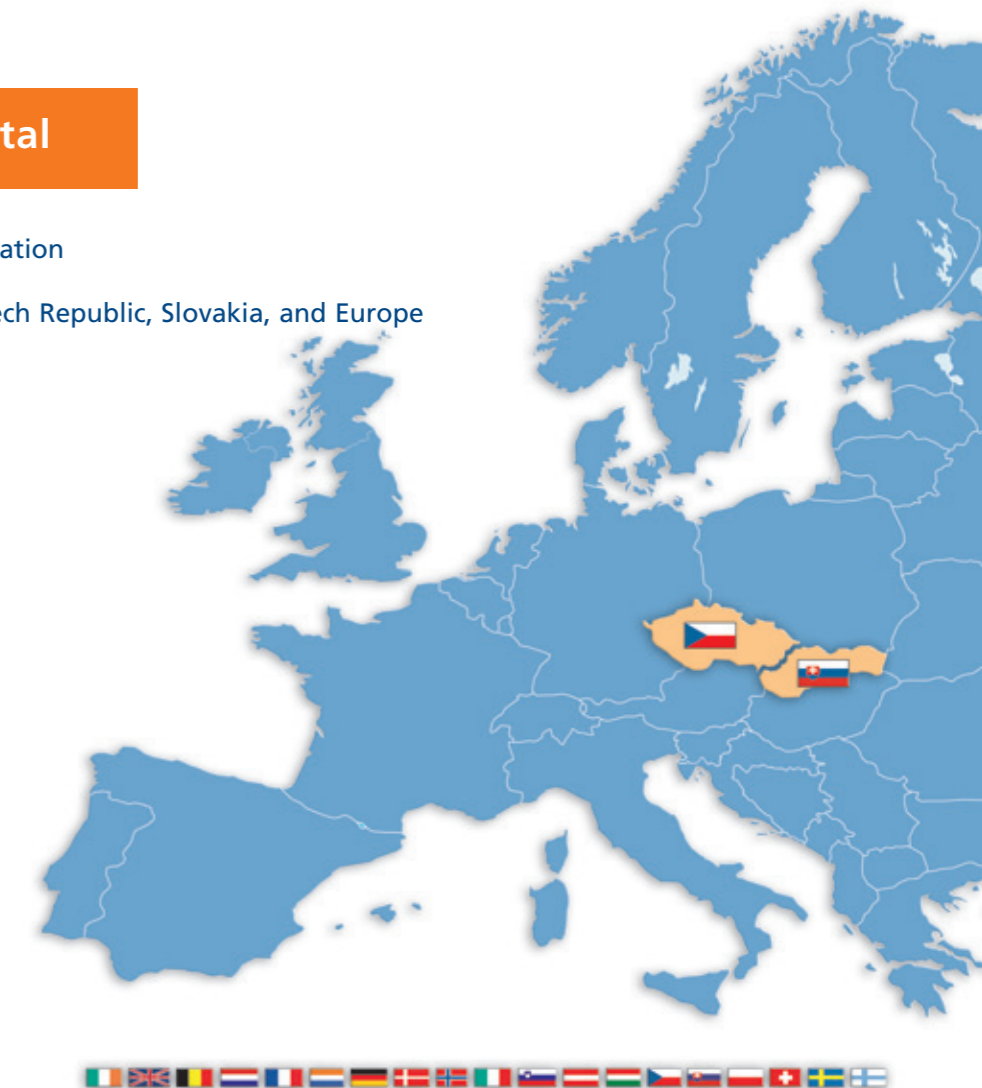
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Up-to-date Information on Czech, Slovakian, and European Enterprises



New Czech-Slovakian Portal

- Up-to-date source of business information
- Presentation of companies in the Czech Republic, Slovakia, and Europe
- New business opportunities daily



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HBI INFORMATION

HBI is a source of information about Czech, Slovakian, and European enterprises.



HBI PRESENTATION

Efficient advertising of your company both in the Czech Republic and Slovakia



HBI BUSINESS OPPORTUNITIES

A marketplace of offers, inquiries, and public tenders

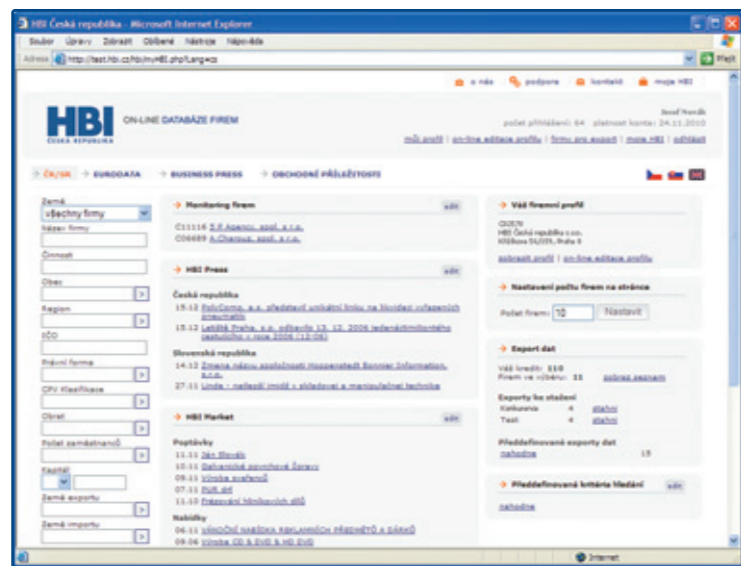
HBI Information

Basis for your everyday successful business and strategy

- Continuously updated source of new business contacts (customers, suppliers)
- Competition and prospective partner monitoring
- Summary of the latest branch-specific information

New **Czech-Slovakian Portal** with more than 280,000 Czech and 140,000 Slovakian companies!

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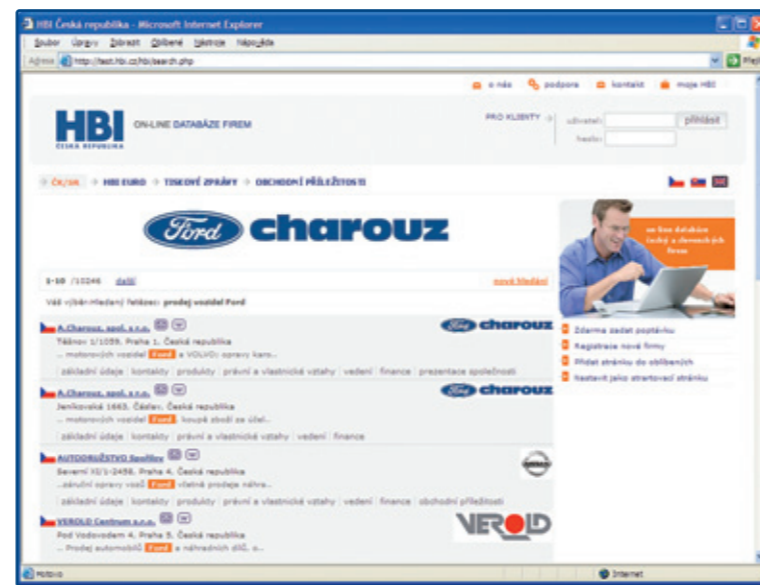
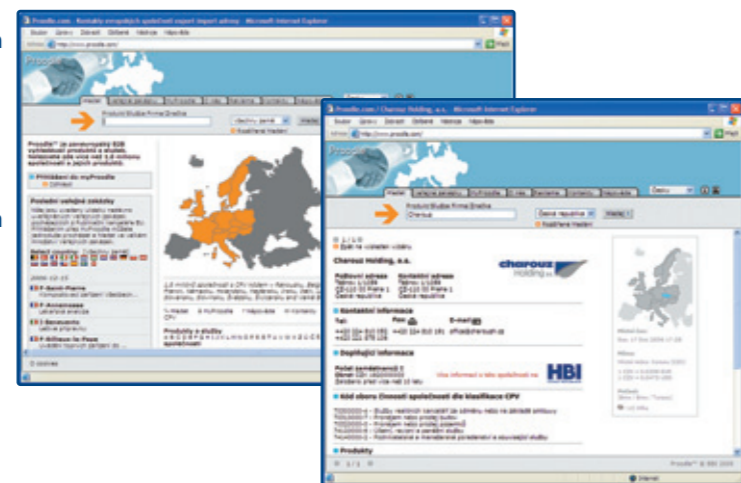
Major Czech Companies

Quality and verified information about more than 33,000 major Czech companies

- Quack search – 19 criteria with a possibility of combined criteria search
- Printing company lists, address labels, and data export into TXT and DBF (Excel)

Company Register of the Czech Republic

- Extensive database with more than 280,000 companies in the Czech Republic
- Data are not verified by HBI personnel; they correspond to the data available in the public sources (Companies Register, Czech Statistical Office, etc.)



Presentation of Products and Services

- Product demonstration including description and documentation



Quality Certificates

- Certificate detail



HBI Press Releases

Present achievements of your company in the database of press releases and articles available to HBI users as well as Finance.cz server readers.



HBI Presentation

Efficient advertising of your company both in the Czech Republic and Slovakia

- Presentation of company profiles including logo and banner
- Offer of products, services, current offers and inquiries, press releases, and advertising articles
- Business results and references of your partners

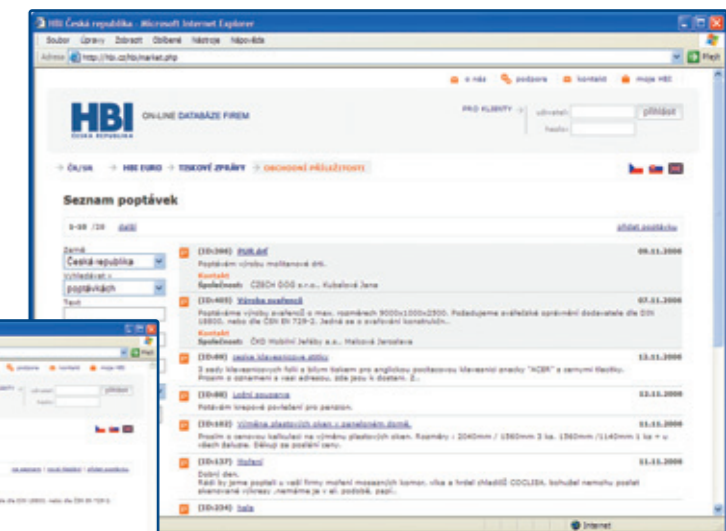


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HBI Business Opportunities

Easy access to interesting projects

- Attract new suppliers and especially new customers for your services through HBI Inquiries
- Offer your products and special promotion events to others – HBI Offers
- Updated information about public tenders for you!



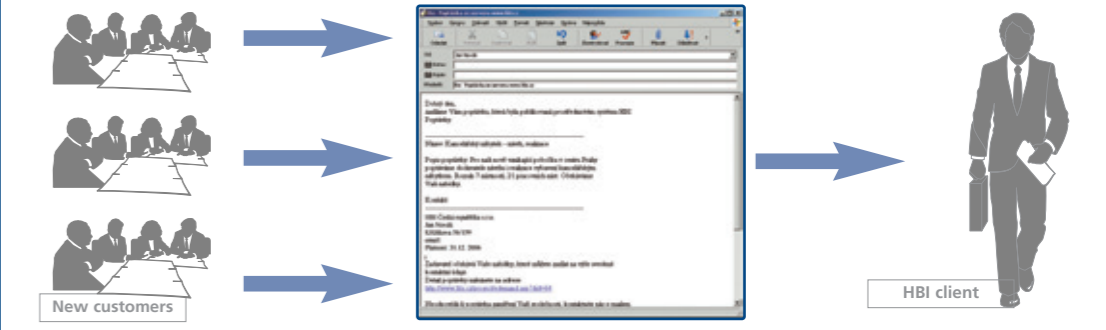
HBI Inquiries

Are you looking for a quick and reliable solution or new customers to help you increasing your profit?

HBI Inquiries – Distribution of Inquiries



HBI Inquiries – Receiving of Inquiries



HBI Offers

You may also present your current offer of products and services, advertise current events, special discounts and other benefits through HBI.

Public Tenders

Monitor events in the field of public tenders in the Czech Republic.

My HBI – Active Data Search Module

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- Simple search as well as detailed analyses (up to 17 search criteria)
- Possibility to store query definitions and resulting company lists for future use
- DATA EXPORT directly from the Internet (TXT, XLS formats)



HBI Selection

- Single-time tailored information search not only about Czech companies, but especially foreign companies
- Time saving, information provided in Czech language, data compatible with other database systems

Information from abroad – www.prooodle.com

- Information from abroad and presentation of your company in PROODLE international database
- More than 1.8 million companies from 18 European countries
- Daily updates of public tenders

HBI Euro

Extended presentation options and access to information from abroad are available at www.hbieuro.com.