



Key Investor's
Smart Market Access

PRESS RELEASE

Key Investors and 'portfolio institutionell' agree on strategic co-operation

- » Expansion of the institutional investors' portal to include the latest market news
- » Increased coverage through close collaboration
- » Integration of Key Investors into the portfolio institutionell website

Düsseldorf, February, 4th 2013 | Key Investors GmbH and portfolio Verlagsgesellschaft mbH have decided on a strategic co-operation, which saw both partners agree to integrate the latest portfolio institutionell market news into the Key Investors portal (<https://portal.key-investors.de>), and to incorporate the portal onto portfolio institutionell's website (www.portfolio-institutionell.de) as an additional service.

"By cooperating with portfolio institutionell, we have been able to secure a renowned provider of comprehensive news in and around the field of institutional capital investments for our portal"; explained Michael Kempkes, a partner of Key Investors GmbH. "Apart from our access to attractive investments, we now also offer extensive information, making us an increasingly strong central point of contact for professional investors, particularly those who have few human resources in their daily business."

Christian Lengstorff, Head of the Online division of portfolio Verlagsgesellschaft mbH, explained: "Embedding our news into the Key Investors portal helps us increase our coverage. The link to the Key Investors portal also provides attractive benefits to our readers of portfolio-institutionell.de".

About Key Investors

Key Investors GmbH is the central intermediary between institutional investors and product providers. Key Investors developed the intelligent information and decision-making portal www.key-investors.de specifically for insurance companies, pension and funeral funds, asset managers, and home offices to provide straightforward access to attractive products of national and international issuers, debtors, and banks.

About portfolio institutionell

portfolio institutionell is compulsory reading for institutional investors in Germany. portfolio institutionell focuses exclusively on the specific issues and requirements of institutional capital investors in Germany. The magazine updates its readers monthly, and the portfolio-institutionell.de portal daily.

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