



BREAK INTO EMERGING MARKETS



MEDIA PACK

ABOUT NBN PLATFORM, ACTIVITIES AND FUTURE TRENDS



ON NBN.BUSINESS NOW

The screenshot shows the NBN Business website interface. At the top, there are navigation links for HOME, MEDIA PARTNERS, NBN APPS, and CONTACT. Below this is a language selector for ENGLISH, 简体中文, and العربية. A banner for NBN apps is visible, along with social media icons for YouTube, Facebook, LinkedIn, and Twitter. The main content area features a 'BREAKING NEWS' section with headlines such as 'Safe operation of the power transformers at Barakah Unit 3' and 'Shutting down a unit in a Russian nuclear power plant!'. A large 'PRIORITY' stamp is overlaid on a news article titled 'India Invests in Domestic Nuclear Manufacturing'. Other articles include 'Iraqi - Jordanian cooperation in the field of nuclear energy' and 'US includes CGN in "Entity List"'. A 'LATEST NEWS' section is also present, with a 'Training' graphic. On the right side, there is a search bar and a 'FOLLOW US ON' section with social media icons. A 'tableau' advertisement for 'Designing Great Visualizations' is also visible.

Find our latest publications in English, Chinese and Arabic on <https://nbn.business>



FOREWORD

Small and Medium Enterprises (SMEs) contribute up to 45 percent of total employment and up to 33 percent of national income (GDP) in emerging economies. However, SMEs face unique challenges: three out of five businesses fail within the first few months of operation. Causes to the failure include limited market access, limited access to information, finances and technology, and unfavorable policy and regulatory environment.

NBN fills this gap:

We offer a free marketing platform focused in the emerging markets.

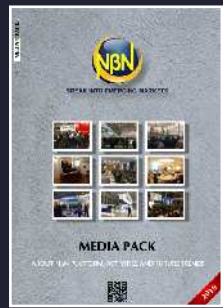
We study the business trends and provide online expertise to save our readers time and cut their marketing cost.

We spread the information in English, Chinese, and Arabic because we believe that proximity is power.

With NBN, you will break into emerging markets.



ARABIC, CHINESE AND ENGLISH LANGUAGES • DISTRIBUTION OVER 60,000 READERS • EXCLUSIVE INDUSTRY LEADERS INTERVIEWS • SPECIFIC TO EMERGING MARKETS • MONTHLY NEWSLETTER • FREE MOBILE APPLICATION • DEDICATED TO SALES, MARKETING AND STRATEGY



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NBN is a brand of Dynatom International GmbH

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THE FACTS

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A multilanguage platform: **Arabic, Chinese, and English**

Readership: 60,000 +



Our **Monthly Newsletter** is short, focused on the best news, reports, and partners.

We focus on **Five Markets** that matter to our audience.

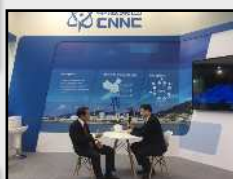
We attract a **Global Readership** from Europe, Asia, the Middle East, as we can offer a comprehensive overview of the business activities in **Emerging Markets**.

Daily presence on the major **Social Networks**.



Video channel

We initiated the six minutes interview and Business Talk and launched a youtube video channel.



OUR OFFER: THE WEBSITE TOOLS

You provide us the following information

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Event:

- Name of the Event:
- Event Subtitle:
- Introduction:
- Focus Keyword:

Category (please choose one or more):

- Business activities & Projects
- Marketing & Strategy
- Safety & Regulation
- Supply Chain & Procurement
- Technology

Time:

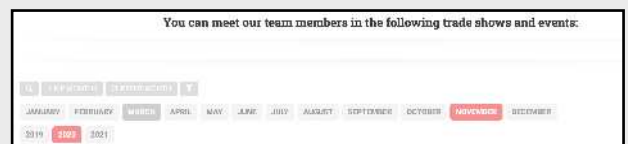
- Event Start Date (please indicate the exact time if this is not an all-day event):
- Event End Date (please indicate the exact time if this is not an all-day event):
- Time zone (for example CET/ PST...):

Location and venue:

- Event Location Name:
- Event Location Address:
- Latitude (for GPS):
- Longitude (for GPS):
- Event location link:

Organizer:

- Event Organizer Name:
- Organizer Contact Information:
- Organizer Address:
- Organizer website:

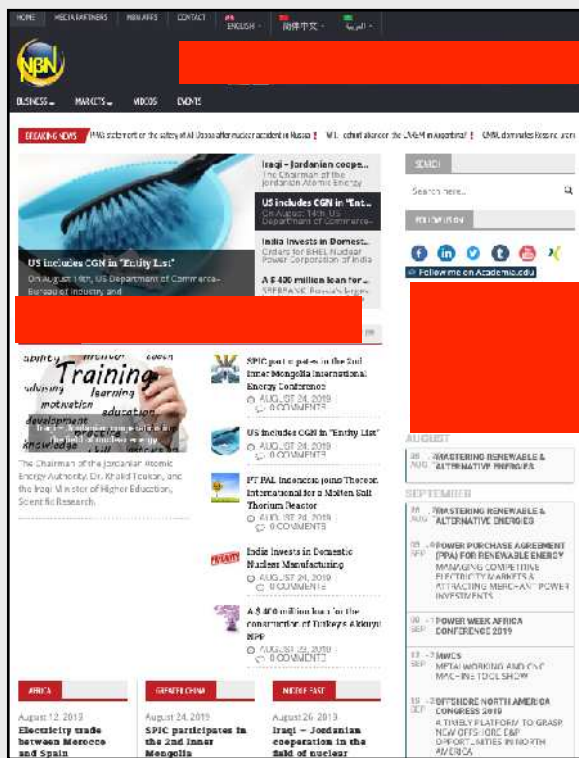


OUR OFFER: YOUR ADS ON NBN

In the Homepage

In the News

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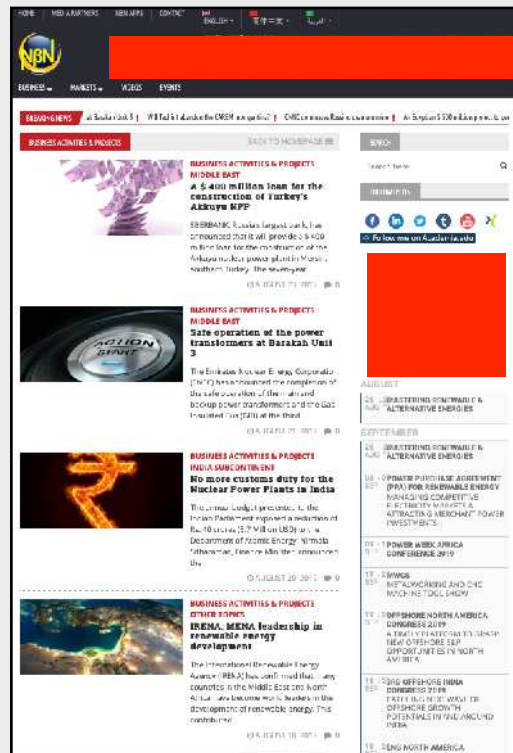
In the Newsletter

In the Categories



Banners inserted in the newsletter

Description of each event

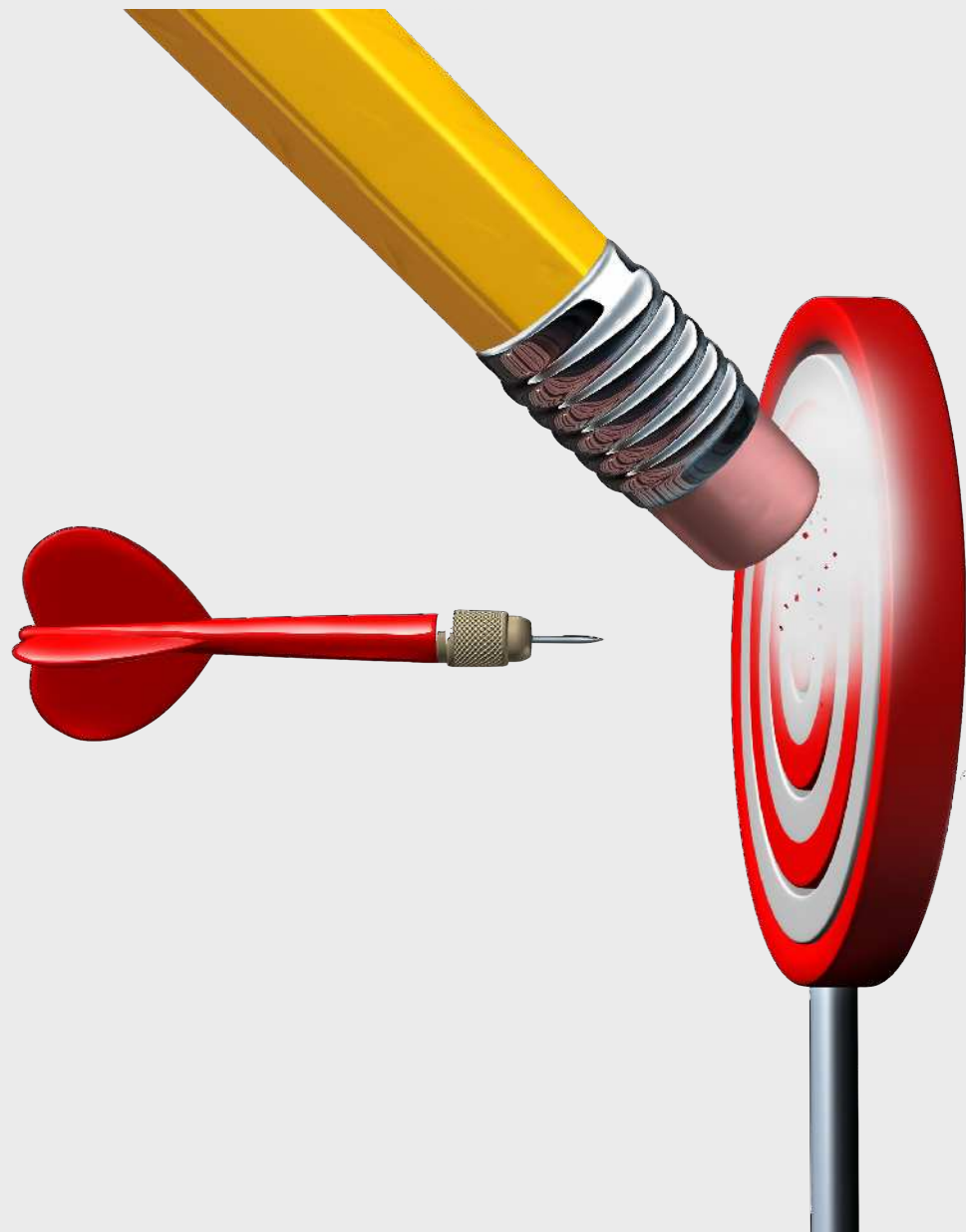


OUR OFFER: SPECIFIC REQUIREMENTS

NBN Team can support your marketing and sales department in the following areas:

- **Targeted email** to the best buyer in our database.
- **Promotion** in our Social Networks (Linkedin, Facebook, Twitter, Youtube).
- **Sales** of your event (Participation, Exhibition, Sponsorship).
- **Partnership** for B2B Matchmaking.
- **Research** of Keynote Speakers.
- **Interview** of your speakers during your event.

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| Categories |
| Events |
| Survey |
| Innovation |
| Editorial |
| Interview |
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| Membership |
| Connection |
| Partnership |
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OUR OFFER: THE OUTCOME

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| Events |
| Survey |
| Innovation |
| Editorial |
| Interview |
| Mobile |
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| Connection |
| Partnership |
| Contact |



ABOUT NBN: OUR MISSION

When we launched our platform in 2008, we focused on the **Chinese Market**. Our objective was to promote the business in this emerging market.



Since 2014, **our activities expanded globally** and focused on the connection between the

existing supply chain in mature markets, such as Europe, North America, Japan, and Korea with the young industry in emerging markets, including Turkey, the Middle East, Africa, China, and India.

Businesspeople created NBN for Businessmen.



We know our readers needs based on face to face survey, meetings, and we often participated in the fairs as

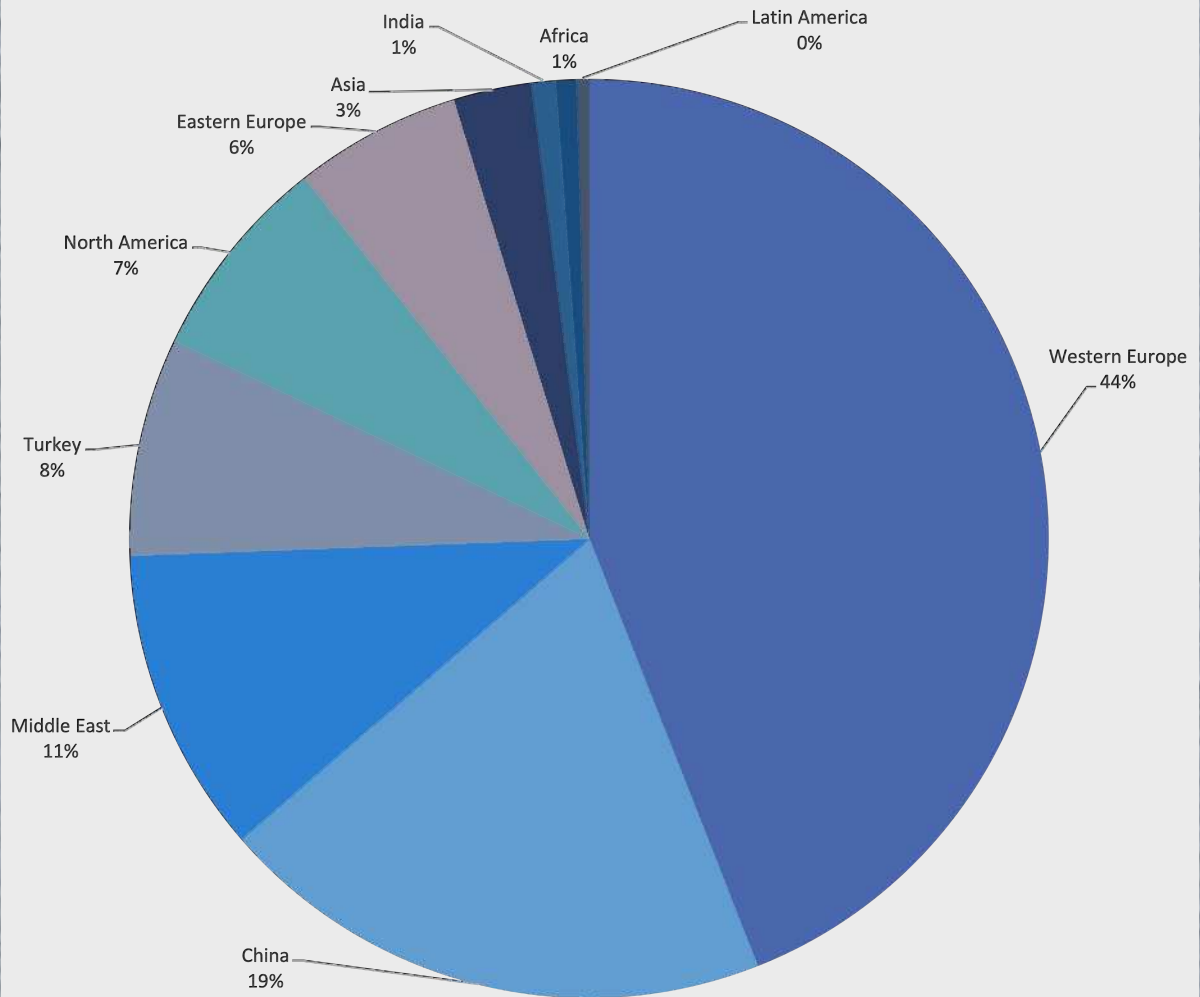
keynote speakers.

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OUR MISSION

We attract a **Global Readership** from Europe, Asia, the Middle East, as we can offer a comprehensive overview of the business activities in **Emerging Markets**.

Where do our Readers come from?



We offer the business community the opportunity to grow and improve their activities globally without stretching their marketing budget.

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| Connection |
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OUR RESEARCH

From business activities to technology, we tick all our readers' boxes. We want NBN to be the marketing tool of the business community.

We conduct systematic interviews in exhibitions and seminars, from mature to emerging markets. We want to stay close to our future readers and clients.

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| Question | MCA | Mature Market | Emerging Market |
|---|--------------------------------|---------------|-----------------|
| To get business information what would you prefer to use? | mobile apps | 51% | 38% |
| | mobile website | 39% | 73% |
| | website | 84% | 93% |
| Do you visit weekly competitors and clients websites? | yes | 55% | 100% |
| | no | 45% | 0% |
| What is the main purpose of your visit? | Marketing information | 71% | 70% |
| | Financial information | 8% | 20% |
| | Product/Service innovations | 69% | 68% |
| | Management | 10% | 18% |
| | Job Opportunities | 8% | 18% |
| | Interview/Opinion/Discussion | 24% | 20% |
| While browsing a company's website, is it important for you to find out | Other | 14% | 5% |
| | The latest innovations | 71% | 80% |
| | Product specification | 65% | 73% |
| | Competitive advantage | 65% | 65% |
| | Expansion in new markets | 73% | 68% |
| | Branding power | 29% | 60% |
| | Presence in social media | 29% | 35% |
| Which topics are you looking for? | Market segmentation | 49% | 63% |
| | Supply chain & procurement | 53% | 53% |
| | Business activities & projects | 82% | 98% |
| | Marketing & strategy | 57% | 75% |
| | Construction & operation | 29% | 50% |
| | Technology | 69% | 93% |
| | Fuel Cycle & Waste management | 39% | 33% |
| | Safety & Regulation | 49% | 40% |
| Human Resources & Training | 22% | 35% | |

- 88% of our interviewees' research information from their computer.
- 78% check their competitors' website.
- 71% go-to exhibition for marketing information.
- 90% are searching online for business activities and projects.

OUR INNOVATIONS

We conduct Interview differently

In the last two years, we changed our editorial strategy. We used to inform the reader. Now we want the client to take action.



We believe that a piece of information has two faces, either digested, either used. We choose to provide intelligent news for the business community. Our team comes from the business world and knows what it takes to close a deal.



We adjusted our interview model

We used to ask our interviewee about his business. We conducted such a discussion in a traditional manner: disguised advertising for our client. This year we focused on leadership and marketing. Our angle is to understand how the company prospered, what must be done to succeed in emerging markets.



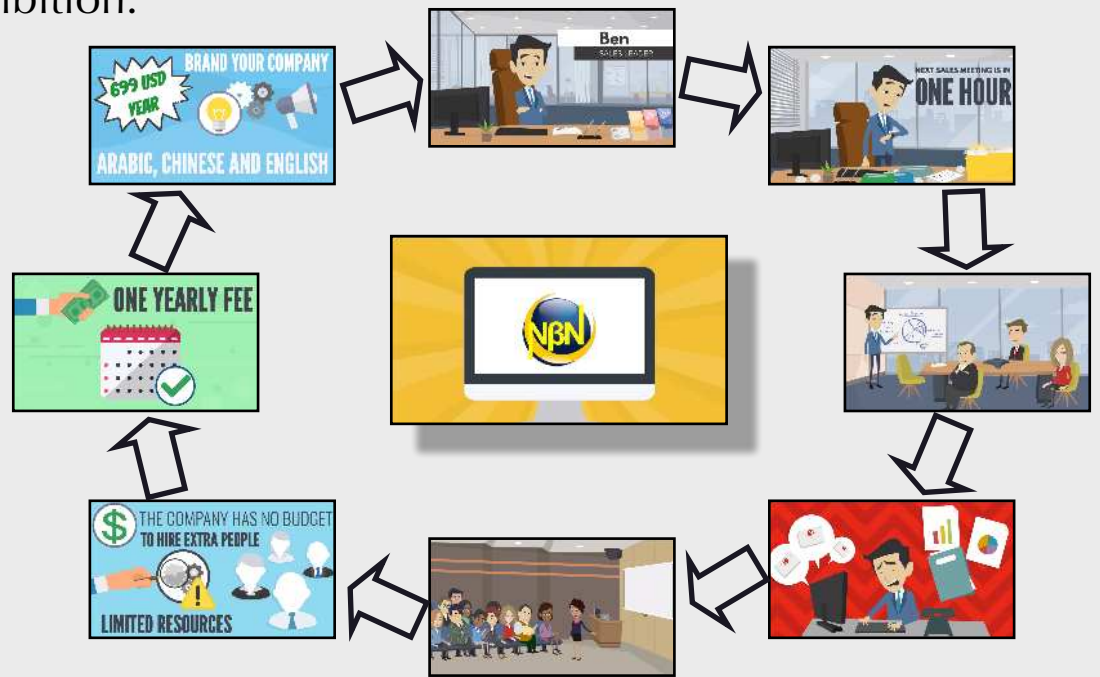
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| Connection |
| Partnership |
| Contact |

OUR INNOVATIONS

We initiated the Membership

The number of fairs, exhibitions, seminars, lecture, the workshop is growing exponentially, for 2022 we already reached 100 online and Offline events to attend.

NBN initiated the memberships “Expansion” and “Going Global” to our readers. We visit the fairs, and we promote the best to our audience. Our team checks the quality of the venue, the topics, the speakers, and participants. We want our readers to spend their money well: we negotiate with the organization to guarantee the best experience at the exhibition.



We connect

Our database is a goldmine: the elite of the industry in the energy market. NBN will become a connection platform between our members and their targets: we commit to using our sources from our media production for the greater good of the business community.

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| Connection |
| Partnership |
| Contact |

OUR ACTIVITIES

During 2022, NBN focused on three main activities:

- Promotion of Online and Offline Events on NBN Website, and Newsletter.
- New Sales Tactic for Events Organizers post-Coronavirus (Covid-19) crisis.
- Association to the B2B Matchmaking Nuclear Direct.



During the second half of 2022, NBN expanded in new markets:

- Promotion and reporting of Online Conferences organised by Events partners.
- Assessment of 75 new events, including webinars, we attend and inform our users where to invest their time.
- Improvement of the online B2B Matchmaking in events with direct follow up.

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| Survey |
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OUR HISTORY



202-2022: Promotion of Online Events, Full business development for NBN Members.

2020: NBN innovates with the new sales tactic for the members and events organizers during the Covid-19 Pandemic.

2019: NBN initiates its partnership with the Arab Atomic Energy Agency for the forum and conferences. The Membership program starts.

2018: After the World Nuclear Exhibition in Paris, Arnaud Lefevre and Frederic Mouen decide to create a business platform isolated from the consulting business. Launch of **NBN Media** in English, Chinese, and Arabic. DI transfers all the news and marketing team to the new project. The Management creates NBN Media Ltd. in Cyprus (One foot in Europe, One foot in the Middle East). DI remains in Switzerland.

2017: DI expands in South Africa. The website incorporates the Arabic version. DI sells the shares of DPS to the new CEO, Francis Zhao.

2016: DI grows in Egypt and Jordan, and continue actively in the Turkish nuclear program still to these days.

2015: DI participates to the creation and the promotion of the Nuclear Industry Association of Turkey (NIATR). DI creates a business development team in Istanbul and Ankara. DI publishes business news on its website in English, Chinese and Turkish. The Magazine Dynatom is discontinued.

2014: DI promotes the first " Istanbul Nuclear Power Plant Summit" in China and Europe.

2013: Liu Yang joins DPS as the new CEO. Arnaud Lefevre is relocated in Europe. He creates **Dynatom International GmbH (DI)** with Frederic Mouen and Nicolas Schlumberger. The Company owns 60% of DPS.

2012: Creation of a magazine: Dynatom. The magazine focuses on the industrial leadership in the Chinese Nuclear Power Market.

2011: DPS expands its business in the Control system and simulators fields.

2010: Frederic Mouen becomes Partner. The Company grows in the backend fuel cycle business, Industrial Partnership, and investment.

2009: Nicolas Schlumberger joins the Company as a Partner. He leads the Management to follow Chinese global strategy. DPS publishes Monthly the first bilingual newsletter on the Chinese Nuclear Power Market. The Company focuses on the sales of nuclear safety equipment for new build and the certification HAF 604.

2008: Frederic Mouen leads the Management into the nuclear power market. The Management integrates engineering staff, and the new name is **Dynabond Powertech Services Co., Ltd. (DPS)** The Company focuses on nuclear safety expertise.

2005: Arnaud Lefevre joins Dynabond as the new CEO and Partner. The Company focus in three areas: New Media, Sourcing, Market Research, and Sales.





BREAK INTO EMERGING MARKETS

