

...Mail ...Cards ...Services



Your Partner For Successful Dialogue Marketing

Who is GHP ?



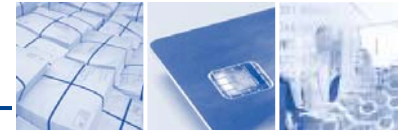
- GHP is an international operating company group for full-service dialogue marketing and customer management.
- We realize dialogues by means of expert advise, project management, system solutions, services as well as multi-channel production and fulfilment.
- We equip your client contact with a crucial piece of personality.

The GHP-Group has been expanded to an international company for integrated dialogue marketing and customer management.



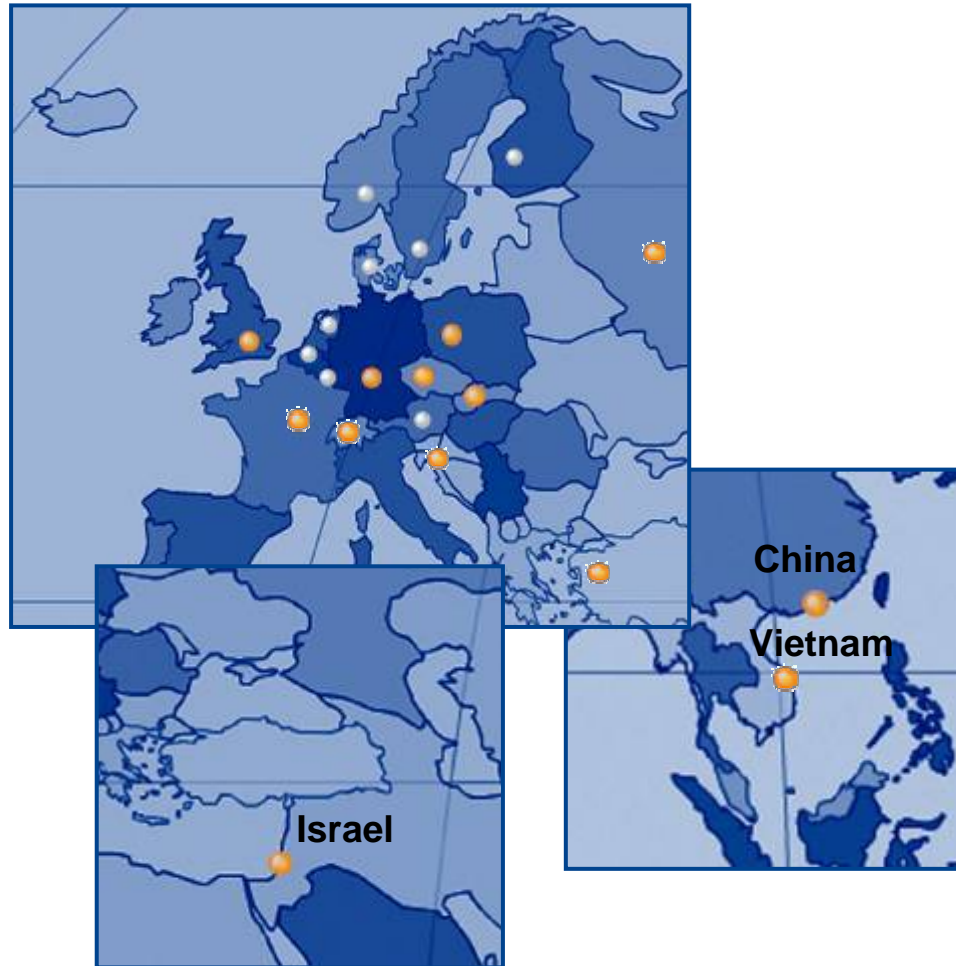
- 1953:** Formation of Günther Druck
- 1954:** Take over of Pflüger Kuvert GmbH
- 1988:** Formation of Hans Werbung GmbH (Lettershop)
Start of the direct marketing business
- 1995:** First location abroad in Czech Republic
- 1996:** Start of card business

- 1999:** Start of service business and resolute internationalization
- 2001:** Formation of **GHP Holding GmbH** as company roof and resolute positioning in the service business
- 2003:** Reorganisation into three operating company divisions:
GHP Mail, GHP Cards and GHP Services.



...Mail ...Cards ...Services

For our customers we have global presence



Production and Service Sites:

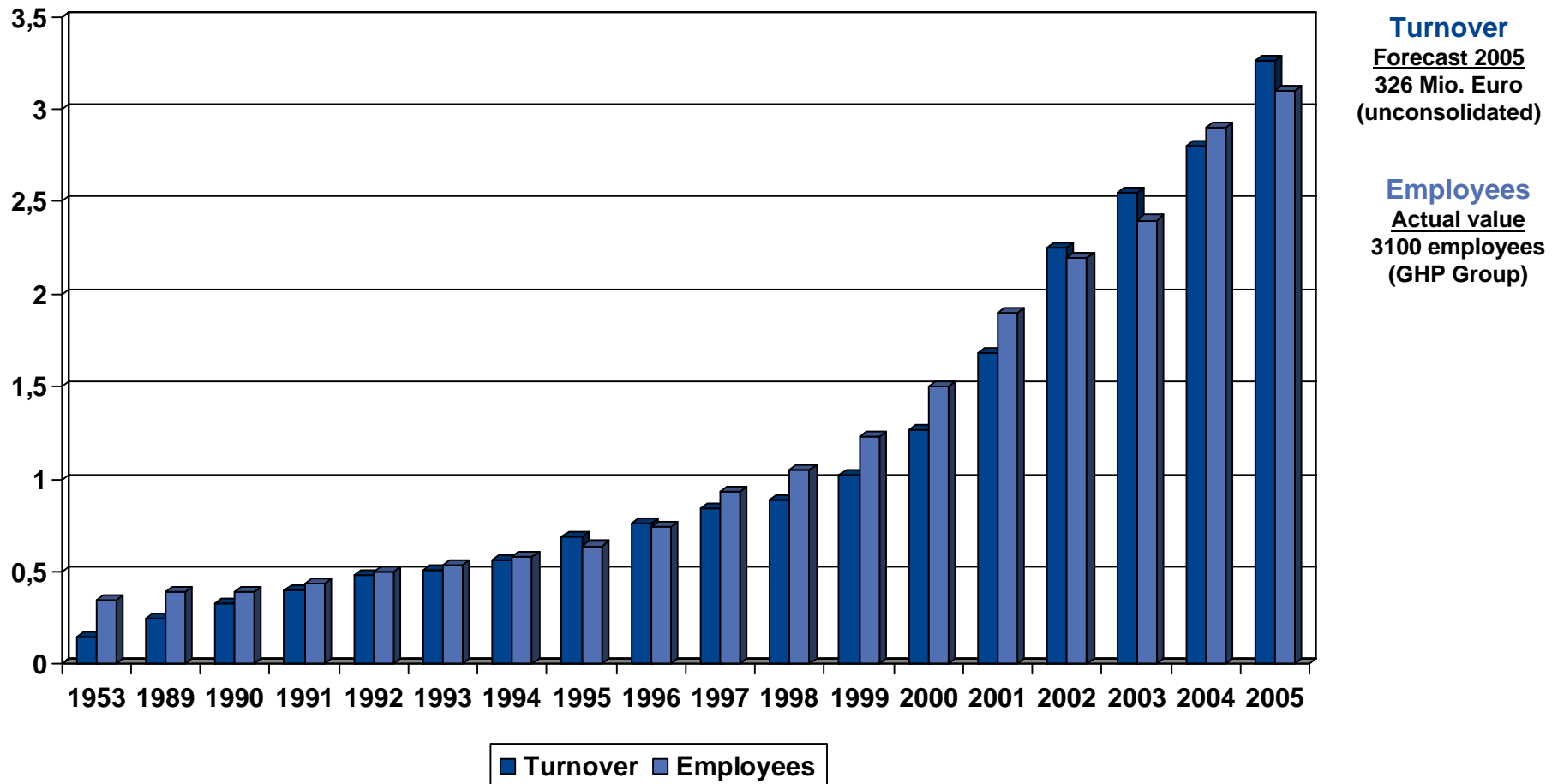
- | | |
|-------------------|----------------|
| Germany | France |
| Great Britain | Switzerland |
| Poland | Vietnam |
| Hungary | Russia |
| Israel | Czech Republic |
| China (Hong Kong) | Turkey* |

Sales Activities in over 30 countries worldwide

- Worldwide Sales Net /
- Branches

(* in preparation)

In the last years the GHP-Group has increased constantly



GHP Holding GmbH is the top of the company group with its three operative divisions



The three divisions include 27 independent subsidiaries

...Mail	...Cards	...Services
GHP Direct Mail GmbH	GHP Card Systems AG	GHP Dialog Services AG
GHP Direct Ltd. (UK)	Cards United GmbH	<i>Dialog Solutions:</i>
GHP Direct Mail s.r.o. (CZ) ■ mailstep s.r.o.	CF Card Factory GmbH	GHP Communications GmbH ■ suncall services AG
GHP Direct France S.A.R.L. (F)	Emka Card Systems Ltd. (Israel)	Client Vela GmbH
GHP Direct Rus GmbH (RUS)	systemform MediaCard GmbH	DialogWorld AG (CH)
GHP Pflüger Kuvert GmbH ■ GHP Direct Sp. z o. o. (PL)		Graficon GmbH & Co. KG
LS Dialogmarketing GmbH & Co. KG ■ LS Direct Far East Ltd. (China) ■ DMS Kft. (H)		<i>Document Solutions:</i>
		GHP Document Services GmbH ■ GHP Far East Co. Ltd. (VN)
		PKS Direktwerbe GmbH
Other Companies ▶	Innovative Personalmanagement GmbH	
	eSourceONE GmbH	

GHP attends to you during the whole process of customer dialogue



Our annual Service Volumina guaranties high flexibility

Customer Service Volumina

- 10 million calls
- 60 million documents
- > 40 million supported club and program members
- > 70.000 supported POS/dealer/broker/doctors

Production Output

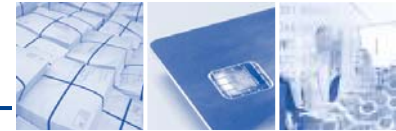
- 1,2 billion personalized mailings
- 2 billion covers
- 300 million cards
- 1,3 billion forms



We work for well-known companies (abstract of our references)

- Financial service providers
- The automobile industry
- Club and partner programs
- Telecommunications
- Mail order
- Publishing houses
- Power suppliers
- Branded companies





GHP – Europe's No. 1 in Dialogue Marketing

- GHP is the European market leader for dialogue marketing services.
- GHP is market leader for membership cards and for online supported dialogue marketing platforms
- GHP offers the most comprehensive service of all providers for dialogue marketing



...Mail

...Cards

...Services

Do you have any questions?

Let's start the dialog...



Hubert Spiegler
Managing Director

phone +49 (0) 951/ 94 26 – 37 99

fax +49 (0) 951/ 94 26 – 38 28

email h.spiegler@ghp.de

http www.ghp.de