

HCA MEDIA

YOUR STRATEGIC DIGITAL MARKETING AGENCY



“THE FUTURE INVESTOR IS **DIGITAL**”

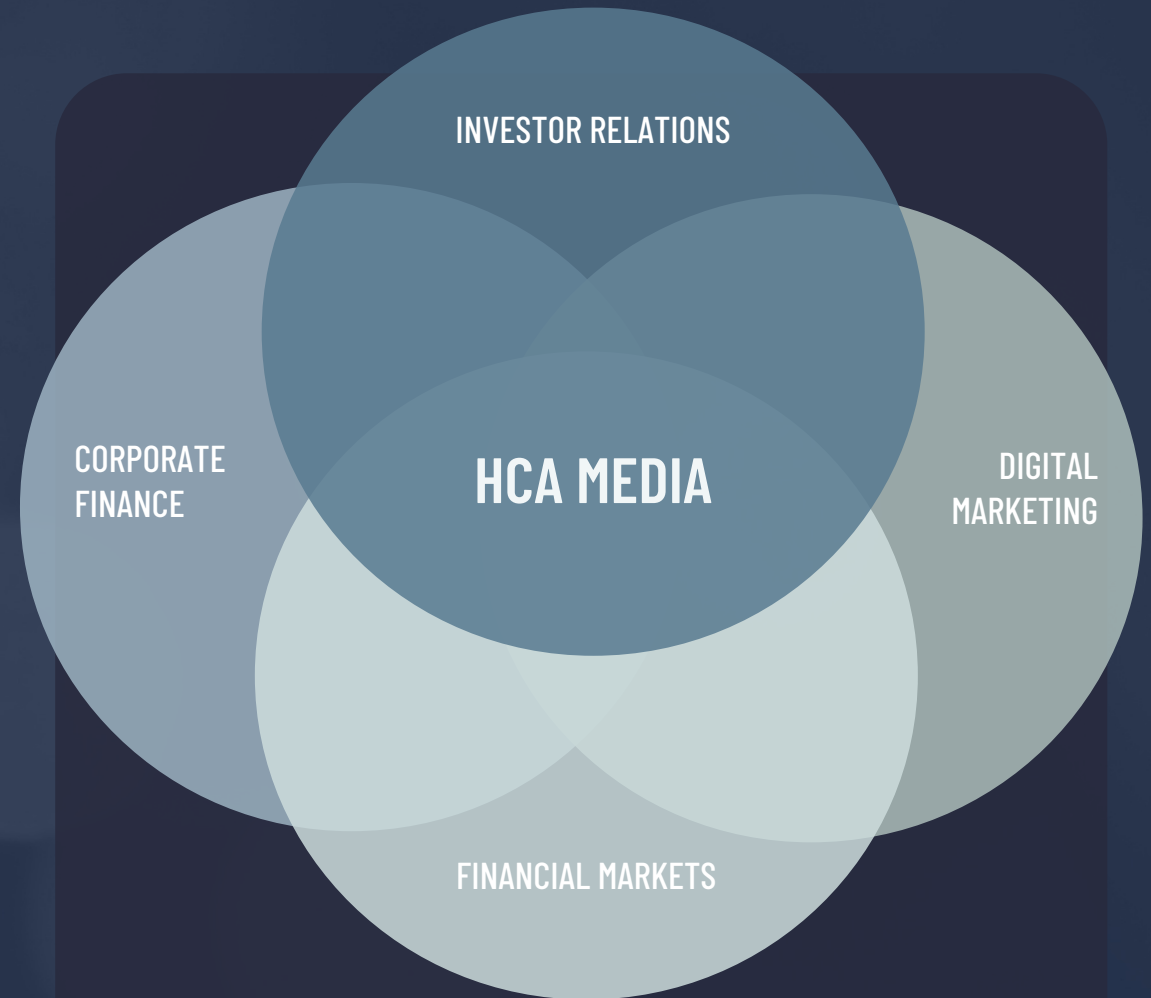


A DIGITAL MARKETING POWERHOUSE WITH A STRONG PEDIGREE

IN THE EVER-EVOLVING LANDSCAPE OF FINANCE AND COMMUNICATION, HCA MEDIA EMERGES AS THE OFFSPRING OF HC ANDERSEN CAPITAL.

A DANISH DIGITAL AGENCY OPERATING IN THE HIGHLY UNIQUE INTERSECTION OF:

- STRATEGIC DIGITAL MARKETING
- INVESTOR RELATIONS
- CORPORATE FINANCE
- FINANCIAL MARKETS



A GROWING DEMAND

WE'VE ALREADY HELPED MULTIPLE RENOWNED COMPANIES WITH THEIR STRATEGIC DIGITAL FOOTPRINT:

- STRATEGIC DIGITAL CAMPAIGNS
- VIDEO PRODUCTION
- STRATEGIC PROMOTION OF RIGHTS ISSUE
- WEBSITE DEVELOPMENT
- E-MAIL AND NEWSLETTER AUTOMATION

YOU'RE IN GOOD COMPANY

DON'T JUST TAKE OUR WORD FOR IT.
HEAR IT FROM OUR SATISFIED CLIENTS.



EUROPEAN MARITIME
FINANCE A/S

WEBSITE DEVELOPMENT, STRATEGIC
DIGITAL CAMPAIGNS & E-MAIL
AUTOMATION

CABA
CAPITAL
INVESTMENT FIRM

CONTENT CREATION
& VIDEO PRODUCTIONS



**PHARMA EQUITY
GROUP**

DEVELOPMENT OF INVESTOR RELATIONS
SECTION

GOMSPACE

STRATEGIC PROMOTION
OF RIGHTS ISSUE

MEET THE TEAM

THE INCEPTION OF HCA MEDIA IS ROOTED IN A VISIONARY UNDERSTANDING OF THE UNMET NEED AT THE INTERSECTION OF DIGITAL MARKETING AND INVESTOR RELATIONS.

RECOGNIZING THE FRAGMENTED LANDSCAPE, WE SOUGHT TO BRIDGE THIS GAP, OFFERING A HOLISTIC APPROACH THAT SEAMLESSLY INTEGRATES THE REALMS OF STRATEGY, COMMUNICATION, AND IMPACT.



DANIEL J. BERTELSEN

DIGITAL MARKETING MANAGER
& PROJECT LEAD
FORMER M&A BACKGROUND



OLIVIER A. DE GOEIJ

DIGITAL MARKETING MANAGER
& PROJECT LEAD



EMILIE LOHSE

MARKETING AUTOMATION MANAGER
& COMMUNICATION COORDINATOR



KATHRINE WOLF

COMMUNICATION SPECIALIST



20+ SEASONED EXPERTS

LEGAL, GDPR, IR AND MORE!



HCA MEDIA – THE DIGITAL BRANCH OF HCA

STRATEGIC DIGITAL MARKETING

- **INCREASED** DEMAND FROM OUR CLIENTS
- **CONSOLIDATION** OF DIGITAL MARKETING & INVESTOR RELATIONS SERVICES

INNOVATE INVESTOR RELATIONS, GO DIGITAL – ONE STOP SHOP FOR IR

- **REACH** NORDIC INVESTORS DIGITALLY
- **CONNECT** WITH INVESTORS WHERE THEY ARE
- **DISTRIBUTION** VIA **SoMe** AND **NORDIC INVESTOR PLATFORM**
- **IR STRATEGY** - PRIVATE- AND SEMI INSTITUTIONAL INVESTORS
- **A TAILORED SERVICE** TO MATCH YOUR RESOURCES AND GOALS



HOW TO GET STARTED

WE WILL START WITH A **COMPREHENSIVE** DIGITAL ANALYSIS OF YOUR COMPANY, RESULTING IN A DIGITAL STRATEGY & DIGITAL MARKETING PLAN, TAILORMADE FOR YOUR BUSINESS:

- FULL DIGITAL ANALYSIS
- DIGITAL STRATEGY DEVELOPED BY HCA MEDIA
- DIGITAL MARKETING PLAN DEVELOPED BY HCA MEDIA



// STRATEGIC DIGITAL MARKETING SERVICES

SOME OF THE THINGS WE DO

TAILOR-MADE SOLUTIONS

Combining our experience and your customer insight, we conduct brainstorming sessions to identify and execute the optimal solution for your company needs

FULLSTACK DIGITAL MARKETING STRATEGIES

Customized digital marketing campaigns built on sophisticated and fullstack, data-driven strategies

DATA, TRACKING & PERFORMANCE REPORTING

Data, insight and overview. We take care of the technological aspects and ensure consistent reporting to give you a transparent overview

AND MORE...

DID YOU KNOW?

*Most B2B buyers have a set of vendors in mind **before** starting their research, and most will choose a vendor from this initial list.*

*This highlights the importance of establishing brand awareness and recognition **early** in the B2B buyer's journey.*

Source: Martech.org



// WEBSITE SOLUTIONS

SOME OF THE THINGS WE DO

PROFESSIONAL WEBSITE SOLUTIONS AND OPTIMIZATION

- FULLY CUSTOMIZED WEBSITE FROM SCRATCH
- INTEGRATION OF CMS SYSTEMS (WORDPRESS)
- OPTIMIZATION OF CURRENT WEBSITES
- MAINTAINANCE OF WEBSITES
- COMPLIANCE (GDPR & OTHERS)
- TRAFFIC ANALYSIS, EVENT TRACKING & REPORTING
- CONVERSION RATE OPTIMIZATION
- CRM SYSTEMS INTEGRATIONS
- NEWSLETTER INTEGRATIONS

AND MORE...

DID YOU KNOW?

As much as 75% of consumers admit to making judgments on a company's credibility based on the website's design.

Source: Markbrinker.com



// SEARCH ENGINE OPTIMIZATION (SEO)

SOME OF THE THINGS WE DO

SEARCH ENGINE OPTIMIZATION FOR WEBSITES

- STRATEGIC, LONG-TERM SEO IMPLEMENTATION
- ON-GOING MAINTENAINCE AND OPTIMIZATION
- TRACKING & REPORTING
- STRATEGIC BACKLINKING
- STRATEGIC SEO CONTENT GENERATION & PRODUCTION
- TECHNICAL SEO OPTIMIZATION

AND MORE...

DID YOU KNOW?

*A significant **53.3%** of all web traffic comes from organic search.*

Source: Ahrefs.com & BridgtEdge



// STRATEGIC DIGITAL MARKETING SERVICES

SOME OF THE THINGS WE DO

WE ARE EXPERTS IN COMBINING INVESTOR RELATIONS & DIGITAL MARKETING TO CREATE IMPACTFUL RESULTS:

- FULLSTACK STRATEGIC DIGITAL MARKETING CAMPAIGNS
- TAILORMADE SOLUTIONS
- DATA, TRACKING & PERFORMANCE REPORTING
- LEAD-GENERATION CAMPAIGNS
- CONTENT MARKETING
- THOUGHT LEADERSHIP CAMPAIGNS
- BRAND AWARENESS LIFT
- INVESTOR CONSIDERATION LIFT

AND MORE...

DID YOU KNOW?

Most B2B buyers have a set of vendors in mind before starting their research, and most will choose a vendor from this initial list.

This highlights the importance of establishing brand awareness and recognition early in the B2B buyer's journey.

Source: Martech.org



// CORPORATE VISUAL IDENTITY, DESIGN & GRAPHICAL ELEMENTS

SOME OF THE THINGS WE DO

WHEN IN DIALOUGE WITH INVESTORS, GRAPHICAL STORY TELLING IS ESSENTIAL IN GETTING KEY MESSAGES ACROSS.

- CORPORATE VISUAL IDENTITY (CVI) & BRANDING
- CORPORATE TEMPLATES
- TAILORMADE REPORTING; ESG, ANNUAL ETC.
- 24/7 ADVISORY AND AVAILABILITY

AND MORE...

FOR REFERENCE



Source: Annual report made for Erria

// STRATEGIC EMAIL MARKETING & AUTOMATION

SOME OF THE THINGS WE DO

PROFESSIONAL EMAIL MARKETING SOLUTIONS FOR BUSINESSES

- EMAIL CAMPAIGN PLATFORM INTEGRATIONS
- CRM INTEGRATIONS
- EMAIL FLOWS & AUTOMATION
- STRATEGIC EMAIL STRATEGIES
- ENHANCED STAKEHOLDER & CUSTOMER ENGAGEMENT
- TEMPLATE CREATION & OPTIMIZATION
- CONTENT INSERTION & DISTRIBUTION MANAGEMENT
- CONTENT ADVISORY & PROMOTION
- EXTERNAL PLUGINS INTEGRATION

AND MORE...

DID YOU KNOW?

On average, email automation results in 30% time savings and 22% higher lead generation.

Source: Salesmate.io



// PR & STRATEGIC MEDIA DISTRIBUTION

SOME OF THE THINGS WE DO

PROFESSIONAL & STRATEGIC PR AND MEDIA SOLUTIONS

- GET SEEN AT THE RIGHT PLACES, BY THE RIGHT PEOPLE, AT THE RIGHT TIME.
- GET ACCESS TO OUR VALUABLE NETWORK OF MEDIA OUTLETS
- STRATEGIC PR CAMPAIGNS
- DIGITAL MEDIA OUTLETS
- PRINT MEDIA OUTLETS
- EXTENSIVE MEDIA COVERAGE IN THE NORDICS

AND MORE...

DID YOU KNOW?

*An effective PR strategy can mitigate up to **40%** of the negative impact on a company's stock price during a crisis*

Source: LinkedIn & McKinsey



FULL STACK DIGITAL SERVICES

DIGITAL MARKETING SERVICES

DIGITAL MARKETING STRATEGY

TAILORED STRATEGIES FOR B2B AND B2C MARKETS

SEARCH ENGINE OPTIMIZATION (SEO)

OPTIMIZATION OF RANKINGS ON GOOGLE AND OTHER SEARCH ENGINES

PAID SEARCH (SEM)

ADVERTISING ON GOOGLE ADS AND BING ADS

NEWSLETTERS & E-MAIL MARKETING

AUTOMATION AND CRM ASSISTANCE FOR EFFECTIVE COMMUNICATION

TRACKING

UTILIZING TOOLS LIKE GOOGLE TAG MANAGER AND GA4 FOR COMPREHENSIVE TRACKING. PRECISION IN CONVERSION AND EVENT TRACKING

CROSS-CHANNEL EXPERTISE

GOOGLE, LINKEDIN, FACEBOOK/META/INSTAGRAM

... AND MORE

WEBSITE SOLUTIONS

WEBSITE DEVELOPMENT

CRAFTING FULL-SCALE CUSTOMIZABLE CMS WEBSITES REFLECTING YOUR COMPANY'S BRAND IDENTITY

WEB VISUAL PRODUCTION

PROFESSIONAL PHOTOGRAPHY AND VIDEO PRODUCTION

WEB CONTENT PRODUCTION

SEO CONTENT AND GRAPHICS, COPY, IMAGES ETC.

WEB ANALYTICS

GDPR COMPLIANT WEBSITE ANALYTICS FOR OPTIMIZED PERFORMANCE

... AND MORE

CREATIVE EXCELLENCE

VIDEO PRODUCTION

UNIQUE AND PROFESSIONALLY EDITED VIDEOS MADE TO IMPRESS

CONTENT PRODUCTION FOR ONLINE

UNIQUE AND VISUALLY APPEALING CONTENT MADE FOR ONLINE CHANNELS

PHOTOGRAPHY

HIGH QUALITY PHOTOGRAPHY TASKS OF ALL KINDS

BRAND ASSETS

CRAFTING COMPELLING PRESENTATIONS, PITCH DECKS, VIDEOS AND MORE.

... AND MORE

BOOK A MEETING TODAY



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