



### Dear Reader,

For Frankfurter Allgemeine Zeitung we built a new kind of value-adding financial portal, which represents our interest in x.finance and offers new web-based perspectives for private investors and financial service providers. Check it out for yourself:

**[www.fazfinance.net](http://www.fazfinance.net).**

Renee Grosser, board member of tetralog systems AG since January 2009, will take over additional **CEO duties at invest solutions GmbH.**

The expansion of the partnership between tetralog and **Odyssey** enables us to integrate our solutions into the Portfolio Management Systems **Triple'A Plus™**.

The **Depot-Check offered by DAB bank** shows an innovative approach to improve customer focus in uncertain times.

Finally we also provide some information about the high-performance link to the financial planning solution Optiplan of **Gschwind Software GmbH.**

Enjoy the Read!

Yours, Lothar Jonitz  
CEO tetralog systems AG

### Today we present you the following topics:

- FAZfinance.NET – The New Financial Portal for Smart Users Page 1
- invest solutions offers new services Page 2
- Our Approach to Post-Markowitz Era convinces in Luxembourg Page 3
- DAB bank: Depot-Check launched successfully Page 3
- Cooperation between Gschwind Software and invest solutions Page 4

## FAZfinance.NET – The New Financial Portal for Smart Users

### High-End Web Platform for Targeted Reach of Customers – Now Online

In a joint venture with Frankfurter Allgemeine Zeitung tetralog systems AG developed a network of financial portals, which is run and marketed by x.finance GmbH & Co. KG. The platform FAZfinance.NET is now online. Quality-minded and demanding users can now directly benefit from the expert knowledge of the financial online community in an easy and customisable way.

By linking journalistic texts with financial analysis functionalities the content is instantly customised according to the individual investment and financial planning concerns of the user. FAZfinance.NET links news and background articles of F.A.Z., the leading source for financial information in Germany, with intelligent calculation, analysis and planning tools. This supports the personal financial decisions of the users in a new and innovative way.

The base software was developed as a 'white label' package. F.A.Z. is the first customer to benefit fully from the advantages of this portal solution. We are already working on new portals using the same base technology.

### Of Interest for Consultants: Neutrality Creates Consulting Potential

This platform is also very attractive for financial consultants. These new, high-quality and highly efficient online tools attract educated, high-income, quality-minded and consumption-oriented users, who stress individuality and independence when developing their financial strategies. These potential customers have been fairly hard to reach until now. After reading an article of interest on the portal, these customers can find the related investment products using the 'More Information' (Mehr) link next to the article. The users then can evaluate these potential investments with a few mouse clicks in their personally created portfolios.

Check it out – Create a test portfolio and evaluate the impact of additional investments regarding performance and risk.

### Of Interest for Product Sales: Reaching a Targeted Focus Group

From a marketing and sales perspective the platform is especially interesting for companies offering financial products: The attention of the user can be captured



right on the platform when searching for profitable investments by using special advertising formats. Company and product recommendations are positioned in close proximity to the individual financial decisions of the users. In contrast to classic advertising formats with high dispersion losses, the targeted outreach to customers is ensured by using the intelligent web technology of One2One marketing. Every user is offered the product selection specifically relevant to him or her.

**Outstanding Reach**

In 2008 F.A.Z. manager Tobias Trevisan declared his goal of 'building the furthest reaching financial portal in Germany'. This ambitious goal has become very achievable with the acquisition of additional portal clients. As Dr. Lothar Jonitz, manager of x.finance GmbH states: "With attaining our goal of the reach leadership we are entering a new phase. Financial products are increasingly offered on an international scale and we want to provide one-stop shopping regarding reach and quality". x.finance has already entered into negotiations with additional clients.

If you are interested in utilizing the FAZfinance.NET portal for your own communication and outreach to potential customers, please contact Sven Hoffmann, head of Financial Advertising. He will be happy to provide further information about the available options. You can reach Mr. Hoffmann at +49 (0)69 7591 1924 or s.hoffmann@faz.de.

If you are considering the integration of certain components or of the complete portal into your system, please contact Dr. Lothar Jonitz at + 49 (0)89 461 391 0 or lothar.jonitz@xfinance.de.

**invest solutions offers new services**

**invest solutions GmbH kicks off the third quarter with new management team**

Starting July 1, 2009, Renee Grosser, board member of tetralog systems AG, will take over additional CEO duties at invest solutions GmbH.

Mr. Bernd Märzluft, on his own request, will leave the management team at invest solutions GmbH. As Renee Grosser states "In his role as sales manager and CEO Mr. Märzluft gave operations and sales of invest solutions GmbH important new directions. I am looking forward to leading this solidly prepared and well established subsidiary".

**New Range of Services at invest solutions**

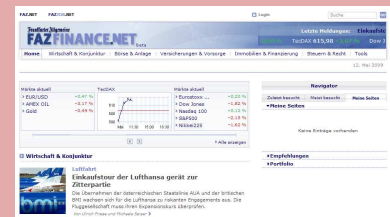
The new management will continue the established path of invest solutions GmbH: Renee Grosser stresses that "of course our highest priority will be customer satisfaction, and variety and quality of services offered".

"The changes in management will significantly expand our range of services." This expansion of services includes detailed analysis of the usage behaviour of individual



**New Perspectives for Private Investors – Your Customers  
FAZfinance.NET**

More and more buying and investing decisions are researched and prepared on the web. Starting May 18<sup>th</sup> 2009 the new financial portal of F.A.Z. offers users high-quality investment information and tools.



Check it out for yourself!  
**www.fazfinance.net**

**From now on, bundled expertise for you:**

**The tetralog group**



customers, the application of individual software solutions in the company as a derivative of standard products from invest solutions, chaperoning change management processes during rollout of a new software solution, as well as expanded services regarding the data supply for the invest solutions platform.

Since the revision of § 34 WpHG (Gesetz über den Wertpapierhandel - securities trading act) and the WpDVerOV (Wertpapierdienstleistungs-Verhaltens- und Organisationsverordnung - regulations regarding securities services behaviour and organisation) by the German Bundestag on July 3rd 2009, the requirements for documentation of all investment consultations in the form of a mandatory protocol have again been tightened considerably. The focus of all invest solutions software since 2002 is structuring, controlling and documenting the consulting processes of financial service providers. These efforts of ours are now morphing into actual legal requirements. As Renee Grosser concludes "We want to ensure a combination of the highest possible quality of information for the customer and legal compliance for the consultant with a minimum of fuss at the point of sale". To ensure full compliance with the requirements of the newly revised WpHG, we integrate new process components into the individually configurable turnkey solutions packet of the tetralog group, consisting of software, consultation and operation.

If you have any questions or comments please contact Renee Grosser at + 49 (0)89 46 13 91 12 or rg@tetralog.de.

And of course our tried and true invest solutions team of Susanne Schätzler, Andreas Adam and Thomas Werle is as always at your disposition. Because one thing will never change – our commitment to exceptional service.

## DAB bank: Depot-Check launched successfully

### Innovative approach for stronger customer focus in uncertain times

Until June 30, 2009, existing and potential customers can have their portfolios analyzed (Ger. Depot-Check) at DAB bank for free. The special aspect of this offer: DAB bank has an extensive list of favourite products and companies available, which can generate a comprehensive and individualized portfolio solution. 'Open Architecture' in this case is an actual concept and not just a slogan.

The portfolio analysis (Ger. Depot-Check) initiated by DAB bank utilizes the long-standing optimisation experience of the tetralog group: Portfolio analysis and optimisation are based on the extensive data feed from the tetralog group. The quality of the data ensures a very detailed evaluation that includes every component, regardless if it is already part of the portfolio or is suggested as an add-on to the account. By using automated extrapolation (T.E.D. method) even securities with no sufficient price histories can be included. The clear and structured display of asset class distribution makes the portfolio analysis and optimisation transparent and un-

### Post-Markowitz discussion at the FPL Forum in Luxemburg

Are quantitative processes one of the reasons for the alleged "black swans" of the financial crisis? The sensible use of optimisation processes and the look ahead to simulation-based processes as a new methodological approach were the focus of a presentation by our Dr. Peter Tigges at institution-spanning FPL forum of Financial Planner Luxembourg.

For more information on the subject "Post-Markowitz" contact Dr. Peter Tigges at +49 (0)89 46 13 91 20 or pt@tetralog.de.

### Depot-Check of DAB bank Check it out for yourself!

[www.dab-bank.de](http://www.dab-bank.de)





### Cooperation between Gschwind Software and the tetralog group

Our optimisation software invest optimize 4.0 now also complements the market-leading financial planning application Optiplan of Gschwind Software GmbH. The new version ensures transfer of stock accounts as well as feedback of optimisation results and transactions into Optiplan.

For further questions please contact Thomas Werle at

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derstandable.

To ensure maximum comfort for existing or prospective customers, an independent local investment consultation was offered in combination with this portfolio audit. This modification of the entirely automated concept is especially attractive to new customers, who rely on personal interaction with their adviser.

In light of the recent general investor uncertainty, the DAB Depot-Check offers a great opportunity for an unbiased evaluation of investment accounts as well as access to the expert knowledge of the DAB bank partners.

**About the tetralog group:** The tetralog group addresses the complete spectrum of investment consultation processes. This enables the company to continuously and successfully offer innovative high-quality solutions. Our continuous success is driven by our scientific and interdisciplinary approach. Our group of companies can service many of the different needs of the market: For the past 14 years the parent company **tetralog systems AG** has successfully established itself as an innovative and scientifically-driven partner in the financial sector. Based on research regarding investor psychology conducted at the Max-Planck-Institut, tetralog systems has developed solutions for controlling targeted financial distribution in risk-adjusted consulting. We are considered experts and market leaders in portfolio optimisation. **invest solutions GmbH** is a joint venture of tetralog systems AG and SCHUFA Holding AG headquartered in Munich. Now in its fourth generation, the company offers market-leading, web-based concepts and software solutions for investment consultancy for private clients. **x.finance GmbH** creates and operates new generation financial portals for media companies. Founded in 2008, this company showcases the cutting-edge approach as well as the flexibility of the tetralog group.

A wide range of banks and financial service providers have benefited from the services of the tetralog group. These include AWD, comdirect bank AG, Deutsche Bank AG, HypoVereinsbank AG, Jung DMS & Cie. AG, Deutsche Postbank AG, quirin bank AG as well as a number of savings and regional banks, various credit unions, asset management companies and other distributors of financial products.

For further information please visit [www.tetralog.de](http://www.tetralog.de) and [www.investsolutions.de](http://www.investsolutions.de).