

Networking on the Internet pays off financially

Second international openBC survey “Communication & Networking on the Internet”

Hamburg - March 22, 2006 – Networking on the Internet is a global success: Up to 85% of openBC users rate maintaining contacts on the Internet as being “important” or “very important”. Beyond establishing business contacts (55%), almost one in six are now reporting business deals with openBC contact partners.

With “Communication & Networking on the Internet”, openBC is publishing the second international survey on Internet networking. The target of the survey was to investigate communication and networking behaviour and to make comparisons among the global users of openBC. The survey took place from November 14, 2005 to January 31, 2006. During this period, 24,511 openBC users from around the globe were interviewed in detail about their communication behaviour and use of the openBC networking platform. This year the questionnaire was published for the first time in Chinese as well.

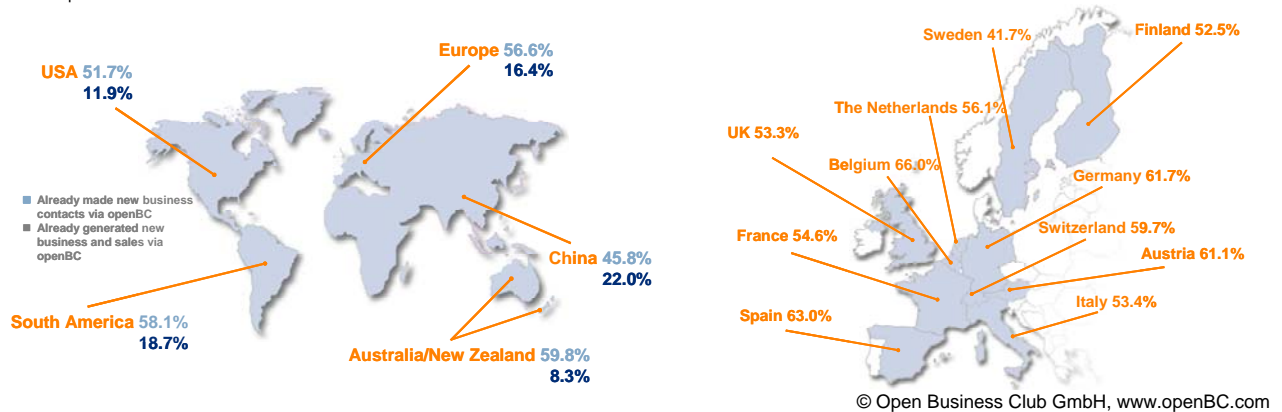
Networking is worthwhile: Approx. 55% have established new business contacts, 16% have generated new business

The aim of business-oriented networking on openBC is to consolidate existing relationships and to establish new, interesting contacts. If new business deals arise on this basis, then networking pays off financially.

In terms of actual new business with revenues from openBC contacts, 16% report at least one success and of these, one in four with more than six deals. At 59%, overall expectations of possible revenues are relatively high – one quarter of networkers interviewed are not seeking direct business deals through openBC.

Expectations from business networking on openBC

Basis: openBC users



The expectations for openBC in terms of establishing new, interesting business contacts have already been met by more than half of users (approx. 55%), whilst 39% still anticipate it. Only less than 7% do not expect to make any new business contacts via openBC.

Networkers on openBC: an active online community

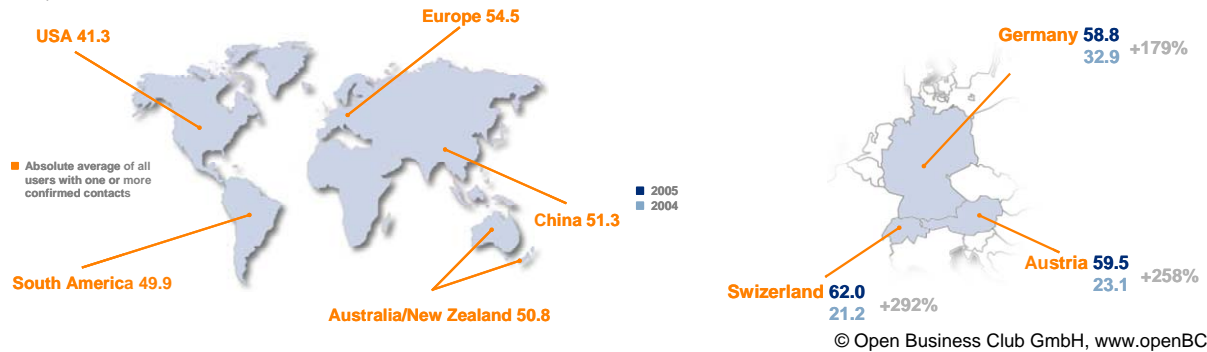
One of two openBC users communicates with a quarter of his contacts over the Internet per month, another 25% exchange information with up to half of all contacts. Approximately 39% of networkers participate in open discussion groups on business-related topics on a weekly basis, whilst 54% of users communicate with one another on openBC via private messages every week.

Networking has increased by 300% in one year

Networking on online platforms is established via a mutual, confirmed contact. The number of these contacts for each openBC user averages 50 people. Approximately 10% of users have more than 100 confirmed contacts. The growth of confirmed contacts in Germany, Austria and Switzerland in the past year clearly shows increased networking: The number of contacts per person rose by between 180% to 300%.

Number of confirmed contacts (average)

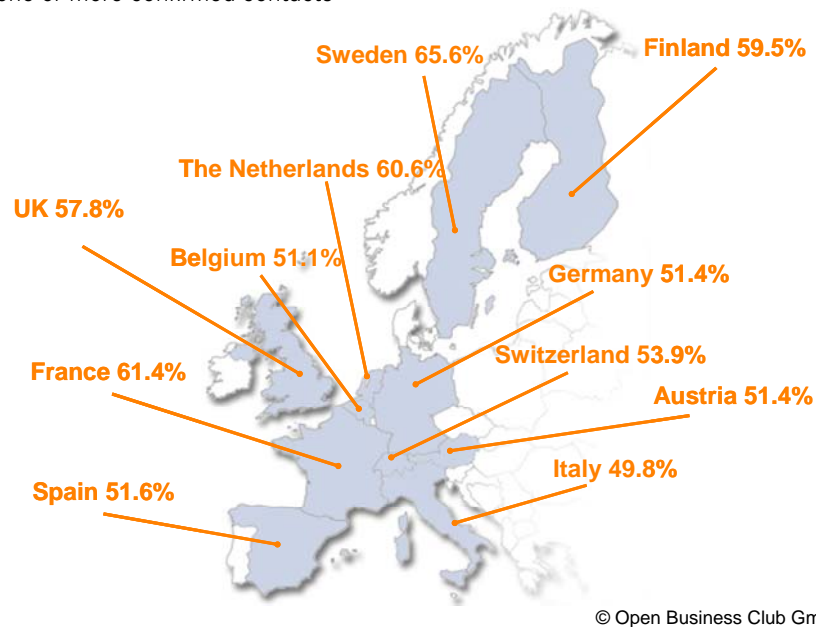
Basis: openBC users with one or more confirmed contacts



Overall globally, openBC users classify approx. 55% of all confirmed contacts as being business-related. This ratio varies greatly in Europe. In comparison with the previous year, it can be observed that with increased networking among users the proportion of contacts classified as private is growing.

Proportion of contacts classified as business-related

Basis: openBC users with one or more confirmed contacts

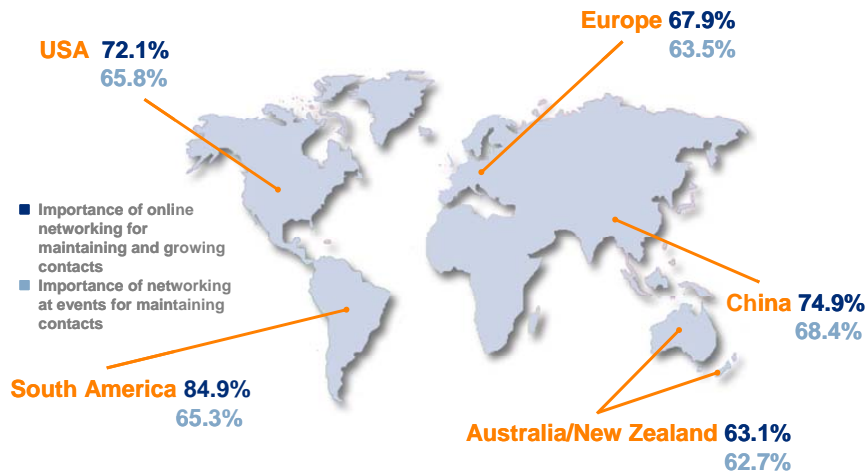


Networking on the Internet is now more important than at events

Communication on the Internet is standard business practice. Apart from email, messaging and blogging, networking platforms for maintaining contacts with business associates and friends have developed into a convenient application. It's interesting to note that networking on the Internet is currently more important for openBC users than maintaining contacts at events. Cultural differences play hardly any role in this.

Importance of networking on the Internet and at events for maintaining contacts

Basis: openBC users, "very important" and "important"



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A comparison of communications channels used – the telephone, email, networking platform, messenger, conferences, etc. – results in a uniform "world view": Over 95% communicate via email – the killer application. Communication via networking platforms ranges between from 48.0% in Australia/New Zealand and 84.3% in South America (USA 64.7%, Europe 56.6%, China 71.8%).

Survey profile: 2nd international openBC survey
“Communication & Networking on the Internet”
24,511 openBC users interviewed

The aim of the second openBC survey was to investigate the communication and networking behaviour of openBC users and to make comparisons worldwide.

Survey:	2nd international openBC survey “Communication & Networking on the Internet”
Commissioned by:	Open Business Club GmbH
Market research institute:	Fittkau & Maaß Consulting GmbH Internet Consulting & Research Services
Basic population:	openBC users
Sample:	24,511 openBC users interviewed
Method:	Written survey on the Internet in German, French, English, Chinese and Spanish. Sampling of participants via email links on main openBC pages and supporting active sampling via Flash layer (random selection of visitor x)
Survey period:	November 14, 2005 to January 31, 2006
Contact:	Open Business Club GmbH, Gänsemarkt 43, D-20354 Hamburg, Germany Daniela Waschow, Tel. +49(0) 40-419131-19, Email daniela.waschow@openbc.com Fittkau & Maaß Consulting GmbH, Hohe Bleichen 28, D-20354 Hamburg, Germany Holger Maaß, Tel. +49 (0) 40-30100770, Email maass@fittkaumaass.de

Information on the Internet: <http://www.openbc.com>

About openBC - openBC is the foremost global online networking platform in Europe and Asia for professional and secure contact management and open networking. openBC is made for all business people. openBC is more than a contact manager, it is a meeting place where entrepreneurs, employees, freelancers, directors and venture capitalists find new qualified business partners, develop deals and co-operations, create new markets and opportunities. The Open Business Club’s innovative networking and communication technologies are available in 16 languages, including English, Spanish, French, Dutch, Russian, Japanese and Chinese. openBC provides a full range of services including customized branded Private Clubs. This delivers strong and innovative new value propositions for companies, universities and alumni. openBC is profitable and operates in full compliance with internationally approved data protection and privacy regulations as set by the European Commission.