

Mundus International

Local Expertise. Global Impact.



FOUNDING VISION

MUNDUS INTERNATIONAL EST. 2012



- World-class analysis
- Target market: Embassies - operational know-how
- Independent
- Client engagement
- Sweden-centric
- Subscription model
- No ads



Monthly Policy Review 1st edition

Contents:

- FM Carl Bildt to Swedish Ambassadors:
 - We need to stick our chin out
- Political polls a head of the new parliamentary year
- Diplomatic conflict between Sweden and Belarus



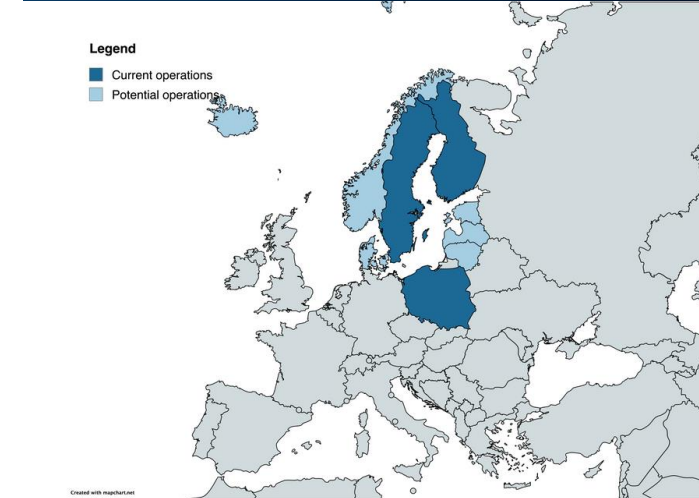
TODAY

Broadened vision

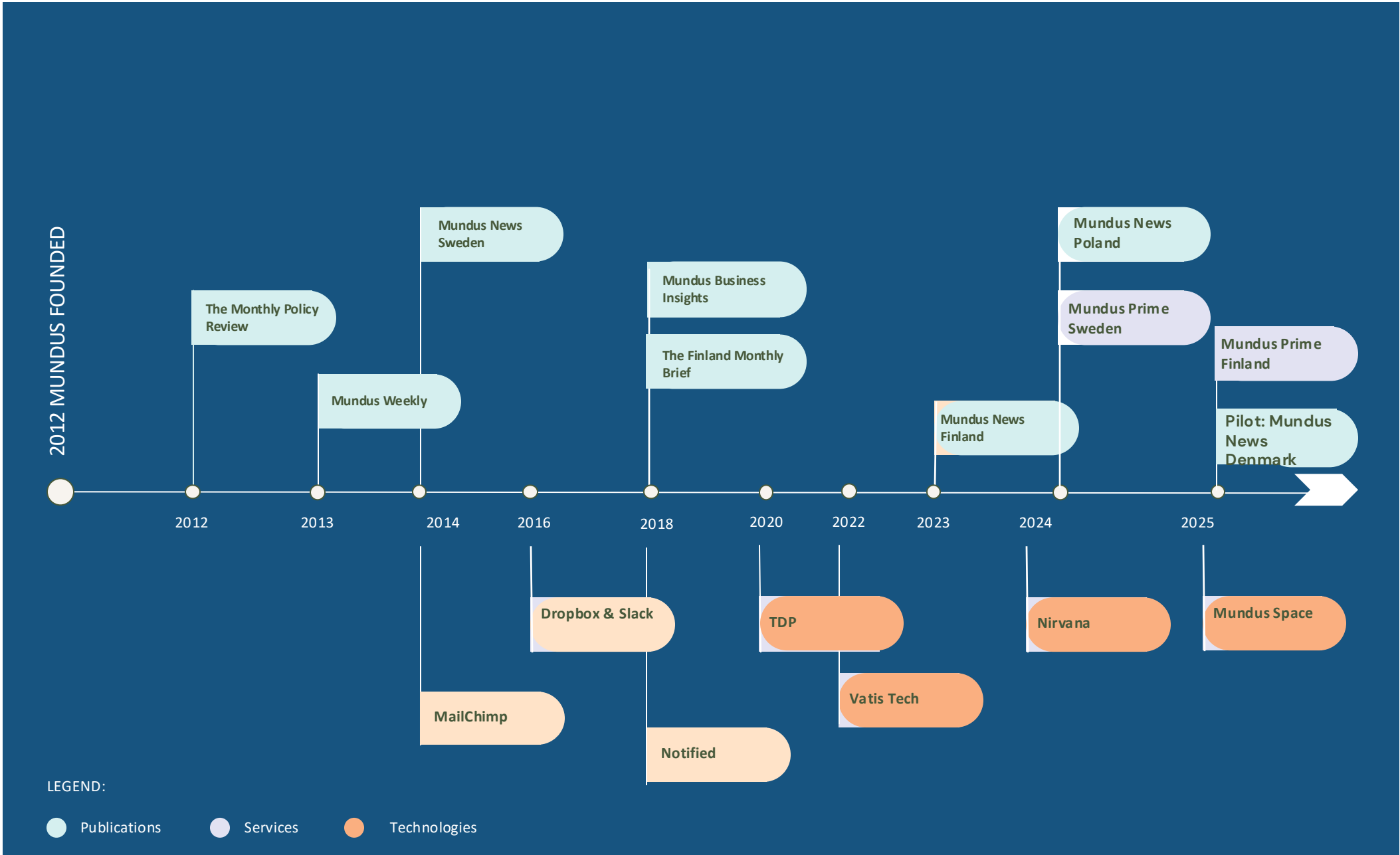
- Sweden, Finland and Poland
- Embassies, corporates, NGOs, institutions
- Providing **news**, **analysis** and **advice** that pull the whole story together for our clients
- Media monitoring and intelligence

... along the way we have learned

- Mundus fills a void where no quality English-language local news service exists
- But, it is very little about translation
- **TRUST** in selection and reporting of news and insightful analysis
- Strong foothold with embassy/government clients



TOWARDS A TECH-LED FUTURE



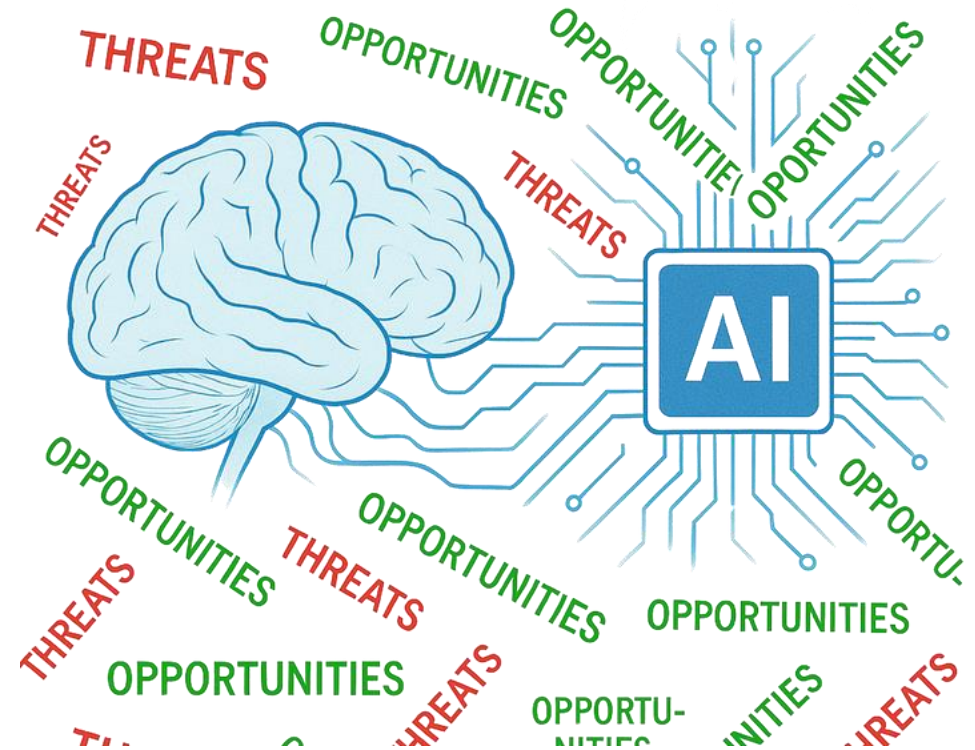
STAYING RELEVANT

Technology that:

- Does things more efficiently
- Expands our customer's ability to source facts
- Expands our ability to analyse
- Expands our customer's ability to analyse

Accelerating launches:

- Launched **Prime**, our first service offer Dec-24
 - **Vatis.tech** - transcription of audio & video content (press conferences / webinars), providing a new source of insight for clients. **Translations / Summarisation**
 - Monthly News Digest took 2-3 days, now written by AI in 30min with editing/publishing taking 3h. **80% reduction.**
- Mundus News Sweden now published earlier
- Accelerates **expansion** into new countries



Our AI Solution: Augmenting the Expert

At Mundus, we don't use AI to replace the expert.

We use AI to make the expert better.

THE RISKS OF AI IN MEDIA

- Speed of information has never been higher
 - We utilise custom applications of AI to make sure we can stay on top of this information stream, with no inaccuracies

HOW AI IS INTEGRATED IN OUR OPERATIONS:

- AI supports our analysts — it doesn't replace them.
- Every article is vetted by humans, but:
 - Indexed, tagged, and tracked by AI
 - Granular categorisation without sacrificing speed

USE CASE #1

NEWS TRACKER

TRACKS NOT JUST HEADLINES, BUT NARRATIVE EVOLUTION

IDENTIFIES KEY PLAYERS AND DEVELOPMENT CHAINS

EMPOWERS CLIENTS TO UNDERSTAND BOTH CONTEXT AND CONSEQUENCE

AI ACCELERATES ANALYSIS WITHOUT CUTTING CORNERS

USE CASE #2

NEWS INDEXER

INTEGRATES NEWS FROM ALL OUR SOURCES

TAGS CONTENT BY TOPIC, SECTOR, GEOGRAPHY,
AND DATE

BUILDS A CONNECTED, SEARCHABLE DATABASE

SCALING UP – A REAL-WORLD EXAMPLE



Allows us to do more with less

- More coverage
- More products
- More information

Small team, BIG impact

- AI enabled geographic expansion
- Minimal added cost, maximum output
- AI gave us headroom to grow without compromise

THE FUTURE: MUNDUS SPACE

- Comprehensive, client-faced portal to all the products we deliver
 - One integrated database, for all your
 - News
 - Analysis
 - Insights
 - All the time, on demand
- Our AI-powered encyclopedia of news and intelligence
 - Customizable feeds based on user input and preferences.



GET IN TOUCH

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HUMAN RESOURCES



CENTRAL TEAM



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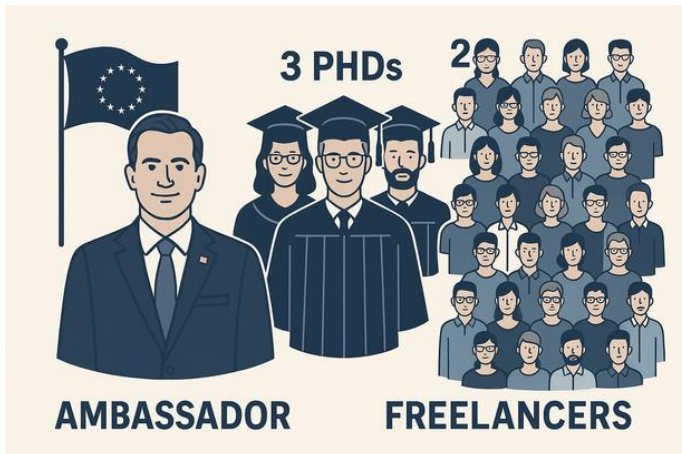


Commercial Director & Country Manager Poland
Sean Williams



Policy Solutions Analyst
Jonathan Cryer

FREELANCERS & CONSULTANTS



Broad expertise in a hybrid office

- Deep subject matter expertise
 - all degree qualified
- Broad networks
- Hybrid office
- Team in 5 different countries

WHAT YOU SHOULD EXPECT FROM US

OPERATIONAL KNOW-HOW

Leverage our 20 years of experience working with embassies, bringing you unparalleled expertise and understanding of diplomatic and corporate needs.

EXPERT TEAM

Benefit from our skilled team of diplomacy, industry and political experts, who bring extensive knowledge and insights to meet your unique requirements.

COMPREHENSIVE COVERAGE

Stay informed with in-depth analysis and coverage of news and policy developments across your chosen countries.

CLIENT ENGAGEMENT

Expect a professional, client-centered approach, with regular engagement meetings to ensure our services align perfectly with your evolving needs.