

## MLP launches new campaign focussed on wealth management

- MLP's new advertising campaign entitled "Offene Worte zum Vermögensmanagement" (Simple truths about wealth management) highlights the added value of its investment consulting services
- Nationwide advertising in print and online media

Wiesloch, 16th May 2013 – MLP, the independent financial services and wealth management consulting company is rolling out a new nationwide advertising campaign entitled "Offene Worte zum Vermögensmanagement" (Simple truths about wealth management) which focuses on the added value of its investment consulting services. "This campaign will further enhance our image," comments Thomas Freese, Divisional Head of Marketing at MLP. "In this respect we are heightening market awareness and perception of our expertise in wealth management – a consulting area which is becoming increasingly important for our clients, and which we have significantly strengthened in recent years."

The advertisements feature bold statements such as "Sparen können Sie sich oft sparen" (You can often save saving) or "Entwicklungen am Kapitalmarkt sind nicht vorhersehbar (Developments in the capital market are unpredictable). MLP then builds on these statements by explaining its consulting approach. "In this campaign we adopt clear

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positions and thereby highlight how MLP differentiates itself from its competitors,” adds Thomas Freese.

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The campaign will be rolled out throughout Germany from mid-May with three advertising motifs placed in popular magazines and online media publications. The campaign was developed by the agency Kolle Rebbe and is supported by a low seven-digit media budget.