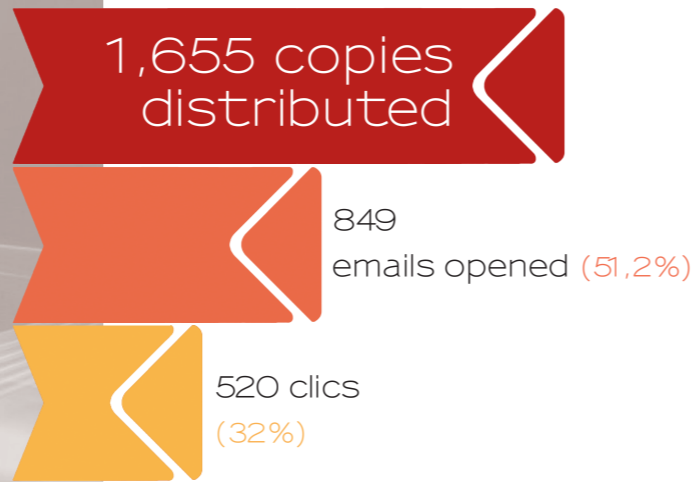


New Corporate News, ULMA has something to tell you

The new ULMA newsletter is a digital publication that is distributed on a monthly basis and sent to our ULMA email addresses. Partners and workers without an ULMA email address will have to give their express written consent that they want to receive it at their personal email address. There are two versions, a bilingual model for our geographical area of Euskadi and a Spanish version for the Spanish branches.



Data collected from the first distribution:



The newsletter includes information about the Group and its Businesses; from the presentation of a new product to the latest news surrounding the ULMA Group. In addition, every edition will have prize draws and promotions for attendance at sports or cultural events. Note that at all times we will know how many of you have opened the email and how many of you have then clicked the link and where, so that we have enough data to determine the most interesting information in each edition, so we can produce more and more information that is most interesting to our social partners and workers.

In the News you will find all our Social Network channels interconnected with each other and you can easily access any of them. The aim is to unite our social networks with our email marketing, to increase the effectiveness of both. These channels-media have advantages that together leverage our communication strategy and its integration gives an image of community. Quality of the content is the best form of advertising. Talking about issues related to our environment, creating original campaigns and showing that there are people behind the scenes. If we follow this procedure, the content of the Newsletter will be distributed by sharing alone. Finally, we know that it is very important to take care of the newsletter's image, so we will use a graphic format that we think is attractive, with abundant images to give it a friendly first visual impact.



What do you think of the new News that you have received and what communication channels do you usually use to keep you informed about ULMA?



IRATI GOITIA

ULMA Construction

"The channels that I use most are the Begira magazine and the newsletters. Apart from this, we usually have committees, which are the main channel for information about our business.

I liked the new ULMA Group newsletter, it looks good. Receiving that type of information by email is much easier than having to go somewhere to find it. Portalde, for example, needs effort by the user, it's you that has to go and find the information - that's not habitual in my case.

In the new News I would also like to find information related to the projects supported by ULMA and the Foundation, for example".



AINHOA ARANBURU

ULMA Handling Systems

"UHS workers use the computer as their main working tool. So practically all communications that we receive come via email. Paper is hardly used at all in our notifications. Apart from email, committees or management briefings are also very useful channels. I personally use Portalde as a daily work tool and, from time to time, if I see an interesting prize draw, I sign up.

The new newsletter launched by the ULMA Group looks like a good idea to me. It is true that some content is duplicated with Portalde (prize draws, for example), but I think that it is an advantage to receive it by email, it's a gain in flexibility and speed".



MIGUEL PASTOR

ULMA Conveyor Components

"The channels I use the most for staying informed about issues related to ULMA are the Begira and social networks, especially Twitter and LinkedIn. I always find information on those channels about projects, trade fairs, social events, etc. They are also channels that are updated quite frequently. I also use Portalde - for social, regulatory issues, etc., but almost always for work needs.

I have to say that I think the new ULMA newsletter is a good idea. Receiving it by email and making it a purely online channel means that I can see it whenever I want to, without making any effort. In terms of content, I would like to find news of a social nature, events, prize draws, regulations, noteworthy news about the Business, etc."