



SENSIKA

360° Global Real-Time Crisis Monitoring
with actionable deliverables

Key recommendations for issues and crisis management

IN THE REALM OF DIGITAL MEDIA
EVERY DAY SOMETHING MAY GO WRONG
OR MAY GO POSITIVELY VIRAL

Making Sense of the Noise

Sensika provides 360° global crisis monitoring and real-time analytics

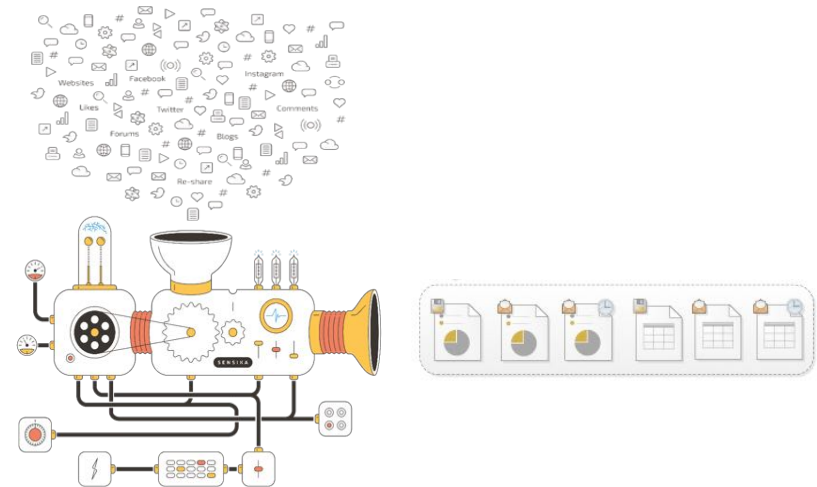
turning unstructured online, social, broadcast and print content into **insights** across **all media channels and languages** within a single coherent product.

Sensika is proud to announce a new product

The unique crisis management product is delivering **insights** that are analyzed and transformed in **actionable recommendations** providing unmatched advantages for Enterprises and Governmental structures.

Our partners specialize in public affairs and strategic communications solutions

drawing on over **20 years of diplomatic and consulting experience**. Their approach looks at how entities address international strategic and communications challenges by creating a positive image, developing sound strategies, protecting your reputation, and fostering social responsibility **using internationally recognized practices and insights**.



Some Clients





SENSIKA

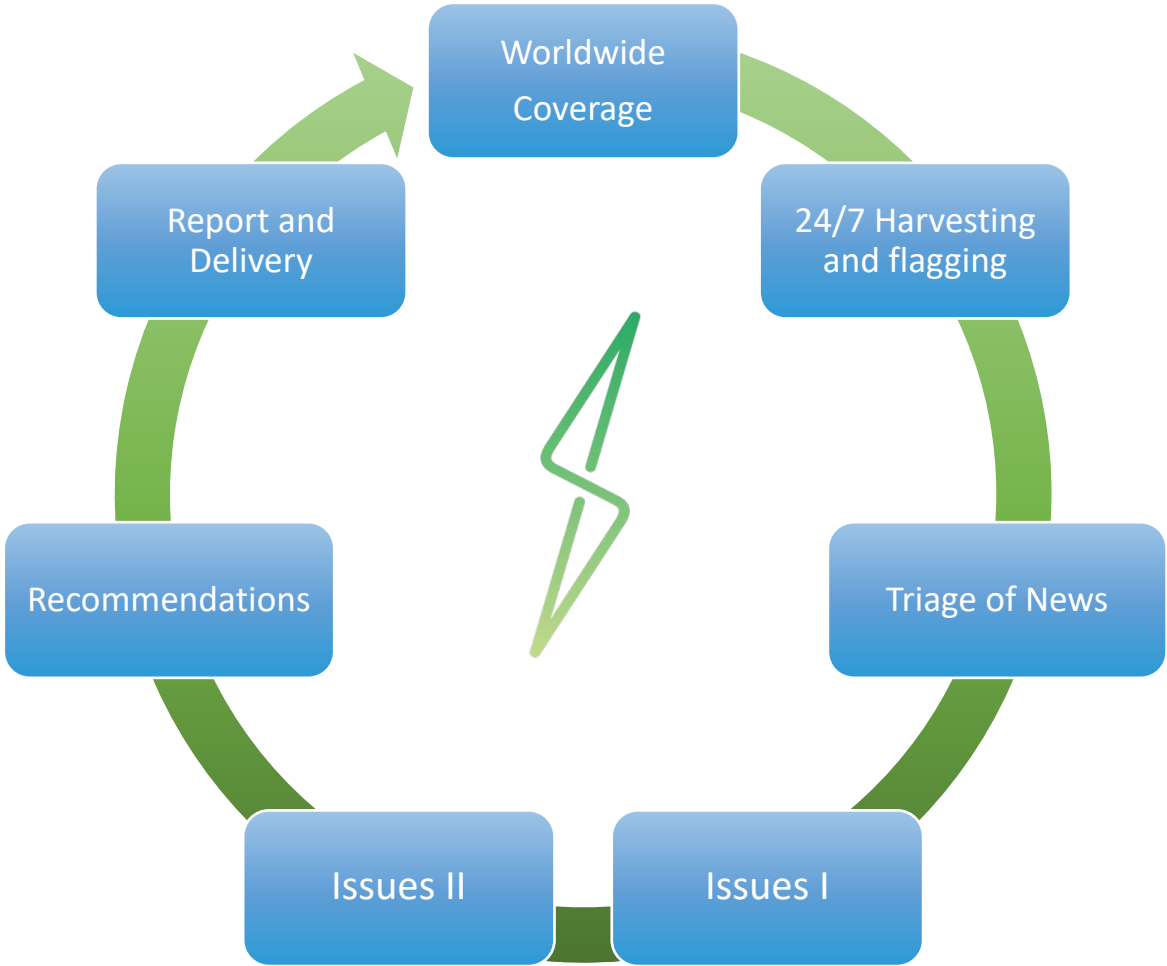
Product Overview

OUR PRODUCT IS DESIGNED TO BE THE FASTEST **REAL-TIME EXTERNAL INFORMATION INTELLIGENCE SOLUTION** ON THE GLOBAL MARKET HARVESTING **DATA 24 X 7 X 365**

Workflow

The workflow that Sensika follows in the Crisis Communication

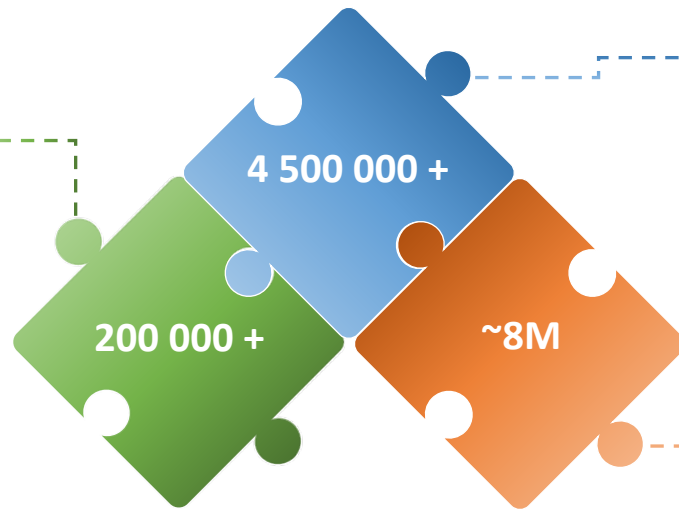
Is based on the data provided by Sensika system and the following steps:



360° Fully- automated Global Coverage Across All Media Channels

- Online: Web sites, forums and blogs from 216 countries (World w/o North Korea)
- Social: Facebook, Twitter (more coming soon)
- Broadcast: TV & Radio channels from top 20 markets (real-time speech-to-text processing)
- Print: Digitalized newspapers and magazines worldwide

Actively monitored
Online Media Sources



Stand-by
Online Media Sources

Pieces of content
Indexed each day

Harvest and flag

Multilingual Content Analysis

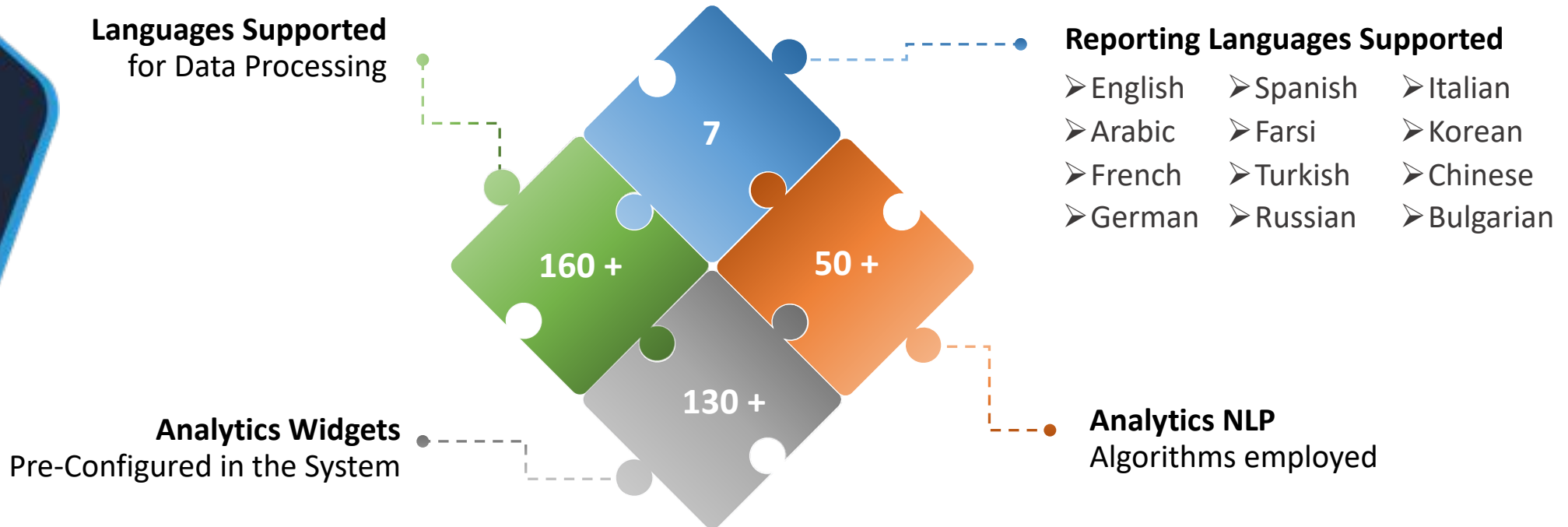
NLP and AI algorithms extract meaningful meta-data and insights from unstructured content

“No sweatshop”

Language detection, sentiment analysis, topic classification, source ranking and reputation, content reach and AVE estimations

Instant Insights

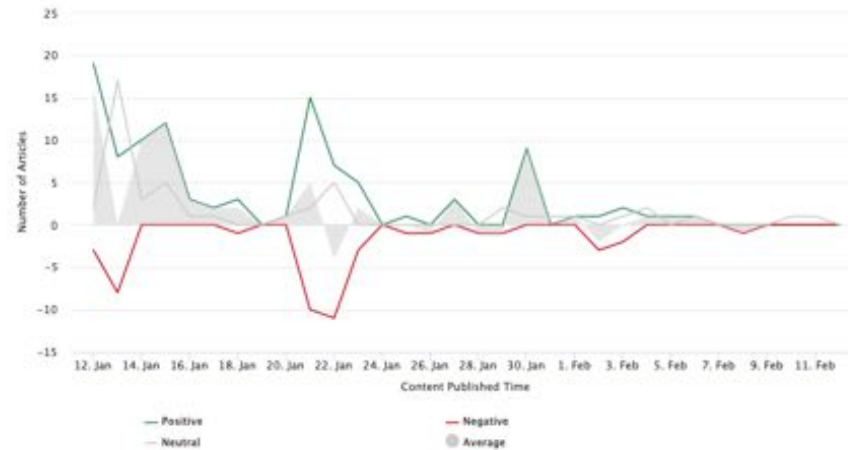
Outstanding speed in content harvesting and insights extraction – content is indexed and analysed within 2-5 minutes after being published



Stories

Categorize news stories via the media monitoring function into 3 categories:

- a) Positive News
- b) Negative News
- c) Crisis news



The screenshot displays a list of news articles with their respective sentiment labels (NEGATIVE or POSITIVE), publication dates, and key statistics. Each article includes a title, a brief summary, the source, and metrics for potential reach and domestic rank.

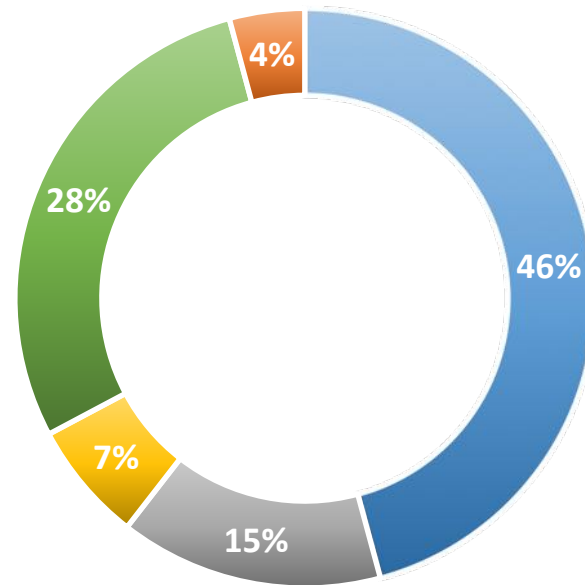
Category	Title	Source	Potential reach	Domestic rank
NEGATIVE	Crude Oil Probes Below The \$50 Per Barrel Level	SeekingAlpha.com	12,648	1
NEGATIVE	February 03, 2020 Oil Crashes Into Bear Market As Chinese Oil Demand	HEDGE eveningly	8,730	3
NEGATIVE	Oil Crashes Into Bear Market As Chinese Oil Demand Said To Plummet 20% Due To Coronavirus "Demand Shock"	Zerohedge.com	40,649	1
POSITIVE	Tesla is becoming a one-stock mania	CNBC	108,786	1
POSITIVE	More Saudi firms planning for listings after Aramco's IPO	Gulf Today	156	5
POSITIVE	Samba reports 30% rise in 2019 profit on operating income boost	Financial Intelligence on Middle East Companies, market and Sectors Financial markets News & Research - Orytha	3,810	6

Issues I

Issues are derived from news stories. They are classified based on their impact and time (reputation, cost etc.). Prioritization is made to make issues that can become a crisis as the most important to address.

Issues II

Issue are prioritized based on temporal importance. A further classification of issues is made based on timelines and the time it will take to become a crisis.



- Two Saudi oil tankers damaged in sabotage attack
- UAE says 4 ships targeted by "sabotage" off its coast
- US issues new warning to ships after "sabotage" off UAE
- Iran calls demands probe for UAE ship attack
- UAE denies media reports about blast at Fujairah port

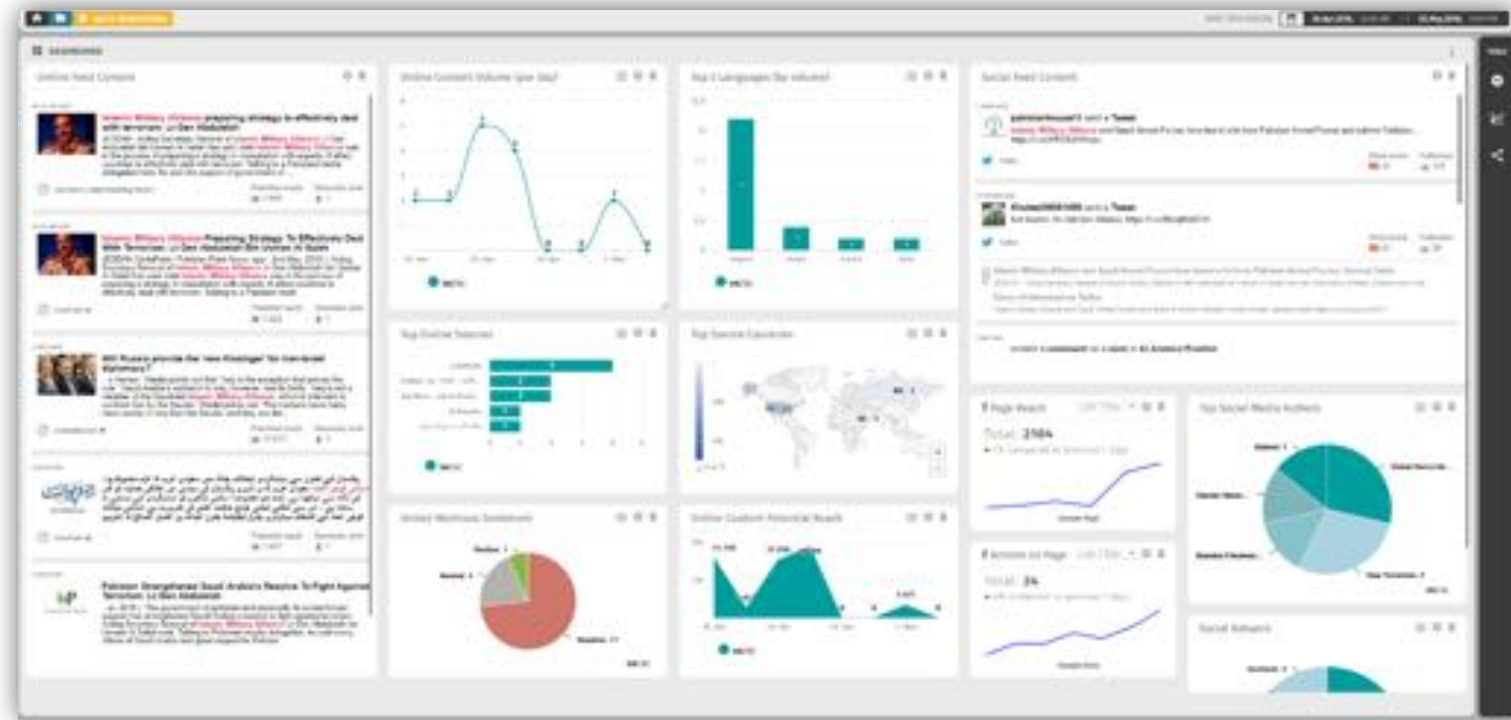
Recommendations

Recommendation analysis

Based on the issues identified and their importance – recommendations are developed and analysed based on the needs of the client

Professional Services

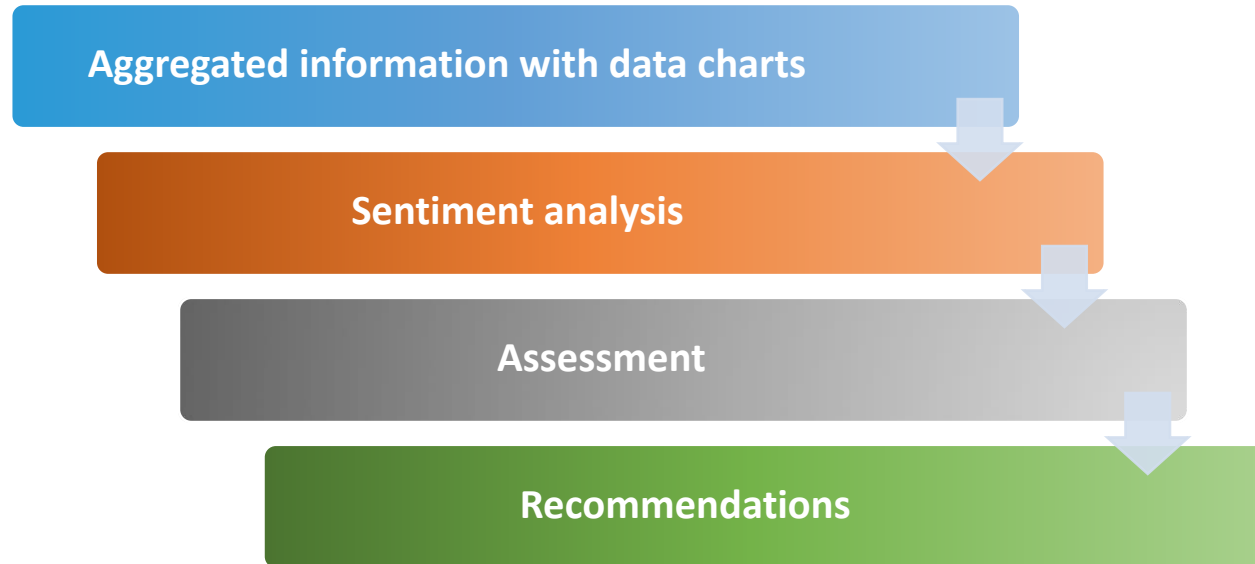
Additional analytical, deep-dive research, reporting and support services provided by a highly qualified team in more than 10 languages.



Report

Recommendations report is finalized, drafted, and presented to the client. The presentation of the information is at the discretion of the client.

Every personalized bespoke report includes aggregated information with data charts, assessment and recommendations based on the insights made by experts in the field..





SENSIKA

Case study

THE SYSTEM IS DEPLOYED IN NUMEROUS **GLOBAL FORTUNE 1000 ENTERPRISES** AND GCC GOVERNMENTS TO HAVE **360 DEGREES VISIBILITY AND AWARENESS** ON ALL CRITICAL ASPECTS OF THEIR BUSINESS AND POLICIES

Press Article: Saudi Aramco sets the record for largest IPO in history

- SPA releases article/press release on December 14, 2019 **announcing Aramco IPO** as the largest in history:

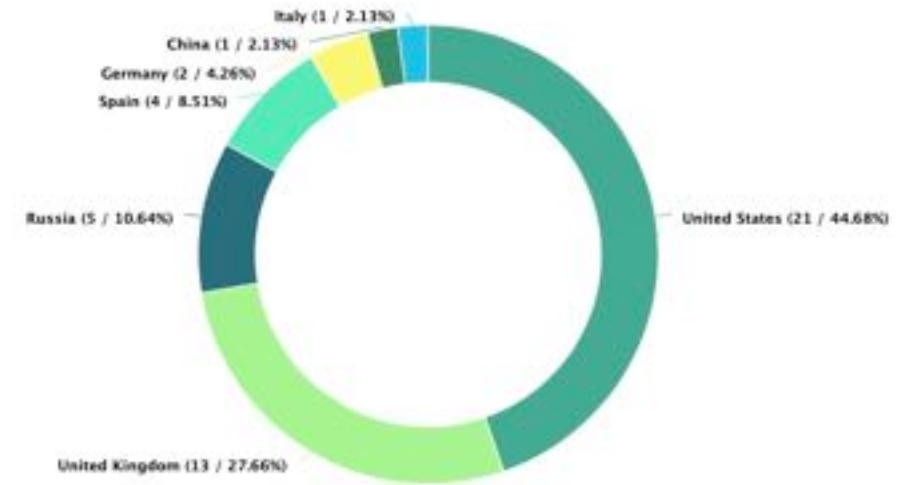
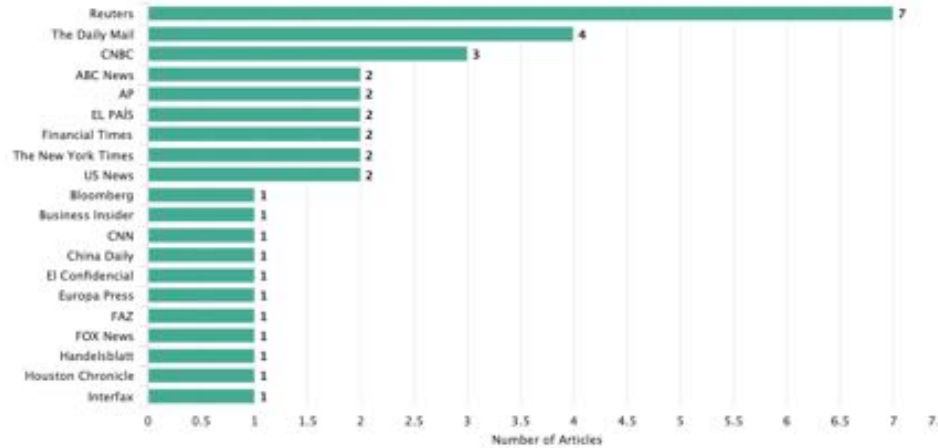
“Riyadh, December 11, 2019, SPA -- Saudi Arabian Oil Company (Saudi Aramco) was officially listed today in the Saudi Stock Exchange (Tadawul), after the successful completion of the initial public offering of its shares. Saudi Aramco shares opened at 32 riyals. “
- The press release spreads around the world and the initial announcement has **immediate effects for the global financial system** and world markets.
- The effect is a **rise in global oil prices** and a rise in prices for energy related equity, particularly in the Kingdom of Saudi Arabia and the Gulf region.
- Positive public engagement and business **optimism prevails** in the immediate days following the issuance of the SPA article with most business analysts citing the net positive effects for the Saudi economy and for the future of Aramco and its role in the diversification of the Saudi economy (implementation of Vision 2030)

Example case study

*the data is for illustration purposes due to NDA agreements

Data: Saudi Aramco sets the record for largest IPO in history

The analyzed data is only from Tier 1 sources in chosen countries



Media Reaction: Saudi Aramco sets the record for largest IPO in history

- **Western media outlets** note the historic achievement of the IPO but **are** decidedly **neutral to negative** in their reporting of the announcement.
- Particular attention must be given to the way these outlets “frame” the story: Most **western reports paint a picture** in which the **valuation is over-inflated** due to KSA government meddling.
 1. The reaction of the **local media** is **overwhelmingly positive**. Press and television as well as social media across the GCC are effusive in praise and applaud the ability for Aramco to raise money for Saudi national transformation objectives.
 2. The only outlier is in **Qatar** where media **reaction is decidedly mixed** due to the ongoing political dispute between KSA and Qatar.

Media Reaction: Saudi Aramco sets the record for largest IPO in history

- The frame of the story is that **KSA government intervention is required** to maintain the high valuation. In other words the “frame” is one where the truth is being manipulated to suit KSA needs.
- This “frame” is typical of many western media outlet approaches to Gulf country announcements that **seem too good to be true**.

As you move **away from the GCC region**, however, **the media reaction is more reserved while still being positive**, particularly in MENA countries that are aligned to KSA. Some sceptical editorial/opinion pieces cite the lack of international investors in the initial subscription of shares as well as rumours of pressuring local family offices to purchase shares.

The Assessment: Saudi Aramco sets the record for largest IPO in history

1. With the Aramco IPO in the rear-view mirror of history and a new year punctuated by geopolitical crises, **the fundamentals regarding the price of oil are erratic with threats of war causing spikes in the overall price of oil futures.**
2. Ongoing global economic challenges include slow growth in region's where Saudi and GCC oil demand is the highest. **The impact has resulted in a high degree of oil price fluctuation with an emphasis on an overall drop in the price of oil.** Because of slowing economic demand and the integration of geopolitical risk into existing pricing, the trend is for an ongoing weakening of the price of oil.
3. This means the value **of Aramco stock is likely to continue to de-value in the short and medium term** translating into a fall in the valuation of Aramco as a corporation.
4. With a slow slide in the price of Aramco stock and its overall valuation, there **could be an increase in public perception that Aramco stock prices will require KSA government intervention** to “prop up” its value.
5. While **global public perception of the Aramco IPO**, and its subsequent valuation as a company, **is largely apathetic**, a challenge could arise should KSA and Aramco leadership pursue an aggressive narrative and advocacy strategy of company resilience, company success, and “everything is fine” messages. The public won't believe it.

Recommendations: Saudi Aramco sets the record for largest IPO in history

- **It is recommended that the “transformation” messages centre around helping the next generation of KSA society.**

Why: A focus on youth and the next generation of KSA society will help to address global public perception that KSA leadership is uncaring about the “have nots”. Instead, it sends a pro-social message that incorporates other key messages such as Vision 2030 and a need to focus on Sustainable Development

Considerations:

- 1) This recommendation might be ignored by those who refuse to view the KSA government and Aramco leadership of caring. However, this could be offset over time as KSA assumes leadership of the G20 and adopts a sustainable development agenda
- 2) The risk of the global public disbelieving such a message remains high in the absence of a positive view and country image around the world. Recent tourism initiatives will not change this perception in the short-term.

Recommendations: Saudi Aramco sets the record for largest IPO in history

- **It is recommended that Aramco disseminates a series of strategic messages that emphasizes its continued commitment and importance to the transformation of KSA. This will start to “change the channel” from valuation narratives to one that is more multi-faceted.**

Why: To attempt offset the negative perception engendered by valuation stories from and to change the “frame” of global perception towards “transformation” and a “better future for KSA society.

Considerations:

- 1) This recommendation will require sustained and iterated dissemination of messages over the course of at least a six-month period
- 2) despite efforts, the negative frame of KSA government “mistrust” could still prove to be powerful and diminish the impact of this recommendation

Recommendations: Saudi Aramco sets the record for largest IPO in history

- **Aligned to a “transformation” message is the proposal that consideration should be given to position Aramco at the centre of a pro-active sustainable development agenda for the country.**

Why: Placing Aramco – an oil and gas company – at the centre of a KSA sustainable development strategy allows for the corporation to be included and viewed as a pillar for sustainable development and economic diversification solutions

Considerations:

- 1) Initiating such a strategy may be met with resistance and inertia from Aramco leadership as they do not have the requisite sustainable development agenda know how to leverage Aramco revenue towards a development action plan.
- 2) Global investors may view such an approach as deviating from Aramco’s core business thereby weakening the rationale for investment in the company.

Recommendations: Saudi Aramco sets the record for largest IPO in history

- **Consideration be given to embedding Aramco within existing international sustainable development and economic diversification coalitions, particularly as KSA assumes leadership of the G20 in 2020.**

Why: Having Aramco become part of an international coalition of government and non-state actors seeking solutions would enhance Aramco's status as a premier organization seized with finding "transformation" and economic development solutions for its citizens and give it international credibility in non oil and gas elite circles.

Considerations:

1) The expectations of success will likely rise by KSA citizens as well as global actors and the public. This could place undue pressure on Aramco which may not be equipped to dealing with development issues in the short-term.



SENSIKA

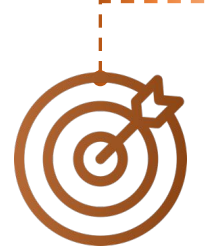
Packages

THE SYSTEM IS DEPLOYED IN NUMEROUS **GLOBAL FORTUNE 1000 ENTERPRISES** AND GCC GOVERNMENTS TO HAVE **360 DEGREES VISIBILITY AND AWARENESS** ON ALL CRITICAL ASPECTS OF THEIR BUSINESS AND POLICIES

One-time

Sample analysis of historical data

- up to 150 Online articles
- up to 2000 Social posts



Overview report

- aggregated information
- data charts for impact evaluation

Initial report with recommendations

delivered within 24 hours after request containing

- the gathered data
- content assessment
- analysis with **manually written actionable steps for crisis mitigation**

One-time package

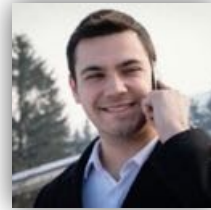
Online Coverage: Tier 1 Worldwide sources

Social Coverage: Twitter and Facebook

Languages: English & Arabic

Deliverables in English or Arabic:

- One report with recommendations
- One report with overview



Nedyalko Nedyalkov

Head of Business Development of Sensika

nedyalko.nedyalkov@sensika.com

+971 56 577 2722 (WhatsApp)

www.sensika.com