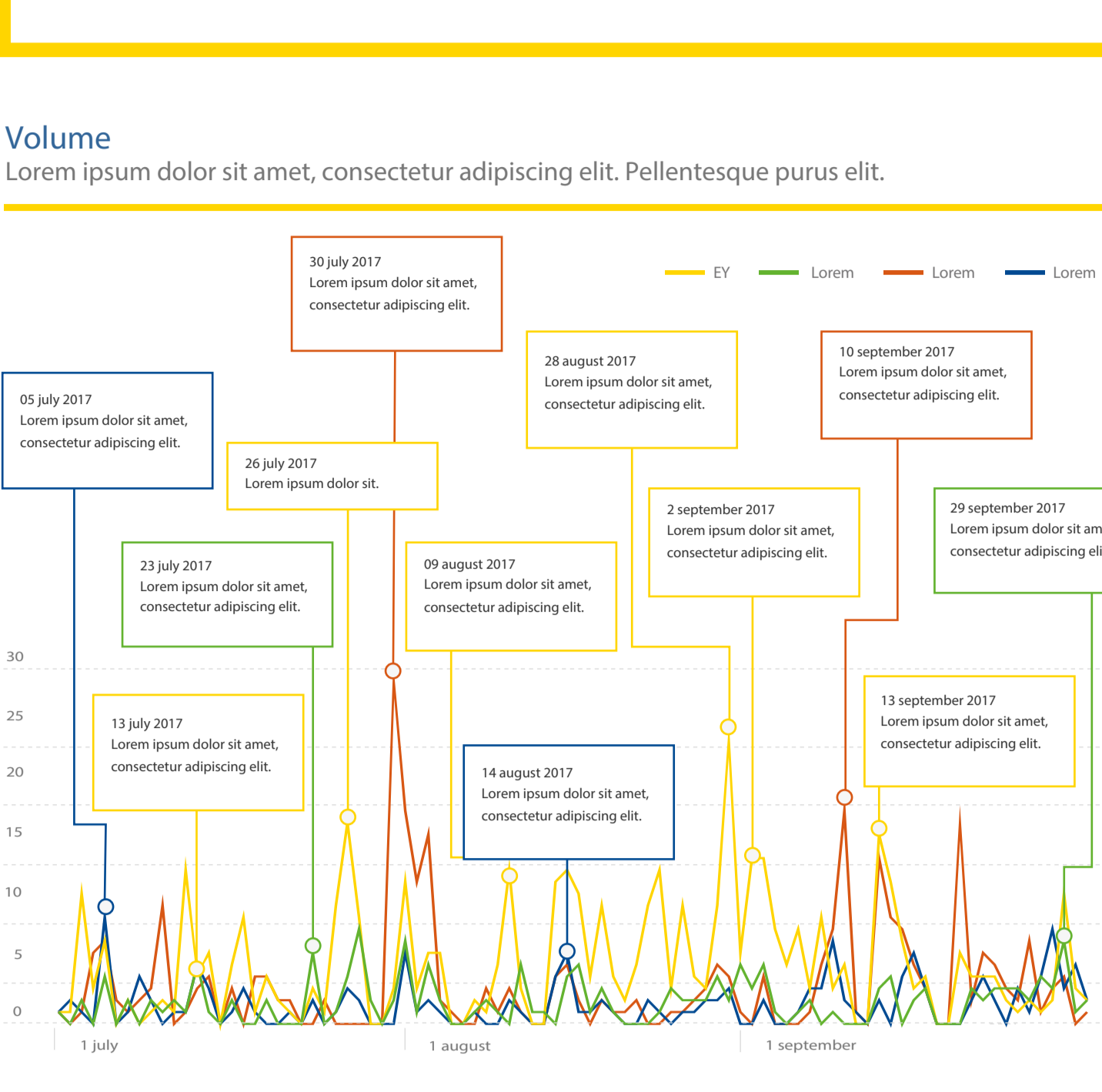


Management Summary

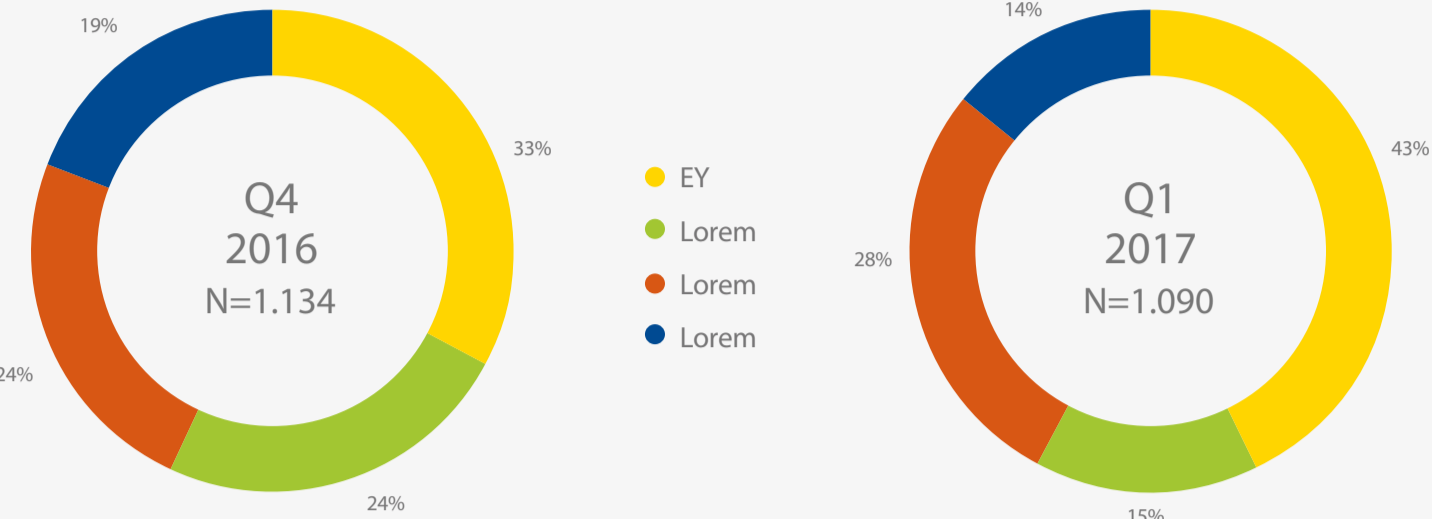
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit, pellentesque ac odio sit amet, pharetra sollicitudin lectus. Morbi felis arcu, lobortis et condimentum ut, aliquet vitae nunc. Nam nec ante ante. Quisque rhoncus tincidunt dignissim. Proin rutrum nunc sollicitudin erat vitae portae. In enim quam, auctor ac nisi ut, dapibus bibendum turpis. In in nibh ligula. Pellentesque dignissim dolor non turpis porta uttricies. Integer mauris lacus, accumsan eu turpis quis, e lectum commodo eros. Nulla venenatis tincidunt mauris ut rutrum. Quisque tempus massa nec metus porttitor, pretium elementum elit vulputate.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit, pellentesque ac odio sit amet, pharetra sollicitudin lectus. Morbi felis arcu, lobortis et condimentum ut, aliquet vitae nunc. Nam nec ante ante. Quisque rhoncus tincidunt dignissim.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit, pellentesque ac odio sit amet, pharetra sollicitudin lectus. Morbi felis arcu, lobortis et condimentum ut, aliquet vitae nunc. Nam nec ante ante. Quisque rhoncus tincidunt dignissim.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit, pellentesque ac odio sit amet, pharetra sollicitudin lectus. Morbi felis arcu, lobortis et condimentum ut, aliquet vitae nunc. Nam nec ante ante. Quisque rhoncus tincidunt dignissim.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit, pellentesque ac odio sit amet, pharetra sollicitudin lectus. Morbi felis arcu, lobortis et condimentum ut, aliquet vitae nunc. Nam nec ante ante. Quisque rhoncus tincidunt dignissim.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit, pellentesque ac odio sit amet, pharetra sollicitudin lectus. Morbi felis arcu, lobortis et condimentum ut, aliquet vitae nunc. Nam nec ante ante. Quisque rhoncus tincidunt dignissim.

Top 5 highlights



Volume

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.



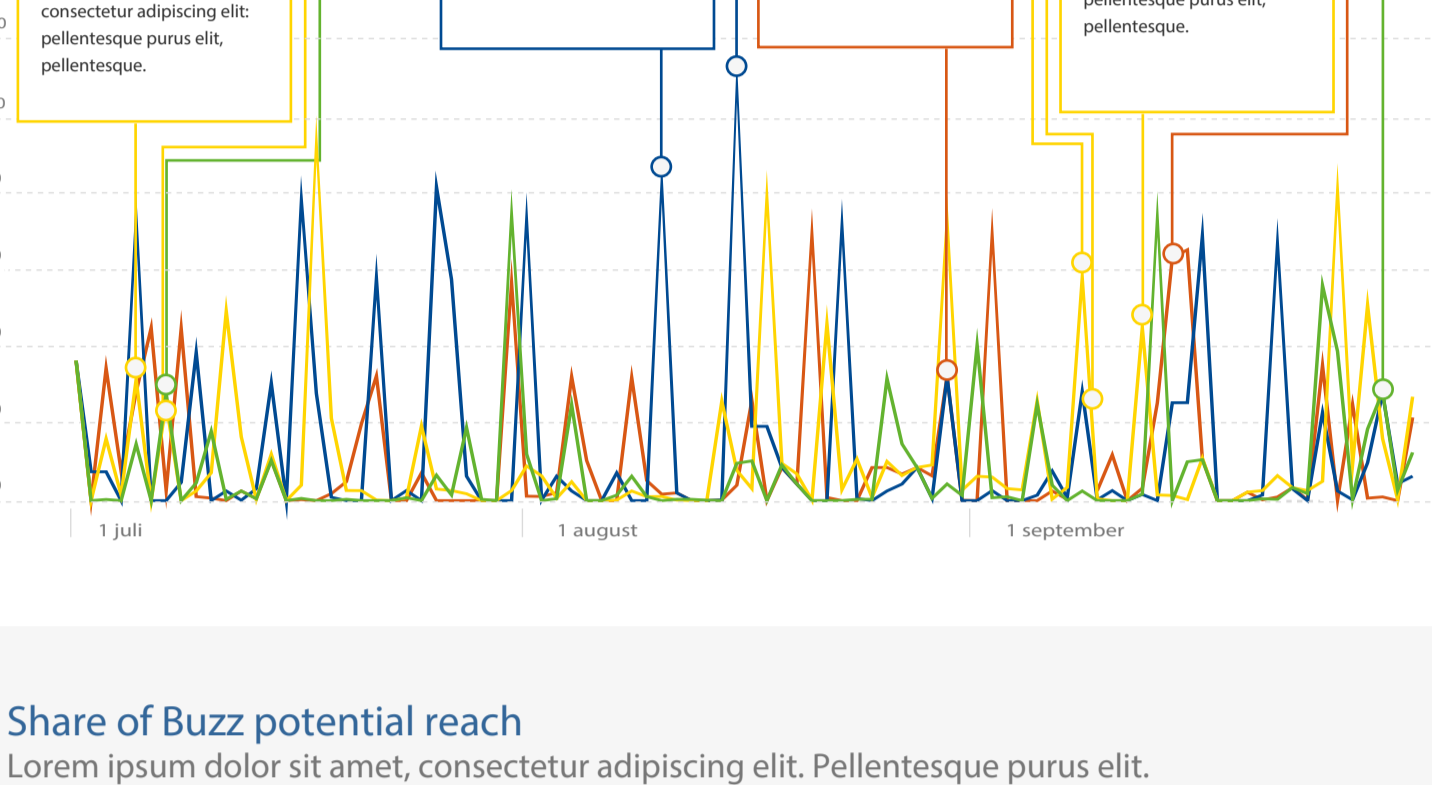
Share of Buzz

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.



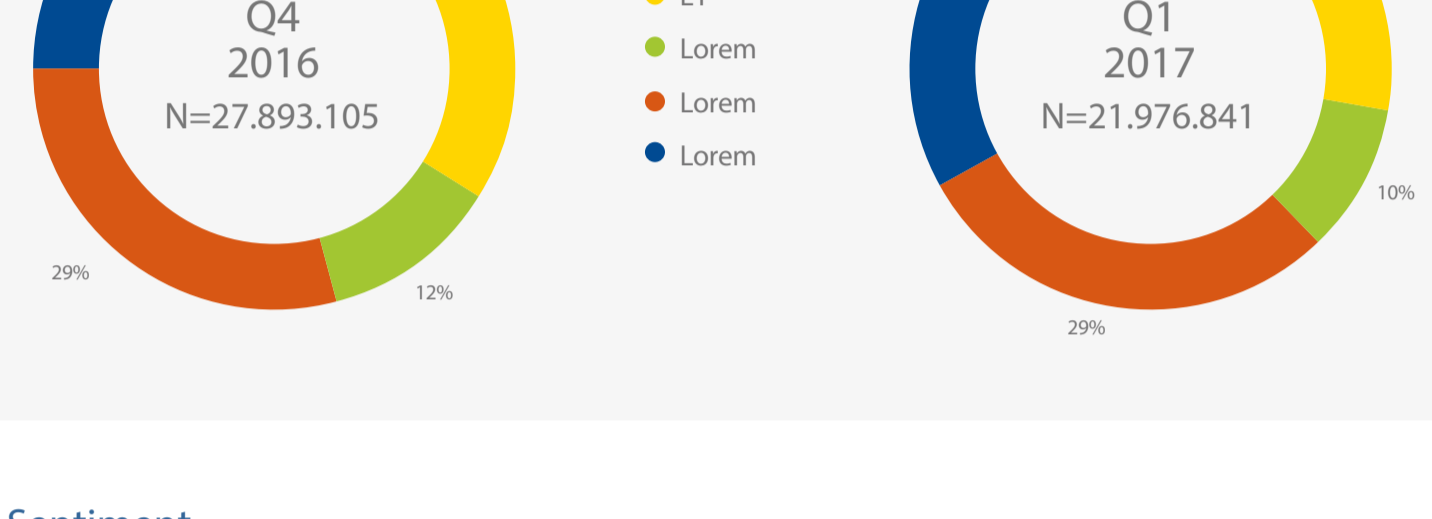
Potential reach messages

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.



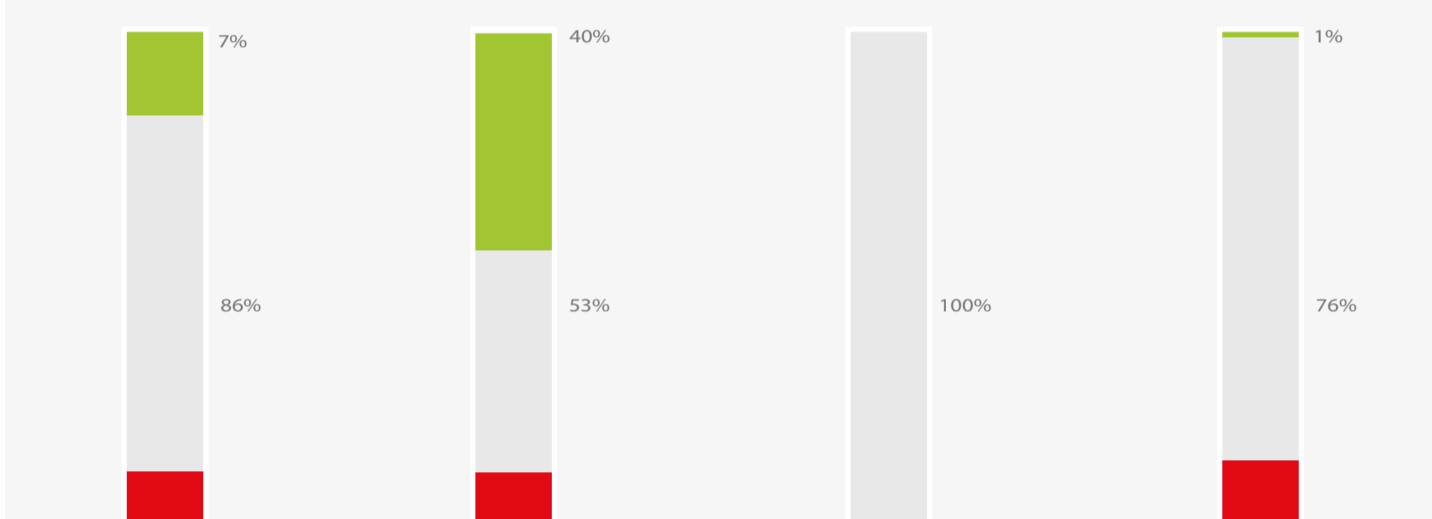
Share of Buzz potential reach

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.



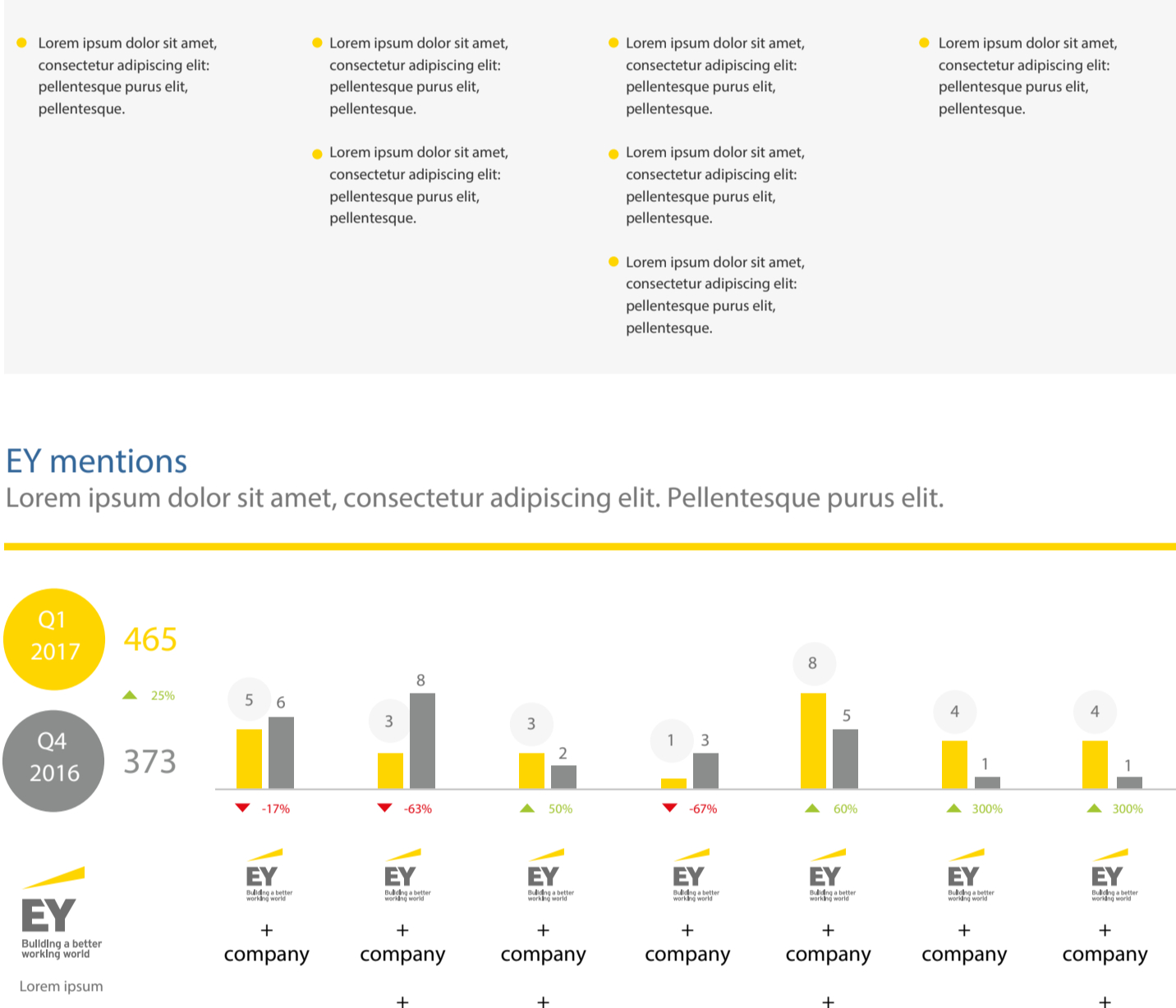
Sentiment

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.



EY mentions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.



Top 5 sources based on volume

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.

Source	Volume	Pot. reach	Source	Volume	Pot. reach
Taxlive.nl	14	25	Consultancy.nl	9	2.903
Het Financieel Dagblad	11	63.201	Accountancyvanmorgen.nl	4	216
Consultancy.nl	11	2.903	Het Financieel Dagblad	4	216
Accountancyvanmorgen.nl	7	216	Taxlive.nl	4	25
BNR.nl	7	63.143	BNR.nl	3	10.272

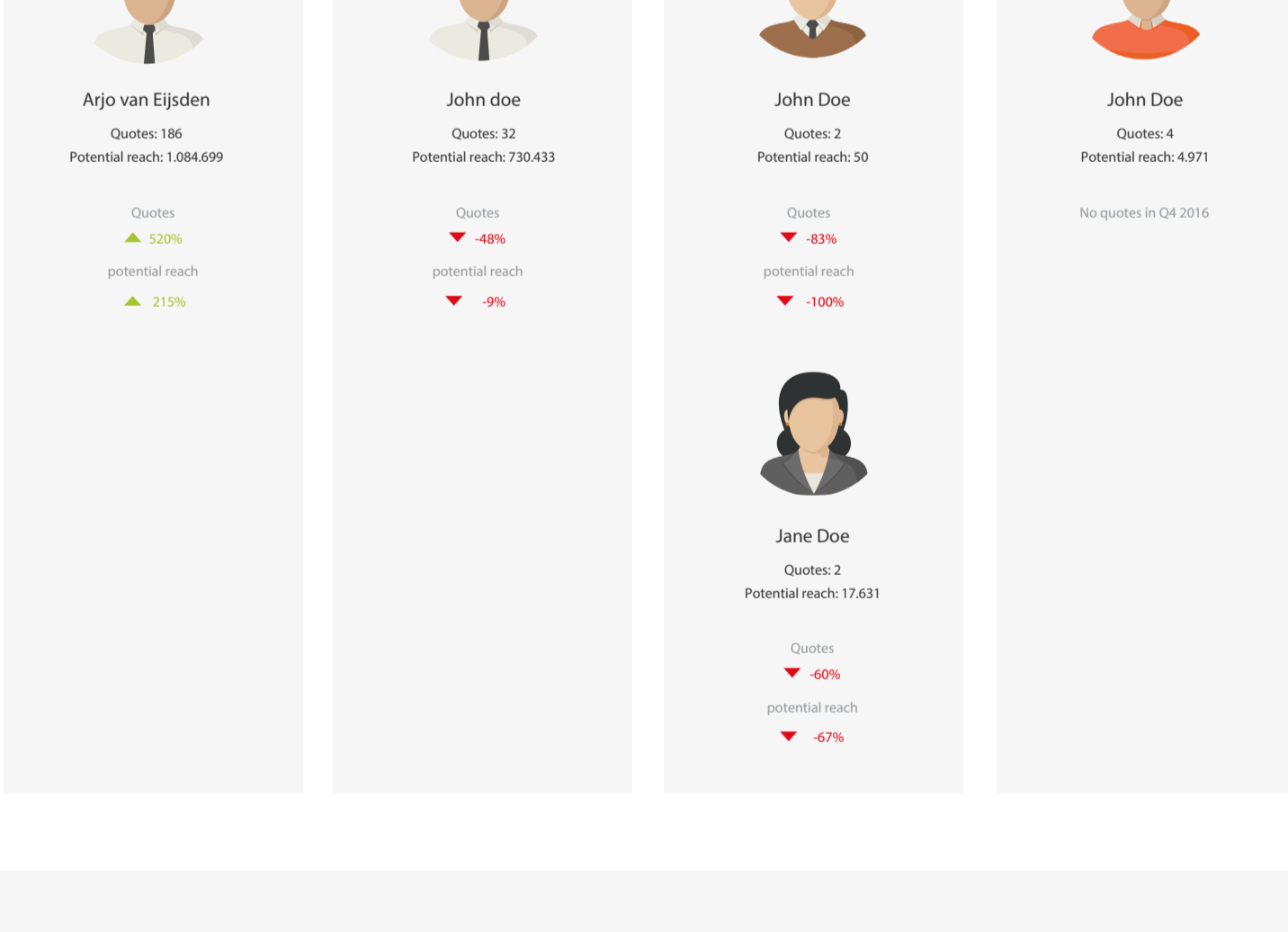
Top 5 sources based on potential reach

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.

Source	Volume	Pot. reach	Source	Volume	Pot. reach
de Telegraaf	1	582.582	Source 1	2	199.359
NU.nl	1	343.898	Source 2	2	125.190
de Volkskrant	2	260.708	Source 3	2	104.155
Telegraaf.nl	5	252.734	Source 4	1	92.876
NRC Handelsblad	1	199.359	Source 5	2	79.387

Quotes of figureheads

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.



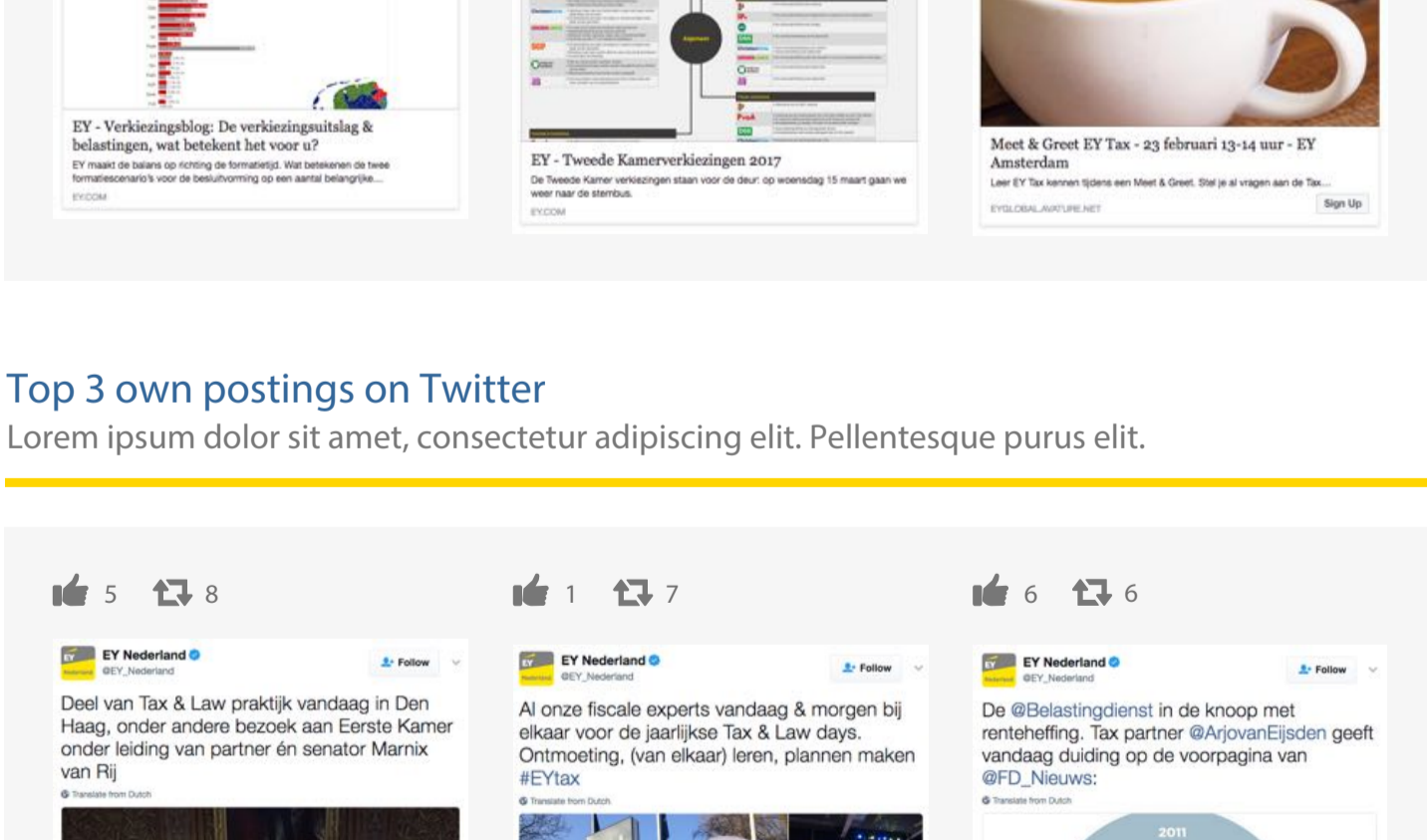
Topics Big 4 & Tax

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.

Theme	Volume	Pot. reach	Theme	Volume	Pot. reach
Eynovation	173	823.634	Company 1	12	21.032
Dutch elections	104	894.263	Company 1	7	251.369
Tax & Law days	29	74.164	Company 1	7	10.195
Webinar Big data	23	6.878	Company 1	5	6.955
"Green box"	22	111.788	Company 1	4	1.246

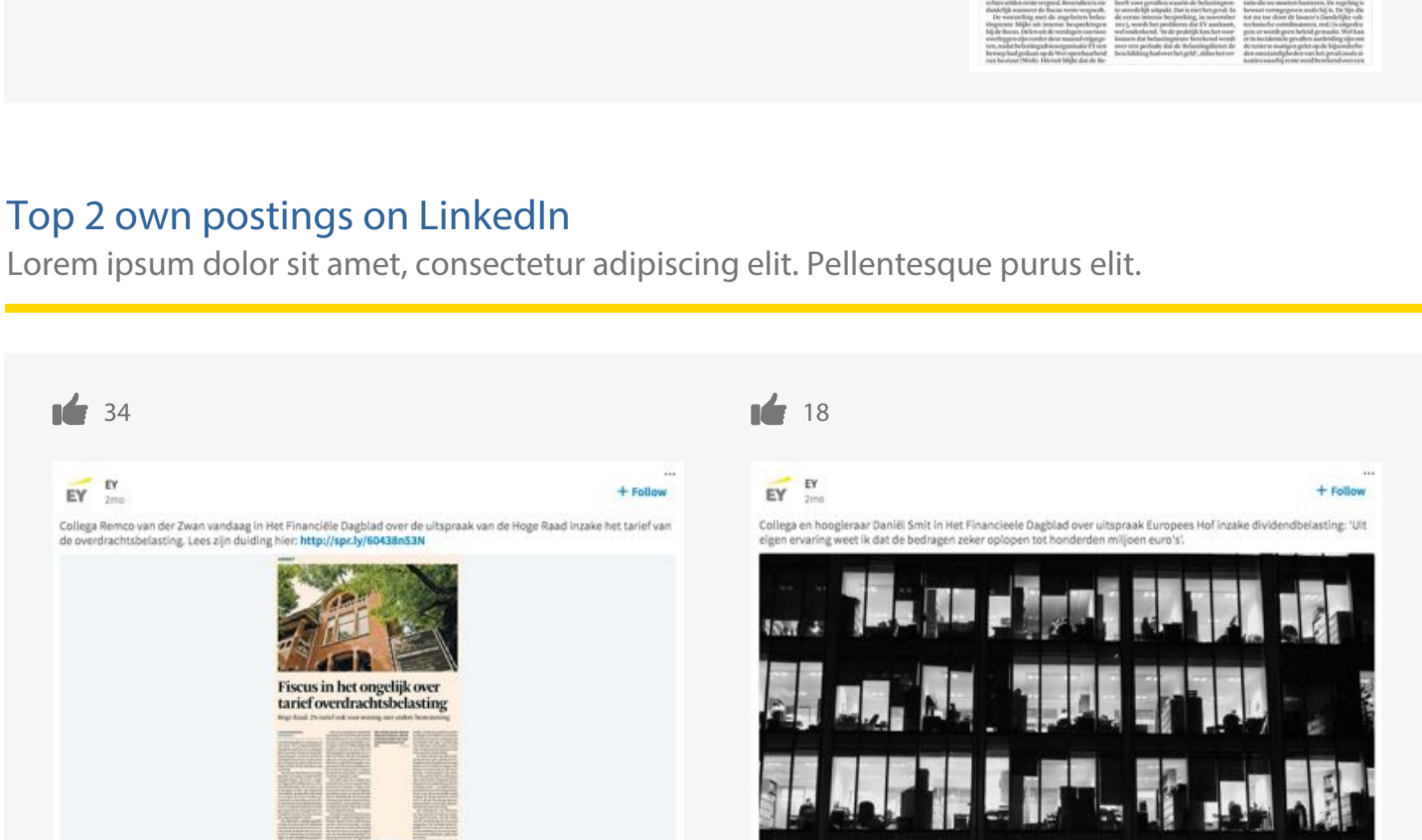
Top 3 own postings on Facebook

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.



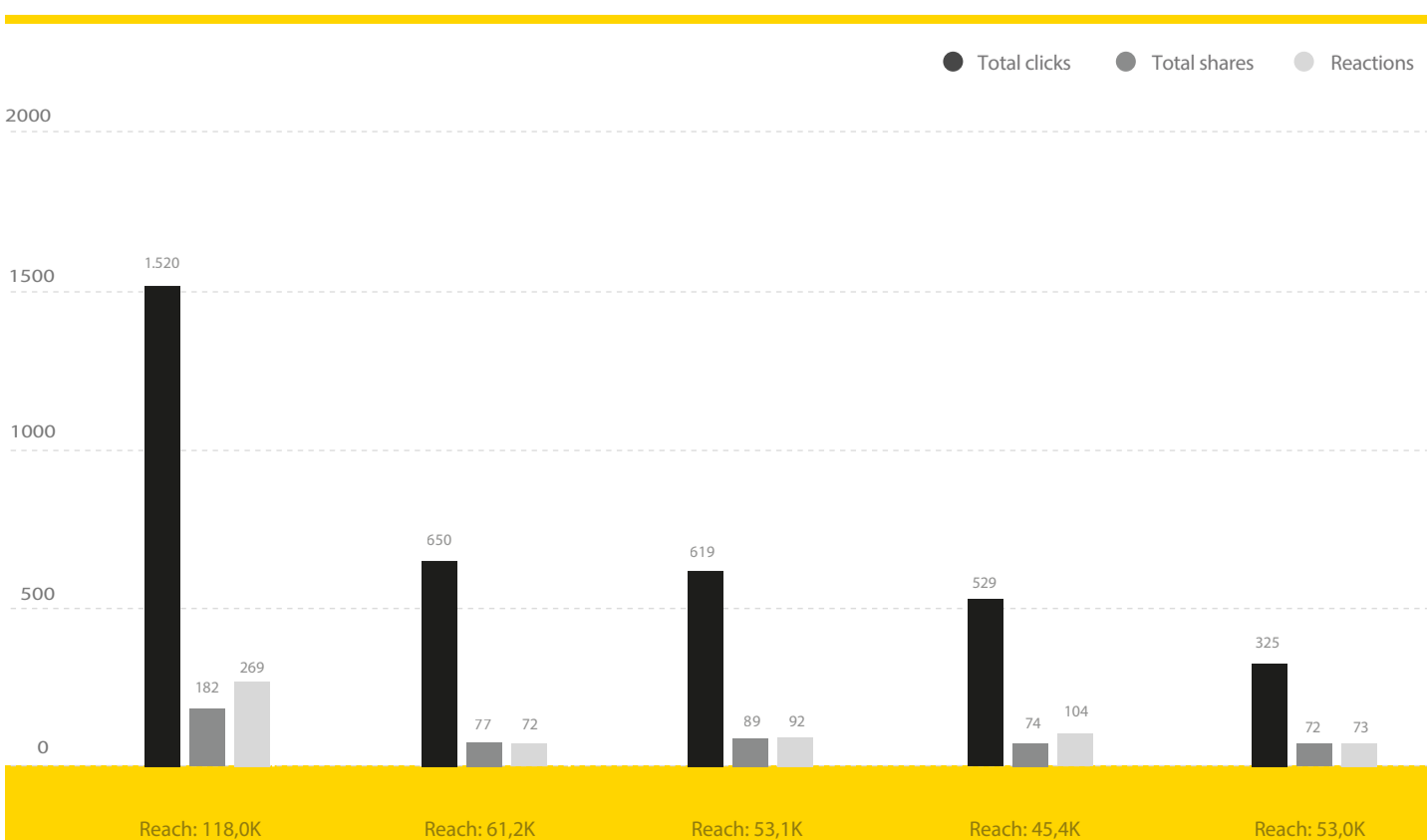
Top 3 own postings on Twitter

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.



Top 2 own postings on LinkedIn

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.



Top 5 SMARTP-messages

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus elit.

