DECISION MAKERS
HOMEPAGE BUNDLE

Media Impact

welt

finanzen.net
WELT bundles the appearances of TV, online, mobile and app under a strong, multimedia brand that stands for progressive, high-quality and dynamic topics on all channels.

Source: 2

<table>
<thead>
<tr>
<th>GENDER</th>
<th>53% ARE MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGE</td>
<td>53% 20-49 YEARS OLD</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>43% MAX. SAT EXAM</td>
</tr>
<tr>
<td>INCOME</td>
<td>28% 4.000€ OR MORE</td>
</tr>
<tr>
<td>EMPLOYED</td>
<td>69% ARE EMPLOYED</td>
</tr>
</tbody>
</table>

WELT.de

26,54 MILLION UNIQUE USER

353,18 MILLION PAGE IMPRESSIONS

AGOF daily digital facts, basis: digital WNK 16+ years (60.04 M); single month June 2020; called on: 03.07.2020

IVW June 2020
Business Insider is Germany’s most modern news site on business, career, tech, digital culture and science.

Gender
53% are male

Age
60% 16-49 years old
42% Max. SAT exam

Education
45% 3,000€ or more

Income
70% are employed

Source: 2

7.86 million unique users
49.93 million page impressions

AGOF daily digital facts, Basis: digitale WNK 16+ years (60.04 Mio.); Single month March 2020; called on: 01.04.2020
IVW February 2020
finanzen.net

finanzen.net is the most comprehensive and fastest growing financial and stock market portal in Germany.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>69% ARE MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGE</td>
<td>59% 16-49 YEARS OLD</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>48% MAX. SAT EXAM</td>
</tr>
<tr>
<td>INCOME</td>
<td>47% 3.000€ OR MORE</td>
</tr>
<tr>
<td>EMPLOYED</td>
<td>70% ARE EMPLOYED</td>
</tr>
</tbody>
</table>

Source: 2

8,64 MILLION UNIQUE USER

297,85 MILLION PAGE IMPRESSIONS

AGOF daily digital facts, Basis: digitale WNK 16+ years (60,04 Mio.); Single month March 2020; called on: 01.04.2020

IVW February 2020
DECISION MAKER HOMEPAGE BUNDLE

- Top reach in our decision maker target group
- Price/performance: lower gross CPM compared to IQ-Roadblock Quality News
- Reach a high number of decision-makers as a high-income target group
- All Media Impact decision maker environments with one booking
- Maximum attention in just one day

2,3 Mio. guaranteed AIs / Day

1WELT.de, Finanzen.net and Business Insider; aggregated volume: not all positions of the package have to contribute to the aggregated volume, crucial is the achievement of the aggregated AIs
The following homepages (multiscreen) are occupied in one day:

WELT.de | finanzen.net | Business Insider

1Collective volume: The reaching of the total AI of the package is relevant for settlement - not all items of the package must contribute to the fulfillment of the total AI