EUROPEAN FOOTBALL CHAMPIONSHIP 2021

Media Impact
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>

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

WELT.de

**24,03**

Million unique user

**353,18**

Million page impressions

IVW June 2020
WELT stands for a wide range of publications in TV, print and digital. WELT covers all journalistic formats - from news and opinions to documentaries.

Every story - whether as text, video, photo or live reporting - follows the claim of providing reliable and user-oriented information and inspiring our audience with passionate journalism, innovative products and the joy of experimentation.
GAMBLING FREQUENCY:
ONCE OR SEVERAL TIMES A MONTH

Our users have a high affinity to sports betting on the Internet.
WELT.de accompanies the EM games with extensive, highly topical coverage.

This includes editorial news and videos about teams and players, opinions and discussions from and with the football experts as well as current results and all events in the live ticker.
Make yourself the exclusive sponsor of the EM 2021 Channel!

Presenting-Paket multiscreen:
A billboard (stationary), a medium rectangle (multiscreen) and the logo of your brand (multiscreen) are permanently placed on each side of the channel.
OFFER

BETTING ODDS INTEGRATION

Become the exclusive presenter of the EM matchday overview on WELT.de!

The odds of the respective game and its logo are integrated (multiscreen) under each game setting.

Permanent presence on the homepage

The module will be integrated into the EM Channel and will be shown on the homepage** before or on match days.
Present the voting tool on WELT.de with a logo integration (multiscreen)!
PERFORMANCE THROUGH CLICKBOOSTER

Optionally, we guarantee a fixed value of clicks for your presentation or your odds integration.

For this we switch on the Clickbooster. It is played out in affine environments and ROS with the formats AdBundle, Mobile Content Ad 4:1 and Mobile Medium Rectangle.
In this version of the brand story, branding works in a playful way: we create an entertaining quiz based on graphics, figures and facts from the customer’s field of activity / industry.

Advantages of the Quiz Brand Story:

- Strongly visual, exciting and entertaining preparation for a playful approach to the topic.
- The individual "knowledge bits" are very suitable for mobile distribution via social networks.
- Smart content, entertainment with a high level and a subtle brand message that is fun
OFFER

PREROLL VIDEO ADS

Be the exclusive presenter of the EM 2020 Channel video formats with PreRolls! A spot with a length of up to 20 seconds is placed in front of the content.

Description: Videos in the form of PreRoll Ads are clickable opener spots that are shown before the actual moving image reporting and thus achieve a high degree of attention.
Use the InText Outstream Video Ads1 format exclusively on the EM 2021 Channel!

- Directly integrated VideoRoll into the content
- Precharged in non-visible area, starts only with visual contact (min. 50%)
- Audio activation by 'mouse-over' or click
- Pauses when scrolling out of the visible area
- Closes automatically after complete playback
- All other common video marketing parameters can be used (targeting, redirect, etc.)

Viewability >50%

Viewability <50%

¹A lead time of at least 5 days is required for the technical integration.
### PRICING

<table>
<thead>
<tr>
<th>EM - Channel</th>
<th>Matchday Overview</th>
<th>Clickbooster</th>
<th>Sport Quiz Brand Story</th>
<th>Video Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting: Billboard, Medium Rectangle, logo integration in the EM channel and on the homepage sports</td>
<td>Presenting: Odds integration and logo integration under every game setting</td>
<td>CPC-Special AdBundle</td>
<td>Logo integration, boilerplate (e.g. package S, billing: Page Views)</td>
<td>InText Outstream Ad</td>
</tr>
<tr>
<td>45,500,000 AIs</td>
<td>15,000,000 AIs</td>
<td>5,000 Klicks</td>
<td>30,000 Page Views</td>
<td>4,000,000 AIs / 240,000 €</td>
</tr>
<tr>
<td>200,000 €</td>
<td>66,000 €</td>
<td>12,500 €</td>
<td>90,000 €</td>
<td>5,000,000 AIs / 500,000 €</td>
</tr>
</tbody>
</table>

**Notes:**
1. Duration 11.06. to 11.07.2021.
2. multiscreen.
3. desktop/ MEW.
4. The price is a package price in €, less 15% agency discount and 15% AE, plus VAT.; lead time of 5 days, stationary and mobile are already pre-discounted with over 76%. No special discount possible, no guarantee on the delivered clicks, click booster is only bookable within the EM 2021; plus creation costs of 8,000 € for package S; overlength (21-30 sec.) + 20€ CPM || PreRoll Ad.
5. up to incl. 20 sec, excess length (21-30 sec.) + 20€ CPM || Short spots (7-15 sec) - 10€ CPM. || VPAID + 10€ CPM.
6. up to incl. 20 sec, overlength (21-30 sec) + 20€ CPM || Short spots (7-15 sec) - 10€ CPM. || VPAID + 10€ CPM.