DECISION MAKERS
HOMEPAGE BUNDLE

Media Impact

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

| GENDER | 51% MALE |
| AGE    | 51% 20 - 49 |
| EDUCATION | 44% AT LEAST A-LEVELS OR VOCATIONAL BACCALAUREATE |
| INCOME | 30% 4,000.-- € OR MORE |
| EMPLOYED | 68% EMPLOYED |

WELT.de

25.53 MILLION UNIQUE USERS
329.99 MILLION PAGE IMPRESSIONS

AGOF daily digital facts, basis: Digital TEE, digital users aged 16+ (61.17 mill.); single month March 2021; Data retrieval of 12 April 2021
IVW July 2021
Business Insider is Germany's most modern news page on topics such as business, careers, tech, digital culture and science.
finanzen.net is the most comprehensive and fastest growing financial and stock market portal in Germany.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>74% ARE MALE</th>
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</thead>
<tbody>
<tr>
<td>AGE</td>
<td>53% 16-49 YEARS OLD</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>69% MAX. SAT EXAM</td>
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<tr>
<td>INCOME</td>
<td>48% 3.000€ OR MORE</td>
</tr>
<tr>
<td>EMPLOYED</td>
<td>70% ARE EMPLOYED</td>
</tr>
</tbody>
</table>

Source: 2

7.41 MILLION UNIQUE USER¹
328.1 MILLION PAGE IMPRESSIONS²

¹AGOF daily digital facts, Basis: single month March 2021; called on: 08.04.2021
²IVW July 2021
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

2.8 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

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1 Collective 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.