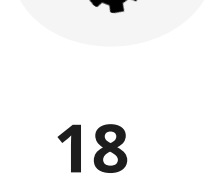




Channel Report

billiger.de



18

years of experience in e-commerce



3,3 Mil.

potential new customers reach per month



110.000

visits per month



1.800

different categories



4

page views per visitor

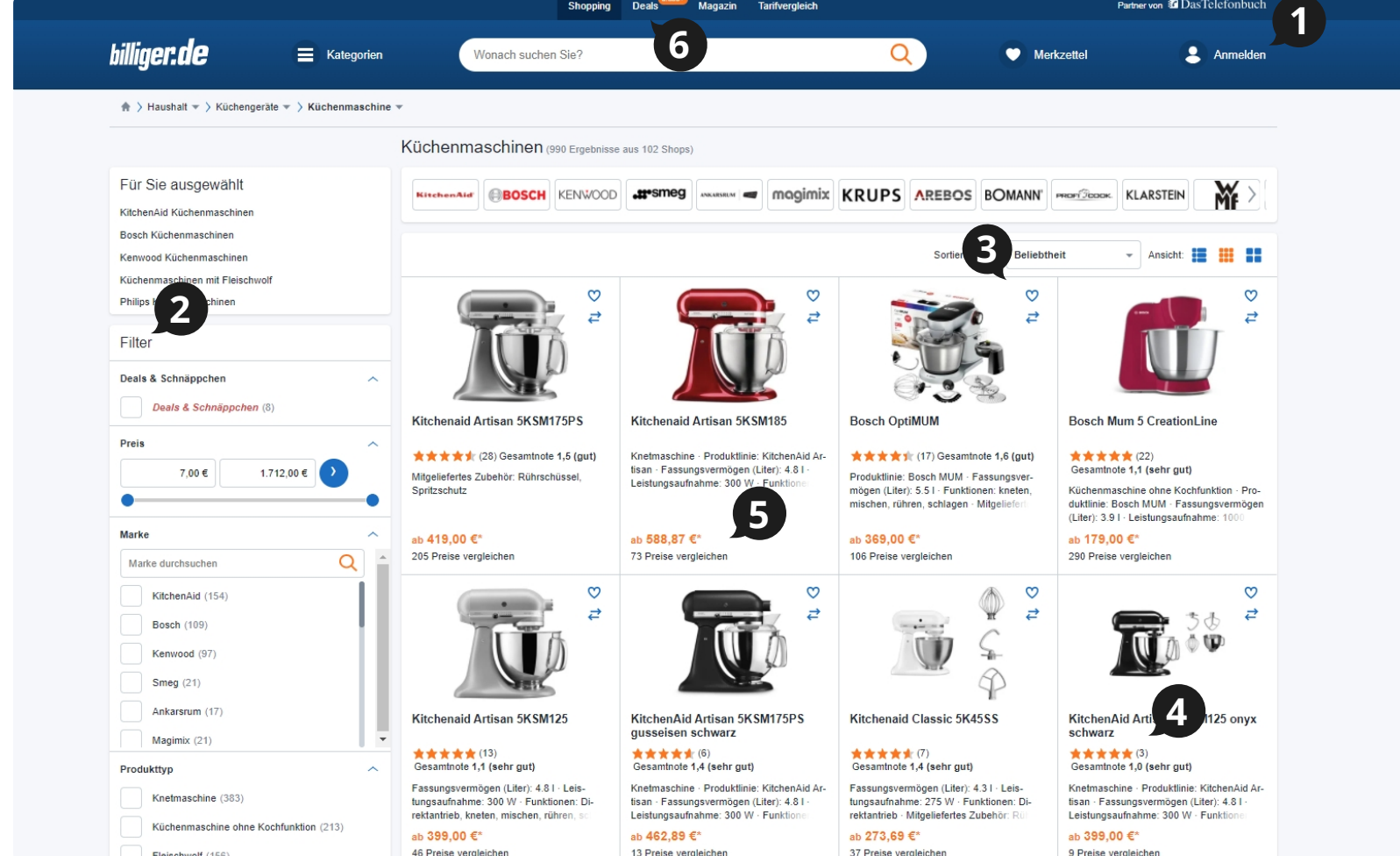
About the Channel

billiger.de is one of the best-known and most-used price comparison sites in Germany. The product spectrum ranges from entertainment electronics, pharmaceuticals, household and garden supplies to fashion, sports, games and leisure articles. In addition to the pure product comparison, billiger.de also offers a rate check for gas, electricity, cell phones, cars and more.

At the same time, billiger.de is not just a site where users can find the cheapest price. The portal is regarded much more as an important source of information that intercepts the user immediately before their purchase decision.

➔ For you, as an online store, the potential customers supplied by billiger.de could not be easier to reach!

Convincing through simple & transparent price comparison



- 1 Customer account
- 2 Intuitive navigation + filter options
- 3 Wishlist
- 4 Test reports & product reviews
- 5 Price information
- 6 Deals & bargains

2000+ Filter options

and comprehensive consultation

For almost **50%** of Germans, billiger.de is an important advisor in purchasing decisions

✓ Purchase advisor per category

The online editorial team provides valuable information and unique shopping tips for the 1,100 different categories on the price comparison.

✓ Price-demand index

At the same time, the price-demand index shows the current price level of the most frequently requested items on billiger.de - by product range or product category.

✓ Product descriptions

The detailed product descriptions show, at one glance not only specific product details, also the advantages and disadvantages, as well as information about the respective manufacturer.

✓ Price development | Price alert

In addition to the general and product-specific information, the user also receives important information about the price, like the price tendency - which shows, for example, the best price within a year.

& To provide the best buying experience for our users, we work at full speed every day.

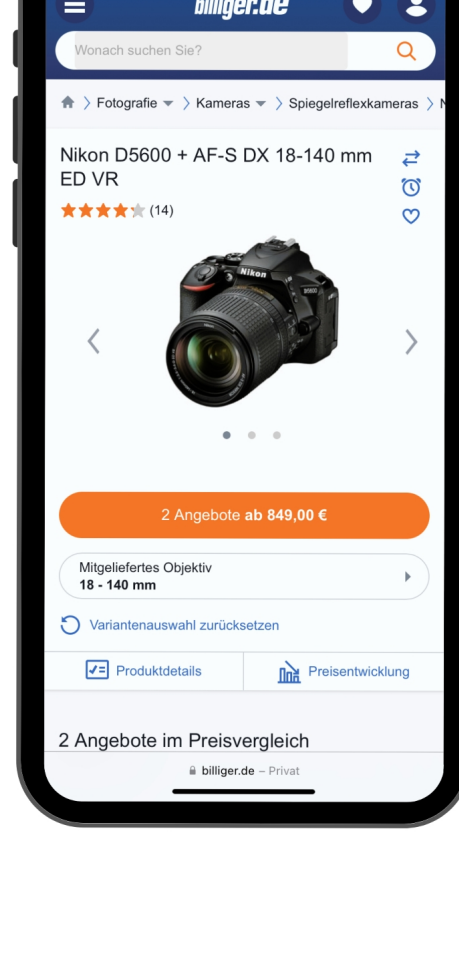
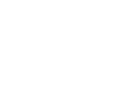
4 MIL. editorially maintained products



240 MIL. offers international



1 BN. + offer modifications per day



Strengths of the channel

1 EXCELLENT PERFORMANCE

The high willingness to buy, which the user shows through his concrete interest, results in **low COS** and **high conversion rates** for our stores.

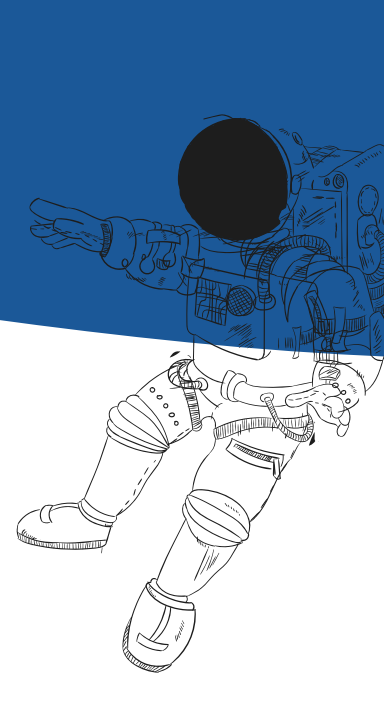
2 CONTENT FORCE PLATFORM

Our content-rich pages are not only an important guide for users, they also generate **high organic reach** which pushes us to the top of the search engines.

3 INTEGRATED TRACKING

Customer first is our mission. Therefore, we have developed our own tracking system that gives our store customers **transparent insights** - and thus helps to sustainably increase sales.

SEO



Our business model = your traffic source



- 1 You simply transmit your data feed to billiger.de. Your data will be standardized and processed by experts - for optimal output.
- 2 Online shoppers search on the Internet or specifically at billiger.de and due to the prepared data feed they stumble upon your offers here on billiger.de.
- 3 With only one click, the user can directly access the desired product in your store, where the purchase will be completed.
- 4 Yay! You are not only present, you also gain new customers who increase the sales volume of your store.

Our target group = your future customers

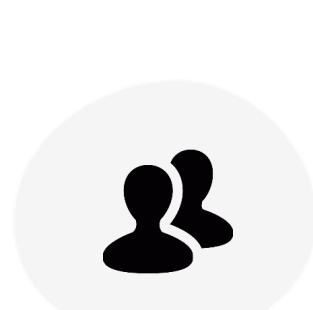
Our users are very heterogeneous and cover almost all areas of life as a result of the broad and large product catalog. You tend to reach people who think in a targeted manner, inform themselves well before making a purchase and want to shop safely online.

*The figures given are based on assumptions.



25/75

Ratio of women and men



66%

are older than 40



65%

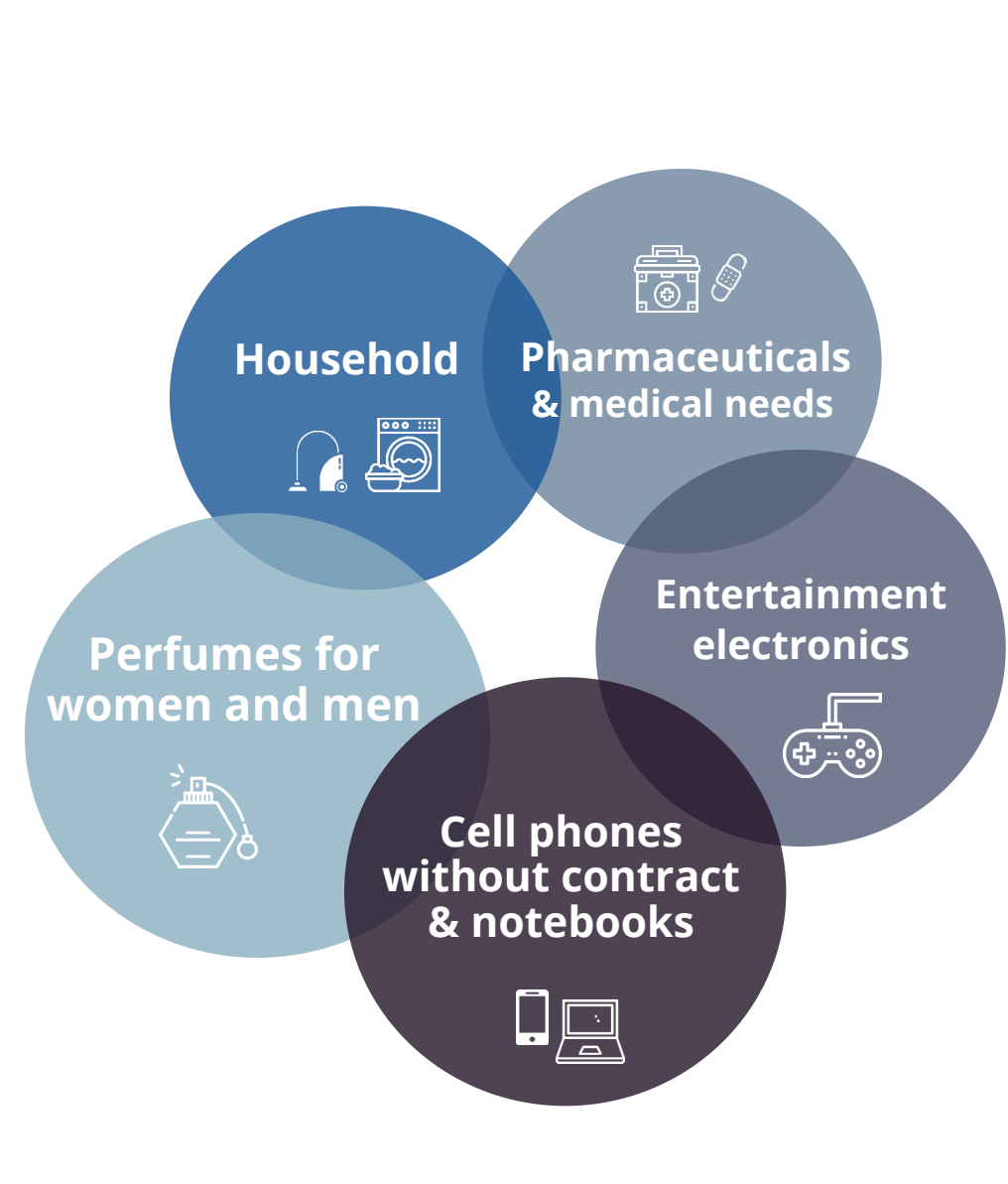
are employed as employees or civil servants



50%

have a high level of education

Our top categories = your sales opportunity



Good to know: But also seasonal products such as pools, lounge furniture, garden barbecues and various pet-related products drive the performance.



+ 2.000 satisfied stores from all verticals advertise by us

Thalia

"Thanks to the good cooperation with solute, we were able to significantly increase our reach to all target groups. We thank the experts at solute for their active support."

Isabell Beese
Manager, Media & Online Marketing, Sales eCommerce & Marketing | Thalia Bucher GmbH

Timeshop24

"We are a customer of solute GmbH for more than 10 years and since then we can be happy about steadily growing sales and great sales successes."

Oliver Bolk
Management | Timeshop24.de Ltd.

FARFETCH

"The expert team takes care of our optimal targeting and provides us with transparent results."

Martin Zifras
Performance Marketing Manager | Farfetch London

GAP

"We are now benefiting from a smart presence and reach, and increased our sales hugely as a result."

Lars Kleff
Owner | GAP-Aktuell GmbH