

# A REWARDING COLLABORATION



# The Kaufdown Principle

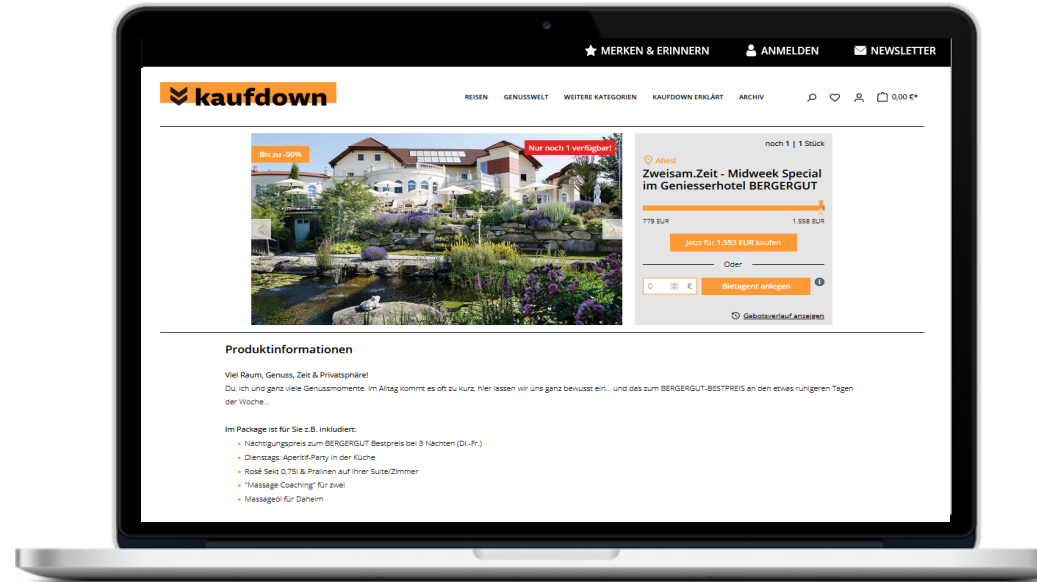
## BRIEF EXPLANATION OF THE PLATFORM

On Kaufdown, products can be purchased either at a discounted fixed price or through a reverse auction.

The provider receives advertising volume (net) equal to the gross value of the products offered.

### For reverse auctions:

- The starting price is the retail price.
- The price decreases at short intervals until someone makes a purchase.
- The interval of price reduction, timing, and discounting can be individually adjusted.



## ANNOUNCEMENT ADS AND NEWSLETTER

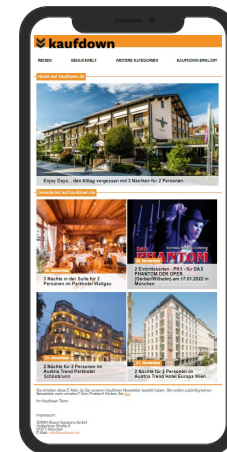
### Ads in SZ and Newspaper App

- ▶ Monday – Friday  
1/8-page ad in the SZ total edition
- ▶ Weekends and holidays  
½-page ad in the SZ total edition
- ▶ Montag – Samstag  
Anzeige in der Zeitungs-App
- ▶ The total edition of the Süddeutsche Zeitung reaches 1.20 million readers<sup>1</sup> per day/issue and has a circulation of 265,321<sup>2</sup> copies.



### Kaufdown-Newsletter

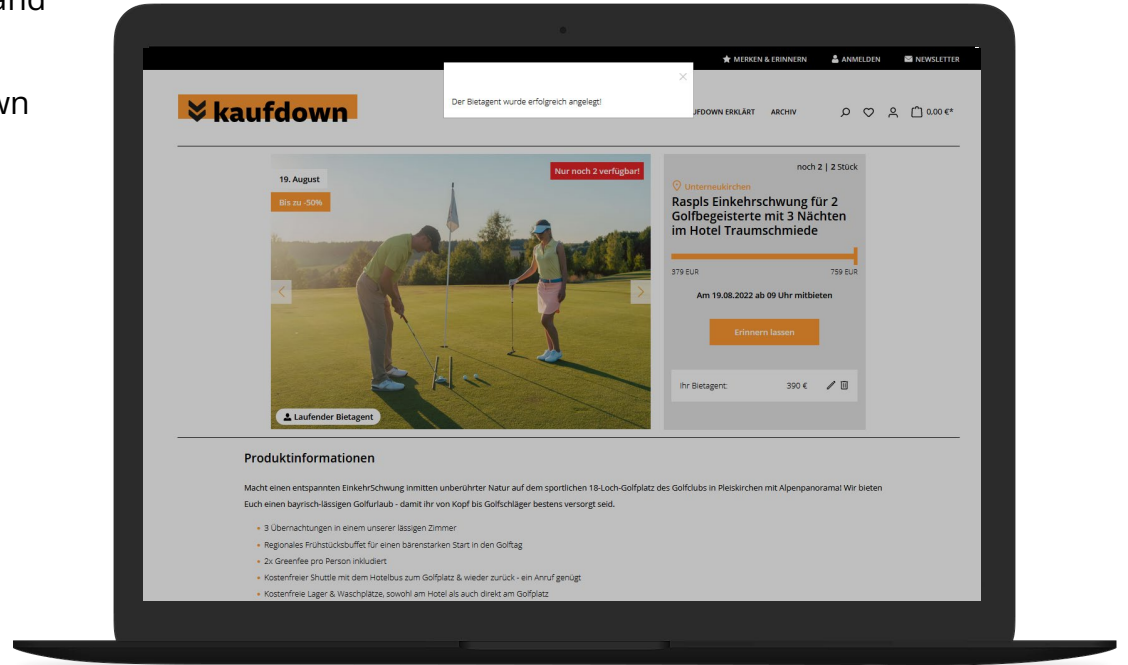
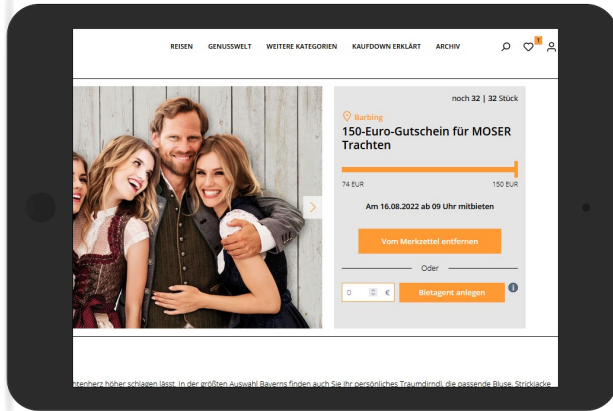
- ▶ Monday – Sunday
- ▶ Newsletter sent via email
- ▶ Every morning at 8.30 a.m.
- ▶ To 6,362<sup>3</sup> registered users



<sup>1</sup> AWA 2023; <sup>2</sup> IWW II/2023, Mon.-Fri. Print incl. E-Paper; <sup>3</sup> own count; for the newsletter registered Kaufdown users; as of March 28, 2024

## BID AGENT AND BOOKMARKING AUCTIONS

- ▶ The Bid Agent: End users can set prices and have the Bid Agent bid for them.
- ▶ Mark auctions and never miss a Kaufdown again.



We are happy to advise you

## KAUFDOWN SALES

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