

A REWARDING COLLABORATION



The Kaufdown Principle

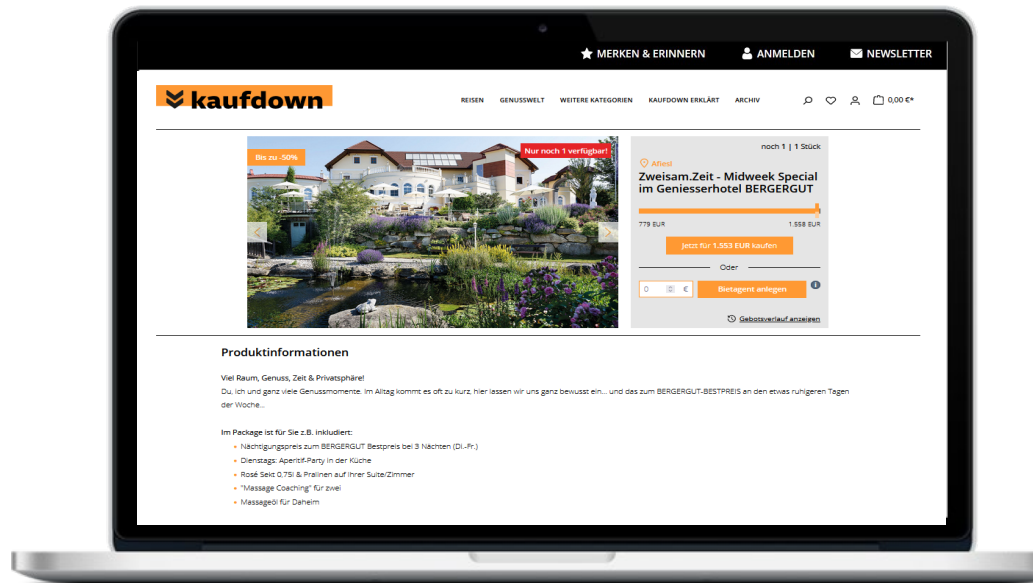
BRIEF EXPLANATION OF THE PLATFORM

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

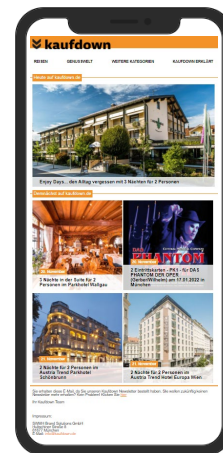
Ads in SZ and Newspaper App

- ▶ 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 readers¹ per day/issue and has a circulation of 265,321² copies.



Kaufdown-Newsletter

- ▶ Monday – Sunday
- ▶ Newsletter sent via email
- ▶ Every morning at 8.30 a.m.
- ▶ To 6,362³ registered users



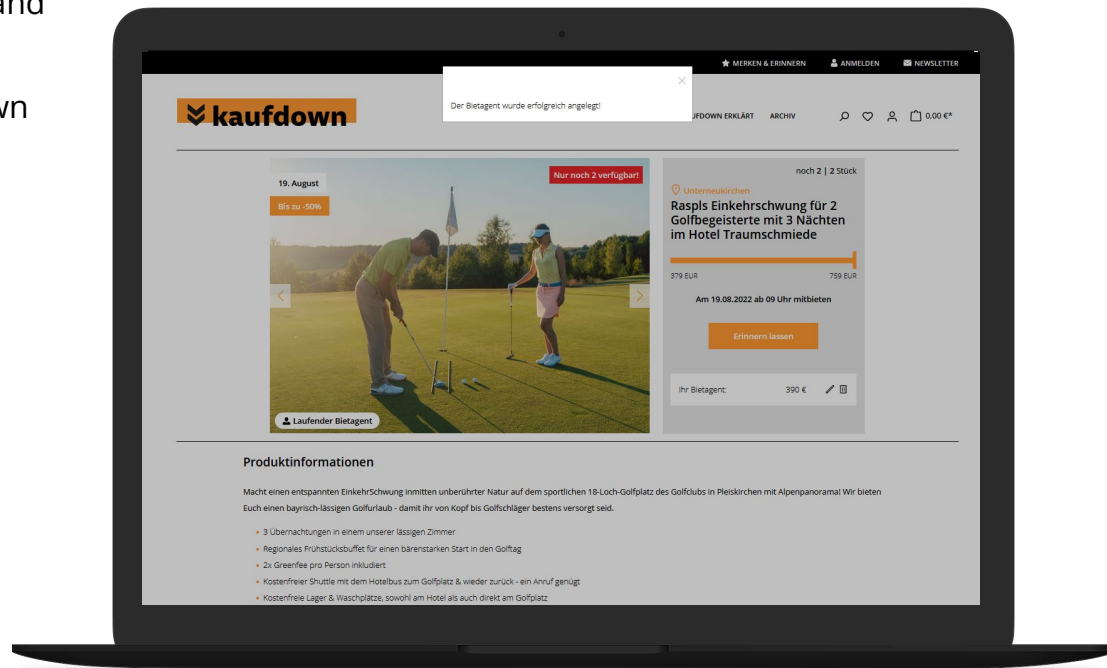
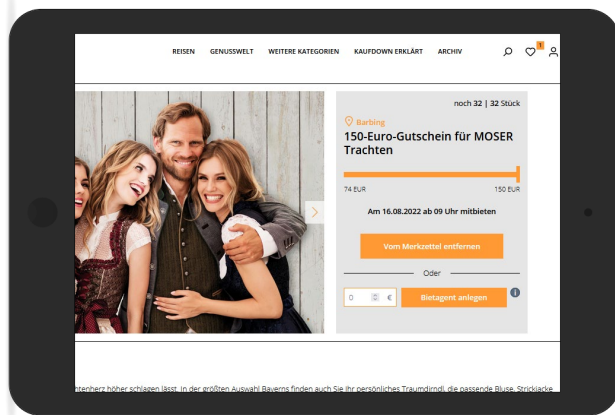
The promotion
of daily auctions
by SZ
means additional
free advertising
for you!

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

Additional Features

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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