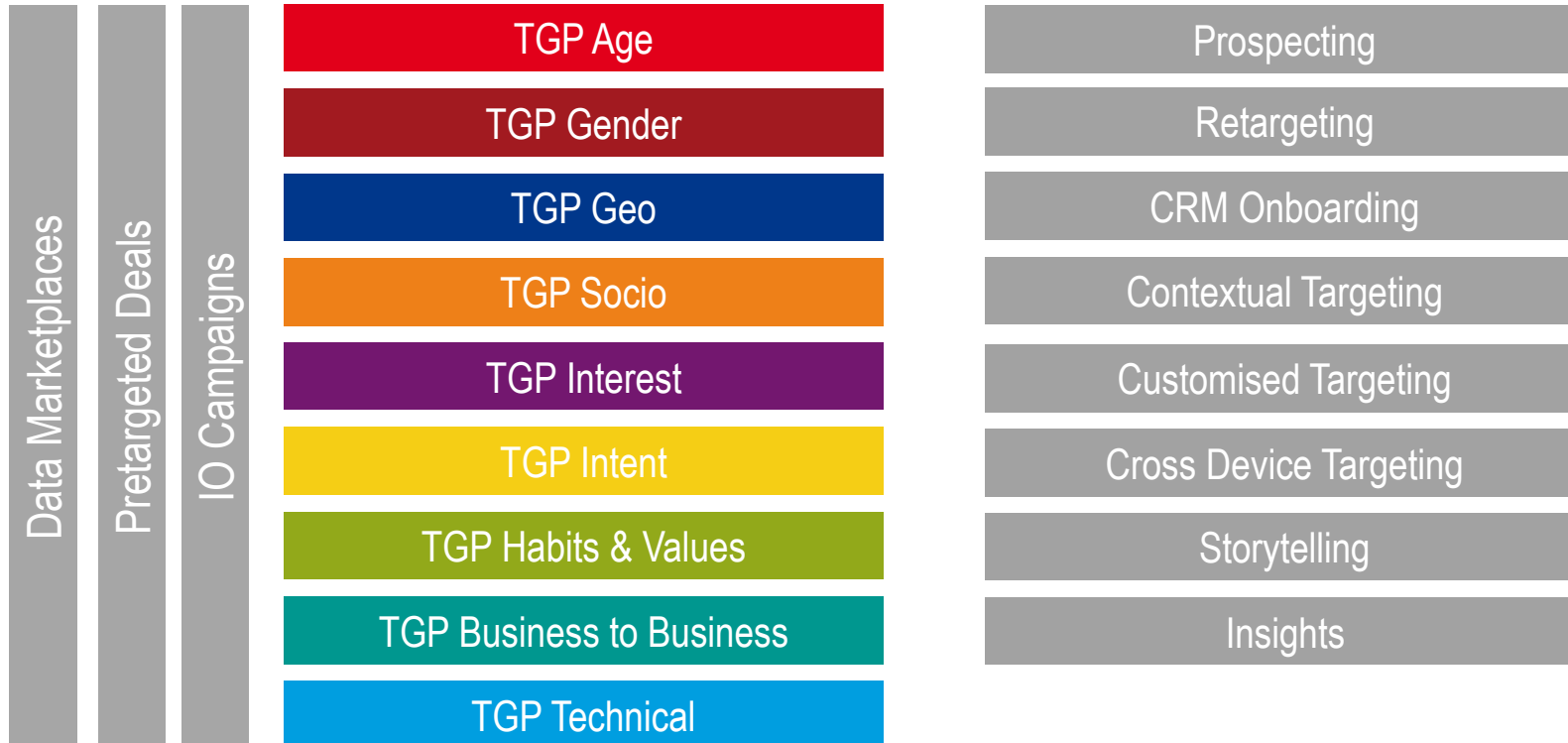




1st Party Data Audiences



Targeting Solutions



1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|------------------------------|--|
| TGP Age | Age | Age 16-99 years | This demographic feature can be used to address individual age groups. |

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|------------------------------|---|
| TGP Gender | Gender | Male | With this feature a targeted gender approach is possible. |
| | Gender | Female | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|------------------------------------|------------------------------|---|
| TGP Geo | Major cities | Berlin | Urban users can be specifically targeted via residence in selected major cities. This is particularly interesting for regional offers or branch stores. |
| | | Bremen | |
| | | Dortmund | |
| | | Dusseldorf | |
| | | Essen | |
| | | Frankfurt on the Main | |
| | | Hamburg | |
| | | Cologne | |
| | | Munich | |
| | | Stuttgart | |
| | Airports and their catchment areas | Berlin | By selecting airports and their catchment areas, users can be specifically selected by region. |
| | | Bremen | |
| | | Dortmund | |
| | | Dresden | |
| | | Dusseldorf | |
| | | Erfurt | |
| | | Frankfurt on the Main | |
| | | Hamburg | |
| | | Hanover | |
| | | Cologne-Bonn | |
| Leipzig | | | |
| Munich | | | |
| Muenster | | | |
| Nuremberg | | | |
| Saarbruecken | | | |
| Stuttgart | | | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|------------------------------------|---|
| TGP Geo | Zip code area | Zip code three digits | The zip code can be used to target users from individual regions. This is particularly interesting for regional offers or branch stores. |
| | | Zip code five digits | |
| | Federal states | Baden Wuerttemberg (BW) | Users living in one of the sixteen federal states can be targeted on the basis of their place of residence. This is particularly interesting for regional offers or chain stores. |
| | | Bavaria (BY) | |
| | | Berlin (BE) | |
| | | Brandenburg (BB) | |
| | | Bremen (HB) | |
| | | Hamburg (HH) | |
| | | Hesse (HE) | |
| | | Mecklenburg-Western Pomerania (MV) | |
| | | Lower Saxony (NI) | |
| | | North Rhine-Westphalia (NW) | |
| | | Rhineland-Palatinate (RP) | |
| | | Saarland (SL) | |
| | | Saxony (SN) | |
| | | Saxony-Anhalt (ST) | |
| | | Schleswig-Holstein (SH) | |
| Thuringia (TH) | | | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|----------------------------------|--|
| TGP Geo | Metropolitan areas | Hanover-Brunswick | By selecting an metropolitan area, resident users can be addressed in these economically significant regions. This is particularly interesting for regional offers, business operators or chain stores. |
| | | Rhine-Neckar metropolitan region | |
| | | Rhine-Main area | |
| | | Rhine-Ruhr | |
| | Nielsen areas | Area I (HH, HB, SH, NI) | By making a selection according to the Nielsen regions, different consumer behavior patterns and respective economic phenomena can be differentiated by region and taken into account in marketing. This is interesting, for example, when introducing new products or marketing special products. |
| | | Area II (NW) | |
| | | Area IIIa (HE, RP, SL) | |
| | | Area IIIb (BW) | |
| | | Area IV (BY) | |
| | | Area V (BE) | |
| | | Area VI (MV, BB, ST) | |
| Area VII (TH, SN) | | | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|------------------------------|---|
| TGP Socio | Profession | In training | Profession as a target group characteristic is suitable, for example, when placing ads for job agencies, direct job ads or private educational institutions as well as educational programs. This allows potential applicants to be targeted. |
| | | In college | |
| | | Partly employed | |
| | | Fully employed | |
| | | Jobseeker/Retraining | |
| | Education | Main School | Education level as a target group characteristic allows you to attractively select users for e.g. job offers or educational institutions. |
| | | Secondary School | |
| | | High School | |
| | | University | |
| | Marital status | Single | This feature can be used to distinguish singles from users living in a relationship. This is for example interesting for providers of dating apps. |
| | | In a relationship | |
| | Homeowners | Homeowners | Based on this characteristic, homeowners can be specifically addressed for real estate. |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|----------------------|-----------------------|------------------------------------|---|
| TGP Socio | Household | Partents with child (0-2 years) | By selecting a household characteristic, users can be distinguished via their household situation. |
| | | Partents with child (3-5 years) | |
| | | Partents with child (6-9 years) | |
| | | Partents with child (10-13 years) | |
| | | Partents with child (14-18 years) | |
| | | Partents with child under 14 years | |
| | Household leader | Household leader | This characteristic can be used to specifically address household leaders for purchase decisions. |
| | Household size | Household size 1 person | With a selection by household size, users can be distinguished by their living situation. Thus, for example, real estate can be advertised in a targeted manner. |
| | | Household size 2 persons | |
| | | Household size 3 persons | |
| | | Household size 4 and more persons | |
| | Household net income | Below 500 euros | Customers with a certain purchasing power can be selected according to their household net income. Especially in the high-price or luxury segment, appealing to high-income earners is of great importance. |
| | | 500 to 1.499 euros | |
| | | 1.500 to 2.499 euros | |
| | | 2.500 to 3.999 euros | |
| 4.000 euros and more | | | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|------------------------------|--|
| TGP Interest | Finance | Banking | Users with an affinity for financial products can be distinguished by a wide range of target group characteristics. Thus, financial institutions or real estate agents can inform potential customers about saving, investing and investing money. |
| | | Building Savings & Financing | |
| | | Direct Banking | |
| | | Finance & Economy | |
| | | Real Estate | |
| | | Investment funds | |
| | | Loans | |
| | | Savings | |
| | | Job offers | |
| | | Call money account | |
| | Fitness | Weight loss | These target group characteristics can be used to reach users who pay particular attention to a sporty lifestyle or are keen of certain types of sport, such as active athletes, people interested in soccer and outdoor enthusiasts. Their approach is particularly interesting for soccer clubs and providers in the area of health, fitness and well-being. |
| | | Active athletes | |
| | | Fit & Healthy | |
| | | Fitness studio member | |
| | | Soccer interested | |
| | | Soccer player | |
| | | Outdoors | |
| | | Sports | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|------------------------------|---|
| TGP Interest | Hobby | Boulevard & Lifestyle | Address users on the basis of their hobbies with this target group and characteristics. Interesting for all providers with corresponding special interest products. Among others, computer and technology enthusiasts, animal lovers, and people who are passionate about music. |
| | | Computer & Technology | |
| | | Competitions | |
| | | Dog lovers | |
| | | Cat lovers | |
| | | Cook & Enjoy | |
| | | Art & Culture | |
| | | Music | |
| | | Animal lovers | |
| | Home & Garden | Energy savers | Home plays a major role for users with these target group characteristics and, for example, allows you to select gardening enthusiasts or do-it-yourselfers. This is particularly attractive for furniture stores, home improvement stores, garden centers, and manufacturers of the products sold there. |
| | | Garden Friends | |
| | | Do-it-yourselfers | |
| | | Furniture & Decoration | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|------------------------------|--|
| TGP Interest | Travel | Alpine region | Select users according to their travel behavior with these target group characteristics and choose between different popular travel regions or even the type of trip, such as a city trip or package tour. Such targeting is particularly interesting for tourism providers, tour operators, travel agencies and hotels. |
| | | America (North + South) | |
| | | Asia/Africa | |
| | | Balearic Islands | |
| | | Germany | |
| | | Long distance travel | |
| | | Air travel | |
| | | GB, Ireland, Scandinavia | |
| | | Business trips | |
| | | Canary Islands | |
| | | Cruise | |
| | | Package tour | |
| | | Travel & Holiday | |
| | | Round trip | |
| City trip | | | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|-------------------------|-----------------------|-------------------------------|--|
| TGP Interest | Mobility | Car & motor | These target group characteristics can be used to reach car-enthusiastic users who prefer a particular automobile brand or class, have a driver's license, or simply drive a lot. This is particularly exciting for car manufacturers, workshops, insurers, banks that offer corresponding financing and special interest magazines. |
| | | Car & motor: New cars | |
| | | Car & motor: Used cars | |
| | | Car class: Alternative drives | |
| | | Car class: Small car | |
| | | Car class: Station wagon | |
| | | Car class: Compact car | |
| | | Car class: Sedan car | |
| | | Car class: Middle class | |
| | | Car class: Upper class | |
| | | Car class: Sports car | |
| | | Car class: SUV | |
| | | Car class: VAN | |
| | | Car brand: Audi | |
| | | Car brand: BMW | |
| | | Car brand: Ford | |
| | | Car brand: Mercedes | |
| | | Car brand: VW | |
| Driver's license holder | | | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|--------------------------------|---|
| TGP Interest | Insurances | Statutory health insurance | Users with an affinity for insurance products can be distinguished with a wide range of target group characteristics. A great opportunity for insurance companies to address potential customers. |
| | | Homeowner's insurance | |
| | | Car insurance | |
| | | Life insurance | |
| | | Personal liability insurance | |
| | | Private health insurance | |
| | | Legal expense insurance | |
| | | Travel insurance | |
| | | Pension insurance | |
| | | Casualty insurance | |
| | | Traffic legal protection | |
| | | Supplementary dental insurance | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-------------------------|---|--|
| TGP Intent | Cars & motorcycles | Car news, car care, car parts & accessories, used and new cars, manufacturer, motorcycle, motorcycle equipment | Users with a strong interest in cars and/or motorcycles can be addressed here. For example, both the new and used car markets are covered. |
| | Trade & shopping places | DIY stores, specialty stores, drugstores, multi-range retailers, second-hand, supermarkets & discounters and more | Target groups from the various retail sectors can be found here. These include construction market, drugstores, supermarkets, discounters and many more. |
| | Electrical appliances | Brown and white goods, multi-brands & dealers | Here, interested parties are addressed by brown and white goods. |
| | Energy | Basic provider, no basic provider | Energy interested target groups can be addressed with this. In addition to basic suppliers, this also includes suppliers who are not basic suppliers. |
| | Nutrition | Delivery services, food boxes, coffee & tea, baked goods, superfoods, sweets and more | Here, users can be targeted who have a strong interest in food boxes, natural supplements, nutritional advice and more. |
| | Fashion & Accessoires | Fashion brands, fashion platforms, shoes, accessoires and more | Users are addressed who have a strong interest in fashion. In addition to fashion brands and fashion platforms, individual areas such as accessories and/or sports fashion are also covered. |
| | Finances | Banks, payment services, credit institutions and more | This is where financially interested target groups can be addressed in particular. In addition to banks and credit institutions, these also include comparison portals on the subject of banking and payment services. |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|---|---|
| TGP Intent | Leisure | Subscriptions print, (ticket) portals, sports activities, entertainment and much more | With the leisure target group, precise targeting succeeds on top target groups, among others from the areas of sports, crafts and culture as well as social media. |
| | Generalists | Generalists | Generalists such as Amazon, Payback or Check24 are mapped in this target group. |
| | Hardcore gamer | Streaming, hardware, consoles and more | Here, for example, game store buyers are addressed. |
| | Pets | dogs, cats, horses and more | Here are mainly pet owners addressed including owners of dogs, cats, horses and more. |
| | Aid organisations | Aid organisations | Users with an interest in aid organizations are addressed here (e.g. Aktion Mensch, Greenpeace, Ein Herz für Kinder, etc.). |
| | Real Estate | Real estate consulting, real estate agents; real estate portals and more | Users with an interest in real estate topics can be found in this target group. This includes, for example, users who organize themselves in associations, use real estate search engines, subscribe to magazines or take advantage of real estate consulting services. |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|--|---|
| TGP Intent | Mobility | Rail & public transport, bikes, car rental, car sharing, eScooter, long-distance buses, cabs | Whether rail, car sharing or long-distance buses. The target group category makes it possible to address specific target groups in the mobility sector. |
| | Sustainability | Mobility, energy, fashion and more | Here, users are reached who show a great interest in sustainable topics. A large number of special target group characteristics also enable precise and target group-specific addressing in the area of sustainability. |
| | Private movers | Cancellation services, freight forwarding, tech services & moving services and more | The target group of private movers includes not only forwarding companies but also technician services and moving services. |
| | Travel | Airlines, vacation rentals, hotels, literature travel, shipping, tour operators, comparison portals travel and more. | Reach users who are enthusiastic about travel. It doesn't matter whether they prefer boat trips, classic hotel trips or a vacation in a vacation apartment. Such targeting is particularly interesting for tour operators, but also for hotels. |
| | Job market | Generic & specialty providers | In the job market target group, both generic and specific providers are covered for precise targeting. |
| | Telecommunication | Information pages / price comparison telecommunications, provider DSL / mobile telephony | These target group characteristics can be used to address users who are particularly interested in information pages or price comparisons on the subject of telecommunications. |
| | Insurances | Apps, comparison portals, insurance brokers and more | With the help of this target group, users with a strong interest in insurance or insurance topics are reached. |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|---|--|
| TGP Habits & Values | Values | Trendsetter, LOHAS, Senior Traditionalists, Mainstream Consumers and more | This target group category includes both special typologies, such as LOHAS or trendsetters, and standard typologies, such as fast materialists or urban professionals. Based on this, target groups can be selected according to lifestyle models in order to specifically address people with certain lifestyles. |
| | Buyer Type | Influencer | This characteristic can be used to reach users who serve as opinion leaders for other consumers e.g. in the fields electronics, interior design, fashion or gaming. |
| | | Customer | These features can be used to reach customers with a wide range of different services. These include, for example, borrowers, customers of electricity & gas tariffs or customers of insurers. |
| | | Frequent Shopper | Choose this characteristic to reach frequent shoppers, which are particularly interesting for fashion manufacturers, (online-) stores and electronics manufacturers. |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|---|---|
| TGP Habits & Values | Media usage behaviour | Film genre | By selecting according to media usage, it is possible to address users with particularly pronounced parallel media usage behavior. In this way, advertising can be adapted to the changing usage habits of our society and allows cross-media storytelling. Regarding on film genres, you are able to select between a variety of different genres such as historical movies, horror, romance or western. |
| | | Gamer | |
| | | Cinemagoers | |
| | | Online Streamer | |
| | | Reader | |
| | TV channel | | |
| | Purchase habits | Shopping locations | By selecting the shopping location feature you can target users who usually shop at selected retail chains. |
| | | FMCG (Food) | These characteristics can be used to approach buyers of certain foods, e.g. sweets, cooking boxes or coffee. |
| FMCG (Non-Food) | | These target group characteristics can be used to reach shoppers who are characterized by a high purchase rate of non-food FMCG products such as cosmetics, hair and dental care. | |
| Pharma | | This group of target group characteristics can be used to reach users who consume selected health products, e.g. vitamins, cold remedies or painkillers. | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|--------------------------|-----------------------|---|---|
| TGP Business to Business | Decision-maker | Decision-maker | Targeting decision-makers in companies increases the chance of winning a contract. These target group characteristics can be used to select decision-makers by industry or by company size. |
| | | Decision-maker (car affinity) | |
| | | Decision-maker (finance affinity) | |
| | | Decision-maker (IT affinity) | |
| | | Self-employed | |
| | | Decision-maker (small enterprises - 1 to 20 employees) | |
| | | Decision-maker (medium enterprises - 21 to 500 employees) | |
| | | Decision-maker (large enterprises - 500+ employees) | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|--------------------------|---|--|--|
| TGP Business to Business | SOHO (Small Offices and Home Offices) - Industries | Shopping | This target group category covers not only classic skilled trades such as carpenters or tile layers, but also professions within the healthcare and tourism industries as well as many in the SOHO sector. |
| | | Furnishing & Living | |
| | | Finance & Insurance | |
| | | Health, Cosmetics & Wellness | |
| | | Craft & Construction | |
| | | Industry & Processing of raw materials | |
| | | Tourism, Leisure & Gastronomy | |
| | | Economy, Law & Consulting | |
| | SOHO (Small Offices and Home Offices) - Professions | Service | Grouping of users from different professionals, e.g. trade or shopkeepers. |
| | | Shopkeeper | |
| | | Trade | |
| | | Manufacturing Industry | |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|----------------------------|--|---|
| TGP Technical | Weather targeting | Temperature + good / bad weather or temperature + sun, clouds, fog, rain, snow, thunderstorm | Weather Targeting allows to set ads for "Good weather" and "Bad weather". Predefine campaign ads are activated depending on the weather condition. |
| | Time-of-day targeting | Specific time range in one day | Use Time-of-Day Targeting to reach your target group at specific times, for example in the evening during prime time or in the morning directly after getting up. |
| | Browser targeting | Chrome, Safari, Firefox, Opera, Edge, Internet Explorer and more | Browser Targeting specifically addresses the browsers used when surfing the Internet. For example, a Firefox or Chrome user can be presented with a different ad than a Safari user. |
| | Operating system targeting | Windows, iOS, Android, Linux and more | Operating System Targeting allows users of different desktop or mobile operating systems such as Windows, iOS or Android to be addressed. This is interesting for software manufacturers, app service providers or advertisers with products that require certain technical features. |

1ST PARTY DATA AUDIENCES

| Target Group Family | Target Group Category | Target Group Characteristics | Use Case |
|---------------------|-----------------------|---|--|
| TGP Technical | Device targeting | Manufacturer: Apple / Samsung / LG / Huawei / Nokia / HTC / Blackberry and more | With the help of device targeting, you can take advantage of users' technical preferences for certain manufacturers of devices and systems such as laptops or smartphones. |
| | Connection targeting | WIFI / Mobile / WWAN / GPRS / EDGE / 5G / LTE and more | Targeting the connection type or its speed allows you to optimize advertising by, for example, only playing video ads on devices with a sufficient connection quality. |
| | Provider targeting | Vodafone, O2, Telekom, 1&1 and more | Provider targeting allows you to address a target group according its respective network provider. |

TARGETING SOLUTIONS

| Target Group Family | Target Group Category | Use Case |
|---------------------|---|--|
| Prospecting | Dynamically optimised performance campaigns | Prospecting is based on user insights, first-party data and the AI models developed by United Internet Media. On this basis, individualised data is automatically incorporated into the campaign control for each advertiser: This guarantees the accurate display of advertising material with maximum relevance without cookies. |
| Retargeting | Dynamic Product Retargeting | With Dynamic Retargeting, users can be recognized on our portals and retargeted with dynamic advertising materials that are individually adapted depending on which page or product a user has viewed it. This form of retargeting works well for conversion optimizations. |
| | Static Retargeting | This form of targeting is used to recognize visitors from other websites on our portals in order to address them with corresponding static advertising content. This is particularly meant to address shopping cart or payment dropouts to offer them once again a special offer. |
| CRM Onboarding | Customer Onboarding | The existing customers approach allows to identify and address user's also active on our portals. A perfect customer loyalty opportunity! |
| | Customer Lookalike | With the help of Customer Lookalike, it's possible to identify and address similar new customers to existing customers on our portals. This way, your customer base can be expanded efficiently without major wastage. |

TARGETING SOLUTIONS

| Target Group Family | Target Group Category | Use Case |
|----------------------|-----------------------|--|
| Contextual Targeting | Semantic Targeting | Semantic Targeting is a further development of pure contextual targeting and analyzes not only individual keywords but also their contextual relationships in order to draw a holistic picture of the content consumed. Therefore, highly individual target group segments can be created spontaneously. |
| | Contextual Targeting | Contextual Targeting allows to use editorial topic environments to address specific target groups of users. Based on the content of a website, target groups can be addressed whose interests can be derived from the topics consumed. |
| Customised Targeting | Individual Audience | This solution enables to create Individual Audiences that are not yet in our portfolio. This allows you to address target groups that are perfectly tailored to your needs. |
| | Automatic Audience | Automatic Audience is perfect for mapping non-standard targeting characteristics. This self-learning audience automatically optimizes itself through profiles of users that clicked on the campaign, and as well can be used to promote products whose target audience is not yet clearly defined. |

TARGETING SOLUTIONS

| Target Group Family | Target Group Category | Use Case |
|------------------------|--|--|
| Storytelling | Viewer / Clicker Re-addressing (2 Steps) | Banner Retargeting is used to retarget users who have already seen a particular ad, and to build up storytelling and thus increase purchase potential for performance or branding of awareness campaigns. |
| | Brand-Formance Campaign (3 Steps) | Brand Formance Storytelling ensures an emotional structure of a campaign by determining the sequence from branding to performance creatives. The sequence of the creatives over 3 different steps can be easily controlled across all screens in a contact-dosed manner. |
| | Sequency Campaign (3 Steps) | Sequency Storytelling can be used for both performance and brand awareness and allows an optimal contact dosage across different steps to create a positive brand image with the user. |
| Cross Device Targeting | Cross Device FC | Cross Device Frequency Capping enables contact-dosed targeting across all screens and can also form the basis for an orchestrated multi-screen storytelling campaign. |
| Insights | Customer Insights | Customer Insights enables you to determine precise information about your target group and helps you to find out which target group characteristics make up the customers of your company. |