Unister GmbH

PORTRAIT

WE CONNECT PEOPLE

10 years of success and innovation in the market



ABOUT THIS EDITION

English edition (2026) of the official Unister company booklet “We Connect People”, first published in Leipzig in May 2013 for the company’s tenth anniversary. Editor-in-chief: Dr. Konstantin Korosides, Head of Corporate Communications. Unister – founded in 2002 by Thomas Wagner – was at the time one of Germany’s largest independent internet companies. All figures reflect the 2013 status.

IN MEMORIAM – NOTE ADDED TO THIS EDITION (JULY 2026)

Created in memory of Thomas Wagner, who died on 14 July 2016, aged 38, in a plane crash near Ajdovščina, Slovenia – one day after a Croatian serial fraudster operating under the alias “Levy Vass” had taken 1.5 million euros in cash from him in Venice in a so-called rip deal; days later the group filed for insolvency. Vass was arrested in Croatia in 2020 but released under conditions by the competent Croatian court; his extradition to Germany, approved only in 2023, was never carried out – he had absconded again. On 12 July 2026 the offence became time-barred under German law; the full circumstances became public only through reporting by Leipziger Volkszeitung and Mitteldeutsche Zeitung on 14/15 July 2026. He was never brought to trial.

TABLE OF CONTENTS



THE UNISTER GROUP

Page

THE COMPANY CHRONICLE

Page 04



FOREWORD

Page 06

GREET-INGS

Page 07



A COMPANY

Page 15

THE ONLINE MARKET

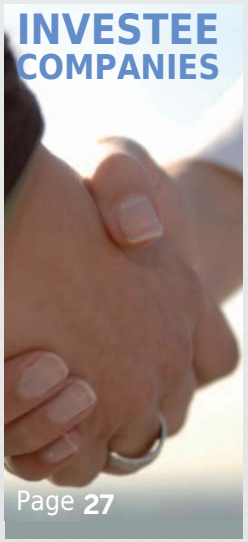
UNISTER BUSINESS FIELDS

Page 17


TRAVEL

FACTS 2012 | 17

Page 18


INVESTEE COMPANIES

Page 27


FINANCE

Page 30


SHOPPING

Page 32


AUTOMOTIVE

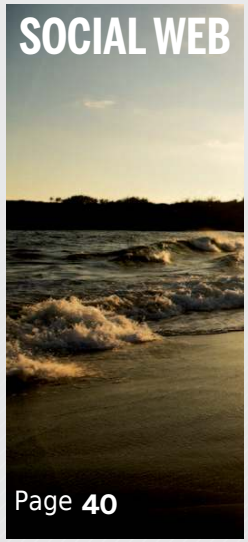
Page 34


NEWS & MEDIA

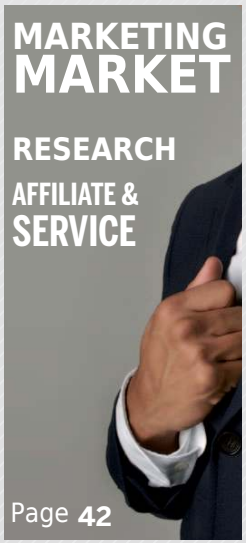
Page 36


REAL ESTATE

Page 38


SOCIAL WEB

Page 40


MARKETING MARKET RESEARCH AFFILIATE & SERVICE

Page 42


LOCATIONS

48 | LEIPZIG

48 | BERLIN

48 | DRESDEN

49 | HAMBURG

49 | JENA

49 | CHEMNITZ

50 | MAGDEBURG

50 | STRALSUND

51 | FLOH-SELIGENTHAL

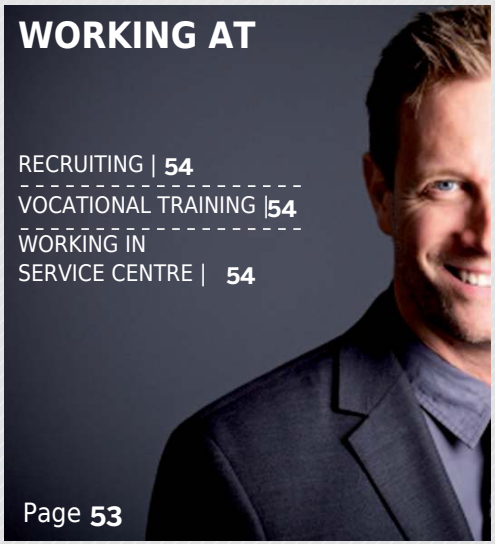
Page 47

AWARDS

DATA PROTECTION | 52

IT SECURITY | 52

Page 51


WORKING AT

RECRUITING | 54

VOCATIONAL TRAINING | 54

WORKING IN SERVICE CENTRE | 54

Page 53

CORPORATE COMMUNI-CATIONS

EDITORIAL SERVICE / CONSUMER STUDIES | 57

Page 56

IMPRINT UNISTER

Page 58

THE UNISTER

IS ONE of the successful independent German internet companies and currently employs 1,900 people. This makes Unister GmbH one of the major employers in eastern Germany. Unister GmbH was founded in 2002 in the German city of Leipzig (Saxony) by Thomas Wagner, then a 23-year-old business student. Unister currently operates and markets around 40 large national and international internet portals in seven business fields: travel (e.g. ab-in-den-urlaub.de), retail (e.g. shopping.de), finance (e.g. geld.de, kredit.de), real estate (myimmo.de), social media (partnersuche.de), news (news.de) and automotive (auto.de). Around 10 million users visit the sites every month (AGOF, February 2013). Unister also holds tens of thousands of further parked domains. What makes Unister special is its vast collection of generic internet domains, among the most valuable in the world. The reason: generic names carry the category term at second level – the term consumers search for most often and therefore find more quickly. Companies holding such a domain enjoy a considerable competitive advantage from this alone. Such addresses are also easier to remember, which increases the chance of a better conversion rate – meaning a click actually turns into revenue. Top internet names combined with hundreds of thousands of customers make Unister a powerful company for the future as well. Unister is the market leader in the online brokerage of package holidays and flight tickets: more than one million trips are booked online via Unister portals every year. Unister is also one of the largest providers in the German-speaking market for insurance brokerage – Unister portals broker many thousands of policies annually. The picture is similar in the energy market (electricity tariff brokerage, etc.).



THE COMPANY CHRONICLE

2002

07 Foundation of Unister GmbH

10 Launch of www.unister.de (then a student exchange platform)

12 First insurance portal goes online

2003

01 First travel portal goes online

12 Launch of www.ab-in-den-urlaub.de (then www.aidu.de)

2004

06 **Launch of www.geld.de (Unister as an independent insurance broker)**

2006

08 Launch of www.auvito.de (online auction house) Takeover of www.auto.de (car trading platform)
Launch of www.urlaubstours.de (virtual tour operator)

09 Launch of www.jux.de (friends community)

12 Launch of www.schuelerprofile.de (pupils' network)

2007

02 www.auvito.de becomes the second-strongest German online auction house (source: Nielsen Netratings)

06 "aidu" becomes "Ab in den Urlaub"; the website is now presented at www.ab-in-den-urlaub.de

2008

02 The previous in-house ad sales unit is spun off as a new marketing company named Unister Media GmbH. Unister buys the domain www.shopping.de for 1.96 million euros

03 www.auto.de receives a new layout and a community after a relaunch

08 Launch of www.hotelreservierung.de (online hotel broker)

09 Launch of www.fluege.de (flight booking portal)
OMD – Unister presents its products for the first time at the Düsseldorf marketing fair

10 Launch of www.news.de (news portal)

11 Takeover and launch of www.kredit.de for around 0.9 million euros (comparison portal for loans and financing)

2009

01 Opening of the first external office in Berlin

03 ITB Berlin – Unister presents its travel brands for the first time at the world's largest tourism fair

04 Launch of www.partnersuche.de (matchmaking platform); foundation of PortalService GmbH (telephone customer care); opening of the Unister Media GmbH office in Hamburg

05 Launch of www.börsennews.de (stock market portal)

08 TV offensive: football star Michael Ballack advertises the travel portals www.fluege.de, www.ab-in-den-urlaub.de and www.hotelreservierung.de

09 www.ab-in-den-urlaub.de is awarded the TÜV SÜD s@fer-shopping seal, certifying audited quality, security and transparency; dmexco – Unister presents its products for the first time at the Cologne marketing fair (successor of the OMD in Düsseldorf)

11 Launch of www.shopping.de (online department store)

12 Launch of www.myimmo.de (real estate portal); www.auto.de presents the award “Germany’s First Choice auto.de Readers’ Poll 2009” for the first time; TV hosts Sonya Zietlow & Dirk Bach advertise www.holidaytest.de and www.reisen.de

2010

03 ITB Berlin – Unister presents its travel brands for the second time at the world’s largest tourism fair; opening of an external office in Dresden

09 dmexco – Unister at the marketing fair; opening of an office in Jena; opening of an office in Floh-Seligenthal – www.fluege.de launches its own ski-jumping ski brand in winter sports

10 Opening eines Außenstandorts in Chemnitz

12 10 12 Unister employs 1,157 people at year-end 2010

2011

02 Former Bayer Leverkusen manager Reiner Calmund advertises www.fluege.de

03 ITB Berlin – Unister presents its travel brands at the tourism fair

06 Launch of www.vlucht24.nl (Dutch online flight portal); launch of www.ab-in-den-urlaub-deals.de

Launch of www.holidaytest.de (travel comparison portal with real guest reviews)

07 dmexco – Unister presents its products at the Cologne online marketing fair

08 Launch of www.dsl.de

Launch of www.fly.co.uk (English online flight portal)

09 Opening of the Stralsund and Magdeburg offices;

www.ab-in-den-urlaub.de receives the “TÜV Service tested” seal from TÜV Saarland with a customer satisfaction grade of 1.8

10 Unister has 1,500 employees

12 www.fluege.de enters the Four Hills Tournament with its own ski-jumping skis

2012

01 Unister employs 1,570 people

02 Guy Roux, the well-known French football coach (AJ Auxerre and others), advertises the flight portal www.vol24.fr in France; fluege.de becomes premium sponsor of the SC DHfK Leipzig handball team

03 ITB Berlin – Unister presents its travel brands at the largest tourism fair. Sarah Hendrickson (USA) becomes the first overall World Cup winner in women’s ski jumping – on fluege.de skis

07 www.fluege.de sponsors football club FC Schalke 04 (incl. cam carpets, in-house TV)

08 www.fluege.de sponsors football club Borussia Dortmund (u.a. Cam Carpets, TV-Videobanden)

09 dmexco – Unister presents its products at the Cologne online marketing fair

10 www.ab-in-den-urlaub.de receives the “Service Champion” award in gold from the analysis and consulting firm ServiceValue in cooperation with Goethe University Frankfurt and the newspaper DIE WELT

11 Unister has 1,900 employees.

2013

01 Unister starts the new year with 1,990 employees.

More than 100 athletes from 16 nations now jump on the company’s skis. Anders Jacobsen (Norway) wins the Four Hills events in Oberstdorf and Garmisch-Partenkirchen on fluege.de skis and finishes second overall. www.hotelreservierung.de wins the current hotel portal study of the German Institute for Service Quality (DISQ) in “conditions analysis” – according to the study, no other online hotel booking portal offered consistently lower prices.

03 www.vol24.fr transfers from Unister to Travel24.com AG

2016 [ENTRY ADDED RETROACTIVELY TO THIS ENGLISH EDITION – JULY 2026]

13 July: In Venice, founder Thomas Wagner is defrauded of 1.5 million euros in cash in a “rip deal” by a Croatian serial fraudster operating under the alias “Levy Vass”.
14 July: Thomas Wagner, co-shareholder Oliver Schilling, a credit broker and the pilot die in a plane crash near Ajdovščina (Slovenia). 18 July: Unister Holding files for insolvency.

THOMAS WAGNER, FOUNDER OF

UNISTER, DIRECTOR OF STRATEGY AND PRODUCT DEVELOPMENT, AND ANDREAS PROKOP, COO UNISTER



From left: Thomas Wagner (founder of Unister), Andreas Prokop (COO Unister)

DEAR moments on the following pages. Warm regards, Andreas Prokop readers, anyone who develops ideas into projects, projects into companies and finally into an entire corporate group needs committed fellow campaigners, bright minds and reliable partners. That the Unister Group has been able to count on exactly that over the past ten years makes me particularly proud in this anniversary year. Today, almost 2,000 academics, travel and insurance professionals, IT specialists, communication experts and trainees represent our company at nine locations in Germany and in four European countries. They are all united by the idea of offering our guests, customers and users the most popular, most useful and most convenient internet portals – portals that more than 10 million users already appreciate every month. As is customary at Unister, allow me to invite you on a little journey: across more than 50 pages through our

Bon Voyage!

Yours sincerely, Thomas Wagner

DEAR corporate group. We wish you some interesting moments along the way. Bon voyage! Yours, Thomas Wagner. readers, for me it was an exciting challenge to join a dynamic company full of prospects as managing director and COO. Within ten years, the once small start-up has made it into the ranks of the big players in online business. That is above all thanks to the committed employees. I am delighted by the direct rapport cultivated at Unister – the collegial “Du” prevails everywhere. Together we want to keep developing, to drive Unister forward with new innovations and fresh ideas.

I am happy to be part of this project and wish you inspiring

Warm regards, Andreas Prokop

GREETINGS



Leipzig is developing rapidly. The well-known business magazine “Capital” recently named Leipzig Germany’s top economic climber of the past ten years. Leipzig ranks fourth among Germany’s most economically dynamic cities, immediately behind Hamburg, Munich and Frankfurt – and forecasts see our city holding a top position through 2017. The media and creative industries in particular act as an engine of economic success in Leipzig. “The internet is just a

Unister’s path is part of the Leipzig success story: emerging from a student start-up in July 2002, Unister Holding today operates as one of the leading e-commerce providers in Germany, a corporate group with around 1,900 employees. I am delighted that Unister and its founder Thomas Wagner have committed to Leipzig for the long term and that the new company headquarters is being built right in the city centre. I congratulate Unister on ten years and wish it many more satisfied customers, motivated employees, creative ideas and entrepreneurial success.



Dear Unister team, dear Mr Wagner, what a great corporate story that began in Leipzig ten years ago. My heartfelt congratulations on your successful development. It always gives me particular pleasure when economic success goes hand in hand with the creation of jobs and training positions – and when we were able to help fill them.



We warmly congratulate our long-standing study participant on its tenth anniversary!
Continued success!



“The internet is just a hype,” Microsoft founder Bill Gates said in 1995. Today we know: the internet was and remains a revolution, accompanied by social, political and economic upheavals. Entirely new business models have emerged that significantly shape the ups and downs of economic development – and the driving forces are not only found in sunny California. Ten years ago in Leipzig,

Unister laid the foundation for a company that reflects both the dynamism and the enormous possibilities of the internet. Founded as a student exchange platform, the company today serves its customers in many ways: holidays, shopping, cars, real estate and much more. With almost 2,000 employees and locations across Germany, Unister has grown into one of the industry’s big names – with a focus on young talent: the company employs more than 190 trainees. Congratulations on the tenth anniversary to the employees and the management team of Unister!



DETLEF SCHUBERT

State Secretary (ret.), Ministry of Economics and Labour of Saxony-Anhalt

Success is at home in this company – as anyone can see. Thomas Wagner, founder of Unister Holding Leipzig, and his partners make sure of that with great diligence and modesty. In only ten years they turned www.ab-in-den-urlaub.de into one of the best-known labels in the industry.

With 40 national and international portals, Unister Holding Leipzig today ranks among the largest European providers. This success commands my particular respect: when I first came to know the company in 2002 as Leipzig's former economic affairs officer, Mr Wagner and his four friends would easily have fitted into the famous garage. Start-ups, such companies were and are called in new German. Unister and co. must have taken the "start" literally – with great courage and hard work they took off immediately.

Unister keeps growing and growing – one might say the group is literally flying on the wave of success. Yet the entrepreneurs have personally remained down to earth. They move on the solid ground of realities. That is reflected in the growth figures and in the investments. 1,900 employees in Leipzig, Dresden, Chemnitz, Jena, Magdeburg, Berlin, Hamburg and Stralsund live a philosophy of success. I therefore wish Unister Holding and its employees continued success – and the management the strength for a 16-hour working day for many years to come. Congratulations to everyone who has contributed to ten years of Unister success in Leipzig. Fingers crossed!



ALEXANDER LOHSE

Managing Director Bundesverband mittelständische Wirtschaft – Regionalverband Leipzig

Small and medium-sized enterprises are the engine of the German economy and of innovation. From the small garage start-up to the large production company, they guarantee millions of jobs. The Leipzig internet company Unister is emblematic of this: in just ten years, Thomas Wagner has taken it from a one-man operation to an enterprise with 1,900 employees. Having such a successful company based in Leipzig is of great importance for our city, not least because of the future-oriented industry Unister operates in. My warmest congratulations and all the best for the future.



PROF. DR.-ING. THOMAS SCHWOTZER

Professor
Angewandte Informatik
HTW Berlin

Success has many facets. One of them is when enthusiastic people build things that make other people's lives easier and inspire them in turn. That is what you do. I wish you continued success!



PROF. DR. MARKUS WACKER

Dresden University of Applied Sciences (HTW)

Dear Unister team, congratulations on the company's tenth anniversary – and here's to many more successful years. For HTW students and graduates, the cooperation with Unister is highly motivating, as they can test their knowledge in tough real-world practice.



WOLFGANG TIEFENSEE

Member of the German Bundestag (SPD), former Lord Mayor of Leipzig

Dear Sir or Madam, dear Unister employees, Unister is celebrating its 10th birthday. Since its beginnings as a student start-up, the Leipzig company has undergone a remarkable development. I wish Unister and its employees every success, good fortune and all the best. With warm regards, Wolfgang Tiefensee, MdB

STEFAN KIRCHNER

Head of Key Account Management
Tourism Sales AGA International S.A.



AGA congratulates the Unister employees on their 10-year success story!



ULLA SIEBKE

Sales Manager Leisure
SAS Scandinavian Airlines Germany

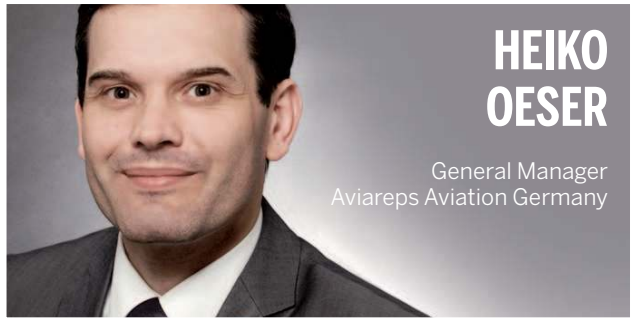
Congratulations on the 10th company anniversary! We look forward to many more satisfied SAS customers travelling with you to our destinations in Scandinavia, Finland, Eastern Europe, the USA and Asia.



NATALIA ZARAGOZA

General Manager
Aerolíneas Argentinas S.A.

10 years old, and still so young!! We wish you continued success and healthy growth!



HEIKO OESER

General Manager
Aviareps Aviation Germany

Dear Unister team, on the 10th company anniversary of Unister Holding GmbH we would very much like to express our satisfaction with our cooperation, and we equally look forward to continuing to work with you. At the same time we would like to thank you warmly for this cooperation and wish you only the best for the coming 10 years – above all lasting success and customer satisfaction.



RALF BAUMBACH

CEO Mediplus Group

Dear Thomas Wagner, all the best on the 10th anniversary, and my respect for this enormous achievement. For the years ahead I wish you success, energy and, as ever, a keen sense of intuition.



DERTOUR, MEIER'S WELTREISEN and ADAC Reisen have enjoyed a very good and successful partnership in the online sale of travel for many years. Warmest congratulations on the anniversary to the entire Unister crew.



Finnair sends its best wishes on the company's 10th anniversary. We wish Unister successful business for the future and thank you for the cooperation.



On its 10th birthday, Amadeus wishes Unister Holding GmbH all the best and continued success. We look forward to a continued good and close partnership.



We warmly congratulate you on the 10th anniversary. It is impressive what Thomas Wagner and his team have achieved in a single decade. We value Unister as a loyal, long-standing partner.



We congratulate you on the anniversary and thank you for more than 5 years of cooperation as partners and friends – which has not only been great fun, but has also been crowned with success!



We warmly congratulate our business partner Unister on its 10th anniversary, thank you for the great support, and trust in a continued strong cooperation.



RICHARD REINDL

Managing Director
FTI & 5vorFlug

From a small start-up to a successful group in just ten years: we congratulate you on this success story and thank you for the long-standing, good cooperation. For the future we wish you continued success and all the best!



ALEXANDER SIELAND

Managing Director D.A.
Ferntoursitik KG

Dear Unister team, ten years of Unister... a success story thanks to the great Unister team. I wish you continued success and already look forward to the exciting years ahead.



GUNNAR MAIER

Emirates Sales Manager
Germany

We congratulate the Unister Group on its company anniversary. What began as a small start-up has developed into a remarkable industry player. We wish the team continued success for the future.



DR. OLIVER RENGELSHAUSEN

Managing Director
Traveltainment

2003 – an eventful year. The last Beetle rolls off the production line and the Chancellor forgoes his holiday in Italy. ab-in-den-urlaub.de launches in Leipzig and rolls up the market. All the best and every success for the future.



SVENJA BIELINSKI

Head of Marketing
RE

Age is all in the mind, tennis player Martina Navratilova once said – and she is absolutely right. Dear partners of Unister, on your tenth birthday we wish you only the best. Stay young!



TANJA FELLER

Managing Director, Bundesverband
Digitale Wirtschaft (BVDW) e.V.

From start-up to one of Germany's leading companies – Unister's ten-year success story is a prime example of the innovative power and unbroken growth of the digital economy.



Ten years of Unister – our warmest congratulations, and we look forward to a continued trusting and successful cooperation.



From left: Holger Tippelkamp, Jean Laffin – Managing Directors DynaTravel

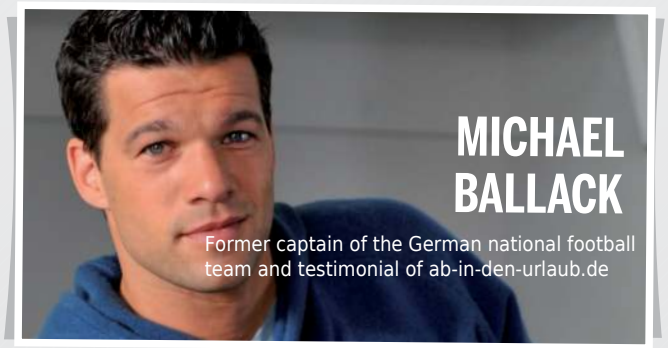
No business comes about unless you contribute an idea of your own. We congratulate the entire team on the anniversary and wish you continued success with innovative ideas!



I wish the entire Unister team all the best on its tenth birthday! Good luck and success for the future – and above all somewhat calmer waters. But as the old saying goes: many enemies, much honour!



We congratulate Unister on the anniversary. Despite all the challenges that selling products on the internet entails, we have mastered them and are successful together.



Since 2009 I have stood in front of the camera for various commercials for ab-in-den-urlaub.de. The spots whet the appetite for holidays and, above all, are fun. I got to know Thomas Wagner and his team. Anyone who tackles things with so much passion and ambition can achieve anything. Congratulations on ten years of Unister!



We congratulate Unister on its 10th anniversary and wish you continued successful sales of Lufthansa tickets.



v.l.n.r. Frank Bachér (Vice President), Harald Eisenaecher (Senior Vice President) Sabre Travel Network

After ten years, Unister has established itself as a fixture in the European travel market. We warmly congratulate you on the anniversary! As a strategic partner, we look forward to the coming cooperation.

Dear readers, anniversaries are always an occasion to look back and contemplate the joint work – reflecting on the history that shapes the present and forms the future. The WTA-X Travel Group and Unister have proven themselves trusting, reliable partners for many years. Congratulations on reaching this milestone.

Congratulations on reaching this milestone. The 10th company anniversary is a moment to look back on the firm's achievements. We wish you continued success!

Ten years of Unister – what a great story! We wish you continued success for the future and look forward to the further cooperation.

Ten years of Unister – in the dotcom industry that is not a matter of course. We warmly congratulate you on the results so far and wish the Unister team continued success.

The online key account management of Thomas Cook warmly congratulates you on the anniversary! We look back on a successful cooperation and look forward to the next ten years.

airBaltic

The challenges facing sales increase with advancing diversification: customers today have more choices than ever. We have found a reliable partner in Unister and look forward to continued good cooperation. We warmly congratulate

Express Travel International ETI

you on the anniversary! Unister has developed into one of the big players among the portals in recent years and we look forward to continued good cooperation!

SCHAUINSLAND REISEN

Unbelievable how time flies – such a young company is already getting so ‘old’. Congratulations on the anniversary and all the best for the new decade, wishes the team of Schauinsland-Reisen.

malaysia airlines

Congratulations on the tenth anniversary and continued success, wishes the Germany team of Malaysia Airlines.



A COMPANY PORTRAIT

THE the year was 2002: Thomas Wagner, born in Dessau and then 23 years old, had studied business administration at Leipzig University, broken off his studies and instead taught himself programming from books. In the best garage start-up manner, he laid the foundation for one of Germany's most successful internet companies in a Leipzig student hall of residence: Unister. Today, the 34-year-old entrepreneur can look upon a proud company with 1,900 employees – headquartered in Leipzig, but also present in cities such as Berlin, Dresden, Chemnitz, Magdeburg, Stralsund, Hamburg or Floh-Seligenthal.

Unister is broadly positioned. Its business fields comprise travel (ab-in-den-urlaub.de, fluege.de), insurance and loan comparison and brokerage (GELD.de, kredit.de), stock markets (börsennews.de), news (news.de), automotive (auto.de), matchmaking (Partnersuche.de), retail (Shopping.de) and real estate (myimmo.de). More than 40 national and international websites now belong to Unister, and the portfolio reads like a who's who of top domains: auto.de, GELD.de, fluege.de, reisen.de, ab-in-den-urlaub.de or shopping.de – these domains are among the best and most expensive the market has to offer worldwide. For the domain shopping.de alone, Unister paid almost two million euros in 2009. One thing is clear: good generic domains close to a category term – and thus to consumers' search volume in internet search engines – are an extremely scarce commodity. One could say: almost no one in Germany holds such a large number of top domains across so many business fields as Unister. That is an important competitive advantage. Unister holds a particularly strong position in the online travel market and in financial services, and with auto.de it also operates one of the three largest car portals in Germany. The travel portals in particular have been familiar to many Germans for years through extensive advertising on TV, on billboards and online. Directly or via shareholdings, Unister is also on a growth course internationally. Important countries besides Germany include Austria, Switzerland, the Netherlands, France and the United Kingdom – with television advertising being rolled out across Europe. Mastery of offline and online marketing is also essential for growth. Over more than ten years, Unister has accumulated extensive know-how in the digital business. That is an important competitive advantage and a very good basis for mastering future challenges. Flat hierarchies help, as does a young team that adapts flexibly to new circumstances on the internet – as Unister has successfully demonstrated for over ten years. There are also few com-

TRANSLATOR'S NOTE – the generic .de domains and their English meaning: fluege.de = "flights", GELD.de = "money", kredit.de = "loan", reisen.de = "travel", ab-in-den-urlaub.de = "off on holiday!", auto.de = "car", myimmo.de = "my property", partnersuche.de = "partner search", börsennews.de = "stock-market news", urlaubstours.de = "holiday tours", hotelreservierung.de = "hotel reservation", preisvergleich.de = "price comparison", kurz-mal-weg.de = "quick getaway", shopping.de / news.de / dsl.de = self-explanatory. [Note added to this English edition, July 2026]

panies that offer young talent career opportunities as quickly as Unister. A number of very experienced managers stand at their side. Unister

Unister now has around 190 trainees: IT specialists, graphic designers, tourism clerks and marketing professionals. The Leipzig company works very closely with universities, with job fairs and with the Federal Employment Agency. Unister is active in numerous industry associations, including the IVW (the German audit bureau of circulation) and the AGOF (online research association); further memberships exist in the BVDW (Federal Association of the Digital Economy) and the BVMW (Federal Association of Small and Medium-Sized Businesses, Leipzig region). Equally impressive is the portfolio of celebrities working for

Add to this a presence at key trade fairs: at the annual ITB in Berlin, the world's most important international tourism fair, the Unister stand is one of the large ones. More than 50 Unister employees hold extensive talks there with existing and potential business partners. Unister is equally present each year with a large exhibitor stand at dmexco in Cologne, the world's largest internet fair. Almost all Unister homepages are marketed to advertisers directly by the in-house marketer, Unister Media GmbH (www.unister-media.de). Its managing director is Christian Schmidt. His view: for clients, "multi-channel campaigns on portals are outstandingly well suited". Deutsche Telekom or Germanwings – several well-known brands advertised or advertise on Unister portals.

Unister or its investees: football star Michael Ballack (ab-in-den-urlaub.de), former Bayer Leverkusen manager Reiner Calmund (fluege.de), RTL host Sonja Zietlow (holidaytest.de) or TV favourites Jürgen and Ramona Drews (Unister investee Travel24.com AG) – day after day, they all whet millions of Germans' appetite for booking holidays online via the TV screen. Unister first took its travel brands to private television in 2008; in 2011, ARD and ZDF (breakfast television) followed. That Unister founder Thomas Wagner has a soft spot for sport is evident from his famous testimonials. He is now expanding this offline as well – earning recognition from marketing and media

have since flown down the world's hills on fluege.de skis. Ski-jumping legend Dieter Thoma advises the company, helping to make the skis technically better year after year.

professionals. In October 2010, the keen footballer and skier bought the production facilities of the venerable East German sports brand Germina and now builds world-renowned jumping skis – through "fluege.de Sprungskiproduktions GmbH" (www.ssp-fluege.de). According to SPIEGEL editor Martin U. Müller, "a marketing coup of genius". More than 100 athletes from 16 countries – among them ski stars such as Martin Schmitt (Germany) or Sarah Hendrickson (USA) –

THE ONLINE MARKET

The picture is similar in the car market: the survey shows that 42 percent of German internet users have by now bought cars online. Likewise in finance: 40 percent concluded a contract for a financial product on the internet. The study makes clear that Germany in particular is a pioneer in online shopping.

THE internet keeps gaining in importance. Young and older consumers use it every day. Internationalisation and constant innovation are omnipresent online. What creates ever more advantages for users presents companies with a difficult task: speed and innovative strength are the cornerstones of a successful internet business model. E-business in today's digital, networked world is thus not only a great challenge but also a great opportunity.

As a sales market, the internet keeps gaining in importance. According to the "Netzgesellschaft" publication of the industry association BITKOM (2011, also the source for the following figures), a World Wide Web user spends an average of more than two hours a day online. More than 85 percent of Germans have already purchased goods and services on the internet. According to the BVDW "Fokusreport E-Commerce", travel products are particularly popular alongside books and clothing: 53 percent of internet users have already purchased their travel tickets online, and 32 percent likewise bought their travel tickets online.

WHAT IS BOUGHT ON THE INTERNET?

PRODUCT	DE	EU
Books	70%	43%
Clothing/accessories	59%	38%
Electronics	53%	32%
CDs	46%	21%
DVDs	45%	21%
Concert / theatre / festival tickets	42%	25%
Holidays	41%	28%
Care products / cosmetics	40%	26%
Travel tickets	35%	34%
Games	33%	20%
Health products	32%	18%
Computer games	32%	17%
Furniture	27%	16%
Cinema tickets	25%	21%
Insurance	22%	16%

Source: „Fokusreport E-Commerce", BVDW / OVK / IAB Europe 2012



BUSINESS FIELD

Travel

THE travel market in Germany grows steadily. According to the German Travel Association (DRV), 9.7 percent of German gross value added in 2012 can be credited to the tourism industry – securing jobs for more than 2.9 million people (“Fakten und Zahlen 2012”, DRV). According to the publication, 69.3 million holiday trips were taken in 2012 – booked with more than 2,500 tour operators. Online travel booking keeps gaining in importance: travel experts estimate that around 7.4 billion euros in revenue is now generated via travel portals. Most trips are booked at 1,000 to 1,500 euros per booking (“Traveltainment Top 10 Analyse 2012”); this central service provider alone supplies more than 300 online portals with travel offers. The 2013 travel analysis of the FUR research association shows where Germans most like to spend their holidays: in the warm regions of the Mediterranean and in Western Europe. Only then come destinations in Eastern Europe and Scandinavia as well as long-haul trips. The advantage of booking online is obvious: travel sites such as www.ab-in-den-urlaub.de, www.reisen.de or www.hotelreservierung.de offer more than 100 million travel options, and the user can choose the cheapest.



TRAVEL MARKET FACTS 2012

AS diverse as consumers' interests in e-commerce are, so diverse are the offerings – for example in the travel market. The following figures give a brief overview.

GENERAL[1]

- Gross value added of the tourism industry: 97 billion euros
- There are more than 2,500 tour operators in Germany
- More than 2.9 million people are employed in tourism
- There are 69.3 million holiday trips and 407.4 million overnight stays by 53.6 million travellers
- 76.3 percent of Germans travel regularly, on average 1.3 times a year
- Spending on foreign travel: 63.9 billion euros
- Spending on domestic travel: 69.7 billion euros (DZT)
- average duration of a holiday trip (GfK-TravelScope): 10,3 days
- there are approx. 10,000 travel agencies in Germany

UNISTER-FACTS

- The average price of a package holiday booking is 1,500 euros
- The average package holiday lasts 9.2 days
- The average price of a hotel booking is 319 euros
- The average booked hotel stay is 3.2 nights
- On average 0.5 package holidays and 0.3 city breaks are booked per person
- The average price of a flight booking is around 300 euros
- Unister has approx. 1,900 employees
- 9 locations (Leipzig, Chemnitz, Dresden, Jena, Berlin, Magdeburg, Hamburg, Stralsund, Floh-Seligenthal)

THE MOST POPULAR AIRLINES:

(fluege.de bookers)

01. Lufthansa	11. Klm Royal Dutch Airlines
02. Air Berlin	12. TUIfly
03. Germanwings	13. Ryan Air Dublin
04. Easyjet	14. Skandinavian Airlines Sys.
05. Condor Flugdienst	15. Iberia Airlines
06. Turkish Airlines	16. Niki
07. Swiss	17. Aeroflot Russian Airlines
08. Air France	18. Aegean Airlines
09. Australian Airlines	19. Delta Air Lines Inc.
10. British Aiways	20. TAP Portugal

[1]Sources: DRV: facts and figures on the German travel market 2012; FUR travel analysis 2012

THE MOST POPULAR AIRPORTS:

(fluege.de bookers)

NATIONAL	01. Berlin
	02. München
	03. Hamburg
	04. Stuttgart
	05. Köln
	06. Düsseldorf
	07. Frankfurt/Main
	08. Dresden
	09. Nürnberg
	10. Hannover
INTERNATIONAL	01. Istanbul
	02. Bangkok
	03. Antalya
	04. New York City
	05. Tel Aviv
	06. Los Angeles
	07. Ankara
	08. Miami
	09. Cape Town
	10. San Francisco

THE MOST POPULAR CITY BREAK DESTINATIONS:

(Unister package holidaymakers)

NATIONAL	01. Berlin
	02. Hamburg
	03. München
	04. Dresden
	05. Köln
	06. Düsseldorf
	07. Stuttgart
	08. Frankfurt/Main
	09. Leipzig
	10. Bremen
INTERNATIONAL	01. London
	02. Rom
	03. Wien
	04. Paris
	05. Berlin
	06. Barcelona
	07. Istanbul
	08. Hamburg
	09. Venedig
	10. Amsterdam

THE MOST POPULAR HOLIDAY COUNTRIES:

(Unister package holidaymakers)

01. Spain	11. Bulgaria
02. Turkey	12. Thailand
03. Egypt	13. Maldives
04. Greece	14. Cyprus
05. Tunisia	15. Cuba
06. Italy	16. Croatia
07. Germany	17. Mexico
08. Dom. Republic	18. Mauritius
09. Portugal	19. Malta
10. U. A. Emirates	20. Austria

UNISTER SITES HAVE A STRONG REACH*:

TRAVEL PORTALS:

(online travel agencies, hotel portals and tour operators)

Unique users: 6,42 million

54.0% of users are female, 46.0% male;
72.8% of users are aged 14 to 49; 45.8% of users have a net household income above €2,500 per month

FLIGHT PORTALS:

Unique users: 3,07 million

52.2% of users are female, 47.8% male;
75.5% of users are aged 14 to 49; 46.5% of users have a net household income above €2,500 per month

*Source: AGOF internet facts February 2013 | Demographie-Daten: AGOF internet facts Ø aus Aug, Sep, Okt 2012





Original brand banner – claim: “We send Germany on holiday”.

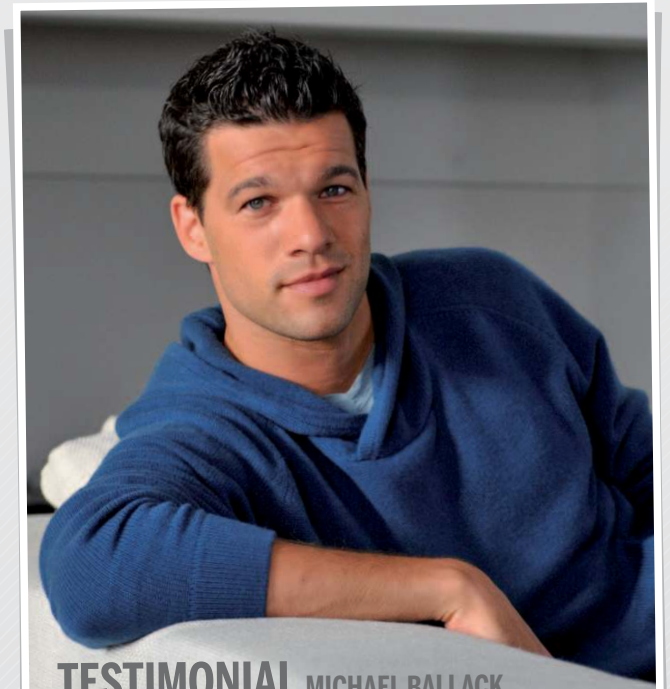


is online since December 2003 and one of the market leaders among German online travel agencies. On average, 4.88 million users a month visit the travel portal, find inspiration for the best time of the year and book their holidays. At ab-in-den-urlaub.de no travel wish remains unfulfilled: package holidays and last-minute sunshine breaks as well as cruises and special-interest trips.

More than 100 million daily updated offers from over 100 tour operators are available. Independent travellers can put together their own trips at ab-in-den-urlaub.de: flights and hotels, holiday homes and apartments as well as rental cars can be booked individually or as combined packages. Those seeking plenty of holiday for little money are exactly right at ab-in-den-urlaub.de: the offers can be sorted by lowest price. Official hotel information, local tips and hotel reviews by travellers help with planning. Every day from 8 a.m. to 11 p.m., experienced travel specialists personally attend to our customers’ concerns – answering e-mail enquiries and advising on the telephone hotline.

AWARENESS

ACCORDING to a representative TNS Emnid study of April 2011, 77% of respondents aged 14 to over 60 know www.ab-in-den-urlaub.de. Among 14- to 29-year-olds it is as many as 92%. Asked whether the booking portal, which advertises on TV with former German football captain Michael Ballack, has a “good reputation”: 48% of those aged 14 to over 60 who know the portal said yes; 19% said no and 32% had no opinion. The younger the respondents, the better the image: 76% of 14- to 29-year-olds affirmed a clearly positive image.



TESTIMONIAL MICHAEL BALLACK

Football star Michael Ballack, who has appeared on television, online and on billboards since 2009 to strengthen brand awareness, is one of several testimonials advertising for Unister. In his clips he provides the right motivation for planning holidays online – lying on the couch in rainy weather, plagued by bad luck in training, or in everyday situations of the most diverse people. In his own likeable way, Michael Ballack shows how best to still one’s wanderlust – and sends Germany “off on holiday”.

MEDIA DATA AB-IN-DEN-URLAUB.DE

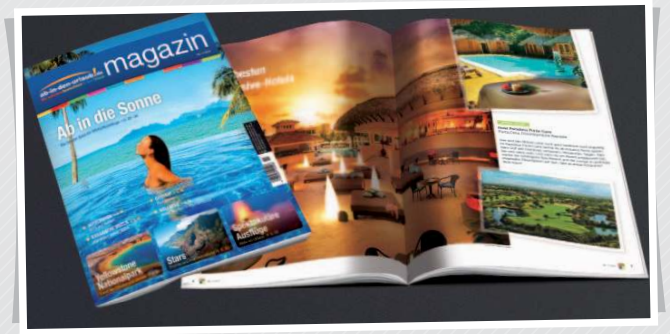
Unique users: 3,64 million* | Visits: 9,05 million**
Page Impressions: 63,83 million**

USER DATA [1]

56.3% of users are female, 43.7% male; 71.6% of users are aged 14 to 49; 45.3% of users have a net household income above €2,500 per month

AB-IN-DEN-URLAUB.DE MAGAZINE

IN July 2012, in time for the travel season, saw the launch of the ab-in-den-urlaub.de magazine. It now counts more than 22,000 subscribers. The holiday magazine presents the most beautiful destinations, useful information for stays abroad and current news and trends on holiday travel, with stunning pictures. The focus is clearly on the classic destinations such as the Balearics and Canaries, Egypt and Turkey.



On the other hand, long-haul destinations such as the Maldives, Thailand, the South Seas, Bali and the Caribbean top the theme list. In winter, matching the season, background information on Alpine ski regions is provided. The magazine is the first print medium from the house of Unister. It appears monthly and is sent to ab-in-den-urlaub.de travel bookers as a customer magazine. Booking is convenient online – or by telephone with expert advice. MEDIA DATA Unique users: 0,36 million* | Visits: 0,55 million** Page Impressions: 2,29 million** 56.3% of users are female, 43.7% male; 69.1% of users are aged 14 to 49; 45.1% of users have a net household income above €2,500 per month MEDIA DATA Unique users: 1,04 million* | Visits: 1,83 million** Page Impressions: 9,39 million**

Logo claim: “Dein Hotel zum besten Preis” = “Your hotel at the best price”.



HOTELRESERVIERUNG.DE has been online since August 2008. On the hotel portal, travellers can book hotels worldwide, conveniently from home. Alongside top German hotels in Munich, Berlin and Hamburg, customers find international accommodation, e.g. in Paris, London, Barcelona, Prague, Rome, New York, Milan, Brussels, Dubai and Istanbul. Every hotel can be reviewed afterwards. Hotelreservierung.de specialises in brokering

Reisen.de

REISEN.DE offers a comprehensive, operator-spanning range of package and last-minute holidays, cruises, flights, rental cars and many other travel specials. The offers are constantly updated, so the user always sees the best prices at a glance and can book conveniently from home. In the reisen.de call centre, trained travel professionals competently advise customers who prefer to book by telephone on selecting and processing their trips.

hotel rooms and accommodation. From more than 220,000 hotels worldwide, an objective comparison calculator determines the cheapest or highest-quality offer according to the user’s wishes. Complete travel packages can also be booked – a hotel broker combines daily hotel rates with tour operators’ offers. If required, flights and rental cars can be booked at the same time.

USER DATA [1]

Figures per month; Source: *AGOF internet facts February 2013; **IVW 03-2013



Logo claim: “Finde den billigsten Flug!” = “Find the cheapest flight!”



FLUEGE.DE their favourite trip based on other guests’ experience. was launched in September 2008 and rapidly developed into one of the largest flight portals on the internet. Scheduled, budget, last-minute and charter flights are searched, compared and booked quickly and easily with one click. fluege.de always finds the cheapest flight from an offer of more than 750 airlines. The flight brokerage is rounded off by rental cars, hotel rooms and complete travel packages, which are equally part of the fluege.de portfolio. Interesting features such as the budget search additionally allow users to browse flight offers up to a self-defined price limit. The price alert informs users daily by e-mail about the price development of their flight search – so no one misses the cheapest moment to book. Consumers can also inform themselves in detail on fluege.de about airlines and their customer ratings and in the news section.

Tips for optimal travel preparation are available to customers in the online help centre at www.fluege.de/service/faq. The trained service-centre team is equally happy to advise by telephone or in writing, helping with bookings

AWARENESS

THE flight portal is one of the best known in Germany. A TNS Emnid study of April 2011 found that 69% of respondents aged 14 to over 60 know www.fluege.de. Among 14- to 29-year-olds it is as many as 84%. Whether the flight booking portal, which advertises on TV with former football manager Reiner Calmund, has a “good reputation” was affirmed by 24% of those aged 14 to over 60 who know the portal; 16% said no and 28% had no opinion. Here too: the younger the respondents, the better the image – 52% of 14- to 29-year-olds attest the flight portal a clearly positive image, only 13% disagreed.

Campaign visual (original): fluege.de TV and billboard motif – claim: “... always the cheapest flight!”



and any customer concerns. The magazine section of the portal covers interesting tourism developments and recommendations, keeping customers up to date on travel and holidays. In the lively community, members can write travel reports and hotel reviews, present holiday photos, create photo albums and keep their own blog. Together with HOLIDAYTEST.de, holiday seekers always have the best reviews for their desired destination and can decide on



SPORT & EVENT MARKETING

TOP SPORT

Top-level sport and fluege.de – that, too, de Sprungskiproduktions GmbH, Unister took over in October 2010 the production of the former East German sports equipment combine “Germina”, which after reunification had focused on the ski-jumping niche under the name S.K.I. Ski-Konstruktionsinstitut.



More than 100 athletes from 16 different nations already use the fluege.de jumping ski, among them Olympic champion and world champion Martin Schmitt, team World Cup winner Maximilian Mechler, Austrian Four Hills winner Wolfgang Loitzl, the first women’s ski-jumping World Cup winner Sarah Hendrickson and Norway’s Anders Jacobsen (2 wins, Four Hills Tournament 2012/2013).



Ski-jumping star Martin Schmitt flies on fluege.de skis. Beside him, left: Georg Reichart (Managing Director Sprungskiproduktions GmbH), right: Dr. Konstantin Korosides (Head of Press Unister)



From left: Karsten Günther (Managing Director SC DHfK), Thomas Wagner (founder & co-owner Unister), Stefan Kretzschmar (supervisory board member SC DHfK), Mark Seydel (Head of Sport & Event Marketing Unister)

In German football, too, fluege.de is a familiar face. With Champions League participant and top Bundesliga club FC Schalke 04 as well as German champions and DFB Cup winners Borussia Dortmund, fluege.de has entered a partnership. Local sport is not neglected either: fluege.de acts as premium sponsor of the men’s team of second-division handball club SC DHfK Leipzig and supports the Leipzig/Delitzsch handball academy.

FLIGHT INTERNATIONALISATION

UNISTER

Unister is also expanding internationally with flight portals. Portals abroad include:

vuelo24.es

Unique users: 0,061 Mio²
Visits: 0,073 Mio²
Page Impressions: 0,33 Mio²

fly.co.uk

Unique users: 0,24 Mio²
Visits: 0,32 million
² Page Impressions: 1,20 Mio²

vlucht24.nl

Unique users: 0,041 Mio²
Visits: 0,048 Mio²
Page Impressions: 0,23 Mio²

volo24.it

Unique users: 0,4 million²
Visits: 0,58 million²
Page Impressions: 3,06 million²

MEDIA DATA FLUEGE.DE

Unique users: 2,62 million* | Visits: 7,20 million**
Page Impressions: 22,14 million**

USER DATA [1]

52,1% of users are female, 47,9% male
76% of users are aged 14 to 49 46,7% of users have a net household income above 2.500 € per month

Figures per month; Source: *AGOF internet facts February 2013; **IVW 03-2013 | [1]AGOF internet facts Ø aus Aug, Sep, Okt 2012 | [2]Quelle: Google Analytics 03-2013





Booking is remarkably simple: all trips and services of Urlaubstours GmbH can be booked both over the internet and through bricks-and-mortar travel agencies on site. Urlaubstours is bookable on the major German online travel portals, such as ab-in-den-urlaub.de and others, as well as via its own homepage www.urlaubstours.de.

URLAUBSTOURS

was founded in Leipzig in 2006 and is a German tour operator with an outstanding product and value-for-money profile. Whether organised package holiday or flexible individual trip, Urlaubstours offers a comprehensive range for every target group at very good conditions – from affordable family holidays on the Mediterranean and individual city trips across Europe to exotic luxury journeys to the Caribbean or South-East Asia. The attractive portfolio currently comprises around 6,500 hotels in more than 100 destinations. So there is a suitable holiday for every taste. Urlaubstours is one of the largest German tour operators using dynamic packaging. This means that at the moment of the customer's enquiry, individual travel offers are combined from the desired hotel, daily updated flight offers and ancillary services and offered as an attractive complete trip. For this, Urlaubstours draws on almost all third-party services available in the market as well as its own allotments. Urlaubstours offers maximum flexibility and excellent value for money with the security of a classic tour operator – tour guide, security certificate and transfer included. A team of around 50 employees stands by customers with all its expertise and passion for travel.



U-DEAL

operates travel-voucher portals such as ab-in-den-urlaub-deals.de and hotelreservierung-deals.de. For the hotel industry and tour operators, they are now among the most successful short-term sales channels in Germany. The concept is as simple as it is successful: the ho-

telier or tour operator concludes a contract with the respective portals of U-Deals GmbH on the sale of travel vouchers. In return, the portals ensure that the vouchers – the “deals” – are advertised in the best possible way and the hotel or tour operator sells its beds. For ab-in-den-urlaub-deals.de there is even a dedicated app.

The concept works – for both sides. Customers receive the best offers every day and can get dream holidays and trips at absolute bargain prices. Partners, in turn, gain great customers and strong sales. operates travel



KURZ-MAL-WEG.DE is the provider for short breaks and trips to Germany’s most beautiful regions.

Since 2001, the portal has brokered a wide variety of themed trips – wellness holidays, weekend trips to the sea or the mountains, romantic weekends for couples, group and singles trips as well as family holidays and travel over the holidays. With its relaunch in summer 2011, Kurz-mal-weg.de received a new look and a new company seat in Stralsund. Beyond the wide choice of themed arrangements, the short-break specialist’s service includes detailed hotel information and service descriptions, individually bookable holiday extras, gift vouchers, rail tickets, travel cancellation insurance, newsletters, hotel ratings and customer reviews.

voucher portals such as ab-in-den-urlaub-deals.de and hotelreservierung-deals.de. For the hotel industry and tour operators, they are now among the most successful short-term sales channels in Germany. The concept is as simple as it is successful: the ho- In addition to simple and secure online

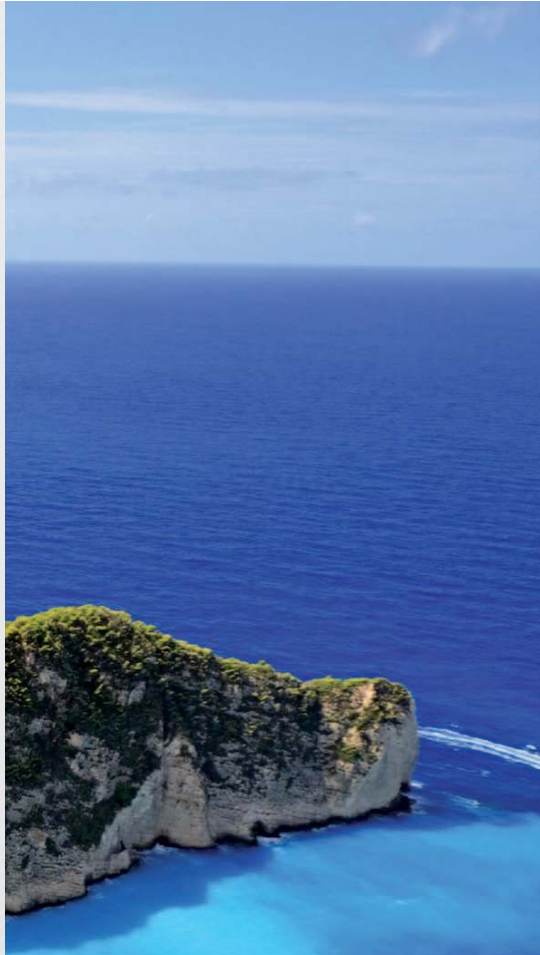
booking, users can also seek advice by telephone from our trained travel sales professionals.

MEDIA DATA Unique users: 0,45

million² | Visits: 0,64 million² Page Impressions: 4,01 million²

USER DATA [1]

67% of users are female, 33% male;
73.8% of users are aged 14 to 49; 42.5% of users have a net household income above €2,500 per month



CONTACT

U-DEALS
Barfußgässchen 11
04109 Leipzig

Tel.: 0341 / 650 507 30 01 Fax: 0341 / 650 508 20 24 E-mail: deals-kooperation@ab-in-den-urlaub.de

Figures per month; Source: [1]AGOF internet facts Ø aus Aug, Sep, Okt 2012 | [2]Google Analytics 03-2013



INVESTEE COMPANIES



TRAVEL24.COM AG is the online travel agency with a unique product mix of last-minute and package holidays, flights (scheduled, budget and holiday carriers), hotels, holiday apartments and exclusive short breaks. Unister has held shares in Travel24.com AG since 2009, which also operates international travel booking websites such as Travel24.ch, Travel24.nl and Travel24.at.

All major tour operators as well as more than 70,000 hotels and over 750 airlines are offered here. In financial year 2011, Travel24.com AG generated revenue of 19.1 million euros and a pre-tax profit of 2.76 million euros – once again clearly improving on the previous year's result, by 78 percent. Advancing internationalisation and the entry into the hotel business are intended to drive this growth further.

TESTIMONIALS

JÜRGEN AND RAMONA

The well-known TV faces, as holiday seekers with the slogan "That's how travel works today", whet Germans' appetite for travelling with the Unister investee Travel24.com.



INTERNATIONALISATION TRAVEL24.COM AG

THE Travel24.com AG is expanding internationally. Examples include Travel24-deals.fr and travel24.co.uk.

Travel24 DEALS

Unique users: 0,062 million²
Visits: 0,098 Mio ²
Page Impressions: 0,206 million²

Travel24

Unique users: 0,045 million²
Visits: 0,054 million²
Page Impressions: 0,191 million ²

MEDIA DATA Unique users: 1,34

million* | Visits: 2,51 million** Page Impressions: 14,42 million**

USER DATA [1]

57.4% of users are female, 42.6% male; 71.9% of users are aged 14 to 49; 44.5% of users have a net household income above €2,500 per month



Management of the Travel24.com AG branch in Paris. From left: Emmanuel Yatera (Strategic Director), Pascal Boyer (Commercial Director) and Vincent Luna (Managing Director)

Figures per month; Source: *AGOF internet facts February 2013; **IVW 03-2013 | [1]AGOF internet facts Ø aus Aug, Sep, Okt 2012 | [2]Quelle: Google Analytics 01-2013

THE LATEST project of Travel24.com AG is the launch of its own budget design hotel chain. Located right in the city centres of the most popular tourist metropolises, unique hotels in the 2-star-plus segment are to be created. A corporate bond of Travel24.com AG in the amount of 25 million euros was successfully placed to finance the construction of the hotel rooms. Construction work began in December 2012 in the historic Ring-Messehaus in Leipzig. Hotels in Dresden, Cologne, Munich, Berlin and Hamburg are also planned. The stylishly furnished, light-flooded design rooms offer ample space for two people, are air-conditioned and equipped with a relax shower and a luxurious free-standing bathtub. The comfort of the French bed is otherwise found only in luxury five-star hotels. Free Wi-Fi goes without saying. For example, only 15 percent of all hotels achieve more than 20 reviews and a 90 percent recommendation rate – but





HOLIDAYREPORTER.COM is the website for authentic hotel reviews and customer experiences. Hotel reviews have become indispensable in hotel search: when a customer wavers between two or more hotels, the number and verdict of other guests' reviews – and their quality – almost always decide. Numerous studies as well as analyses of the Unister Group's hotel bookings show that the number and detail of reviews correlate strongly with a hotel's booking figures. Further information for interested customers and hoteliers can be found at www.holidayreporter.com.

they account for over 50 percent of the booking volume. Many hotels face a vicious circle: few reviews mean few bookings; few bookings in turn generate hardly any new reviews. HolidayReporter GmbH, in which Unister holds a stake, has been solving this problem since March 2012 with an innovative

concept: ordinary holidaymakers are accommodated in hotels free of charge, scrutinise them impartially and then deliver a detailed experience report in the form of a comprehensive hotel review. These detailed reviews by real guests are published on tourism portals such as Reisen.de, ab-in-den-urlaub.de, Hotelreservierung.de, Travel24.com, HOLIDAYTEST.de, Kurz-mal-weg.de and many more and, together with further promotional measures, give the hotel's bookings a significant boost.



BUSINESS FIELD
Finance

THE use of insurance portals on the internet keeps gaining in importance. A multitude of insurance products can now be compared quickly and easily online. The Unister Group has therefore operated tariff comparison portals for insurance and finance for years. It ranks among the largest online brokers of private property, liability, legal-expenses and personal insurance as well as loans. Every year, applications in the six-digit range are brokered to insurers and banks. The comparison calculators of GELD.de and kredit.de offer consumers fast, comprehensive information and price transparency across hundreds of insurance policies, loans and investments. In addition, insurance brokers can embed comparison calculators on their own homepages and profit directly from the contracts concluded. Simply and straightforwardly, the finance portals show the way to the optimal tariff. And should anything remain unclear, the competent service team is happy to help with specific individual questions.

Logo claim: “Entdecke Dein Sparpotential” = “Discover your savings potential”.



From left: Friedrich Wiedemann, Oliver Mell, Managing

GELD.DE was launched in June 2004 and is the information platform for everything to do with money. The portal organises the financial world clearly into insurance, construction financing, investments, loans and taxes. With a few clicks, users gain transparency and an overview in the jungle of money and insurance.

The tariffs on offer have been comprehensively vetted by independent insurance experts. With the help of specially developed tariff comparison software, GELD.de users can compare and evaluate insurance offers from several companies. Those needing personal advice can contact the GELD.de service team: trained specialists help free of charge and without obligation. Thanks to the experience of the GELD.de experts, users can save real money.

MEDIA DATA Unique users: 0,28

million* | Visits: 0,36 million** Page Impressions: 0,71 million**

USER DATA [1]

42.7% of users are female, 57.3% male; 64.2% of users are aged 14 to 49; 42.7% of users have a net household income above €2,500 per month

kredit.de

KREDIT.DE has been part of Unister since November 2008 and offers a comprehensive view of the range of loans on offer. The domain purchase, at around 0.9 million euros, ranks among the most expensive worldwide. The comparison calculator determines the cheapest conditions according to individual needs, helping to supply consumers with loans matching their capital requirements and to lower interest burdens noticeably.

On request, customers can also seek advice by telephone from competent loan specialists and receive their loan approval directly on the phone. A glossary additionally explains financial terms such as SCHUFA and instalment loan in plain language.

MEDIA DATA Unique users: 0,01

million* | Visits: 0,014 million** Page Impressions: 0,029 million**

USER DATA [1]

41.7% of users are female, 58.3% male; 81.4% of users are aged 14 to 49; 48.9% of users have a net household income above €2,500 per month

Figures per month; Source: *AGOF internet facts February 2013; **IVW 03-2013 | [1]AGOF internet facts Ø aus Aug, Sep, Okt 2012



BUSINESS FIELD

Shopping

SHOPPING on the internet has developed into a mass market in recent years. And here too, Unister has consistently expanded its portfolio. The buying process begins long before the actual purchase. From the online shop with complete fulfilment to the couponing portal, Unister accompanies its customers throughout the entire process and keeps developing new products in online shopping.

Shopping.de offers a daily changing range in couponing and thus positions itself in live shopping with a daily changing offer. AuVito.de has successfully established itself in the market of online auction houses, offering private individuals and professional traders alike a simple, free instrument for auctions and instant purchases. In addition there is the service portal DSL.de, the website for comparing the cheapest internet providers.

Logo claim: “Und was gibt’s morgen?” = “And what’s there tomorrow?”



SHOPPING.DE was bought by Unister in February 2008 for 1.96 million euros and is thus one of the most expensive domains in the world. The website presents a new, exciting shopping world every day. Deals on brand and quality products as well as vouchers for the hottest web shops with price advantages of up to 70% await the visitor. Those registering for the shopping.de newsletter are presented daily with the latest offers and discount campaigns from the categories living, multimedia, fashion, and sport and leisure. The website shopping.de has been online since July 2009. With the 2012 relaunch, the business model of daily changing shopping worlds is pursued.

MEDIA DATA Unique users: 0,40

million* | Visits: 0,70 million** Page Impressions: 1,47 million**

USER DATA [1]

40% of users are female, 60% male;
43.2% of users are aged 14 to 49; 42.7% of users have a net household income above €2,500 per month



AUVITO.DE is online since August 2006 and an internet auction house where private and commercial sellers can trade in various formats (auction, instant purchase, minimum price, one-cent auction). The services offered are free for traders and buyers alike: AuVito.de charges neither listing nor sales fees.

Shortly after its launch in August 2006, the platform advanced to number two among German online auction houses. Listing products is made very easy for sellers: the auction portal has various interfaces for product integration, including the import of eBay Turbo Lister files and CSV files. Auction administration via Afterbuy in particular is completed in a few clicks. An escrow service and SSL encryption of data as well as protective mechanisms against password attacks ensure maximum security for all AuVito users.

MEDIA DATA Unique users: 0,33

million* | Visits: 0,58 million** Page Impressions: 1,40 million**

USER DATA [1]

48.2% of users are female, 51.8% male;
73.5% of users are aged 14 to 49; 42.7% of users have a net household income above €2,500 per month



DSL.DE is online since November 2010 at Unister and offers the best possible overview of DSL tariffs. As a generic domain, the consumer portal fits perfectly into the Unister portfolio and adds another important consumer dimension to the company. With the DSL.de comparison calculator, users can quickly and conveniently get an overview of current bargains, savings offers and campaigns of the individual DSL providers such as Vodafone, Deutsche Telekom, 1&1 and others. Once the right tariff is found, DSL.de offers the option of concluding it online. Each month there is additionally a top tariff featured prominently on the homepage. Beyond the tariff comparison, DSL.de provides current news, a glossary and a guide section with helpful information on DSL & the internet. Useful online tools such as a speed test and an instant availability check round off the offering. The portal is currently being redesigned with responsive web design for optimal display on all screen sizes.

MEDIA DATA Unique users: 17.136[2] | Visits:

18.774[2] Page Impressions: 31.182[2]

Figures per month; Source: *AGOF internet facts February 2013; **IVW 03-2013 | [1]AGOF internet facts Ø aus Aug, Sep, Okt 2012 | [2]Quelle: Google Analytics 03-2013

BUSINESS FIELD

Automotive

THE automotive segment is one of the special success stories of Unister. Three quarters of all German used cars now change hands online – and Unister plays a large part in that. The portal auto.de is one of the most comprehensive car exchanges in Germany, brokering used and new cars, motorcycles and accessories. The magazine additionally offers current trends, news and videos from the automotive industry.





Logo claim: “Deutschlands großes Autoportal” = “Germany’s big car portal”.



AUTO.DE has been operated by Unister since August 2006 and demonstrates an impressive success story of the company. The portal for everything automotive now ranks among Germany’s leading car exchanges. Hardly any market has developed as rapidly in recent years as online car trading. Yet auto.de is not merely a marketplace. The car exchange comprises more than one million listings for private individuals and professional dealers. There is also an extensive magazine section informing consumers about current trends, news, new car presentations and other specialist topics from the automotive industry. A lively community of car enthusiasts is equally active. Via the mobile solution m.auto.de, car lovers can also inform themselves quickly by mobile phone. As diverse as the cars on our roads, so diverse are their drivers. auto.de therefore relies on multifaceted offerings in this area, too – for consumers, buyers, sellers and enthusiasts. Professional dealers above all are offered a professional marketplace with optimised listing placement and an attractive price system.

Around 12,000 dealers are already registered with auto.de – and rising. At such scale, good service is decisive; 3,000 customer enquiries a month make that clear. But auto.de has specialists not only for dealer support. Sales promotion also enjoys high priority. An external sales team will further expand this area in the future through on-site dealer visits. For only those who truly know their customers can champion them effectively.

MEDIA DATA Unique users: 0,96

million* | Visits: 2,26 million** Page Impressions: 12,79 million** has been operated by Unister since

August 2006 and demonstrates an impressive success story of the

USER DATA [1]

33.6% of users are female, 66.4% male; 73.2% of users are aged 14 to 49; 45.1% have a net household income above €2,500 per month. MEDIA DATA – Unique users: 0.96 million* | Visits: 2.26 million** | Page impressions: 12.79 million**

Figures per month; Source: *AGOF internet facts February 2013; **IVW 03-2013 | [1]AGOF internet facts Ø aus Aug, Sep, Okt 2012

BUSINESS FIELD
News & Media

A NEW business field was opened up by Unister in 2008 with the news portal news.de and in 2009 with the specialist portal börsennews.de. Independently, comprehensively and close to the consumer, editors and reporters cover the day's events, illuminate backgrounds and offer added value. The information is complemented by news services such as dpa, Dow Jones and others. A remarkable project – not least because such an ambitious portal was launched independently of any media house or publisher. Yet precisely this independence is Unister's strength. The stock exchange business, too, depends on a fast flow of information. On sites like börsennews.de, financial experts are quickly informed and learn what matters from the financial sector.



BÖRSENNEWS.DE has been online since May 2009 and is the independent information platform for private and professional investors. The portal offers comprehensive information on shares, funds, ETFs, currencies, indices, commodities and certificates:

- Prices and key figures
- News and analyses
- Charts and opinions

In developing börsennews.de, particular emphasis was placed on clear, modern preparation and presentation of the information. Small investors and professionals alike can quickly form a picture of current developments and backgrounds on the world's stock exchanges. The analysis of individual shares and other securities was equally designed to be user-friendly and simple: with one click, securities can be compared with national and international benchmarks (DAX, TecDAX, Dow Jones, etc.) and the outperformance read off. börsennews.de also includes the Märkte-am-Mittag newsletter, Germany's leading e-mail stock market service, which supplies more than 500,000 subscribers with rent news every trading day. Since 2012, the Börsennews app has complemented the information offering for investors. With well over 50,000 installations and a user rating of 4.5 stars (of a possible 5), it is among the most popular stock market apps in the Google Play Store. News providers for the stock market portal include dpa, dpa-AFX and Dow Jones. All börsennews.de services are free of charge.

USER DATA [1]

37.5% of users are female, 62.5% male; 55.4% of users are aged 14 to 49; 45.4% have a net household income above €2,500 per month. MEDIA DATA – Unique users: 0.40 million* | Visits: 2.02 million** | Page impressions: 3.35 million**



NEWS.DE offers a news overview from politics, business and sport, complemented by content from the health, technology, automotive and travel desks. news.de covers topics that really interest people – up to the minute and attractively presented. Via OMS Vermarktungs GmbH & Co, news.de is part of Germany's largest news network, reaching more than 22 million unique users a month. Beyond daily news coverage, news.de is also active as a service provider in corporate publishing and cooperation marketing. Business customers can draw on the news.de editorial team's competence in creating and marketing high-quality content for their own special publications. news.de was also responsible for launching further media products of the Unister Group. With the ab-in-den-urlaub.de magazine, the successful entry into the subscription magazine business was achieved.

USER DATA [1]

48.3% of users are female, 51.7% male; 72.7% of users are aged 14 to 49; 43.0% have a net household income above €2,500 per month. MEDIA DATA – Unique users: 1.08 million[2] | Visits: 1.38 million[2] | Page impressions: 4.87 million[2]

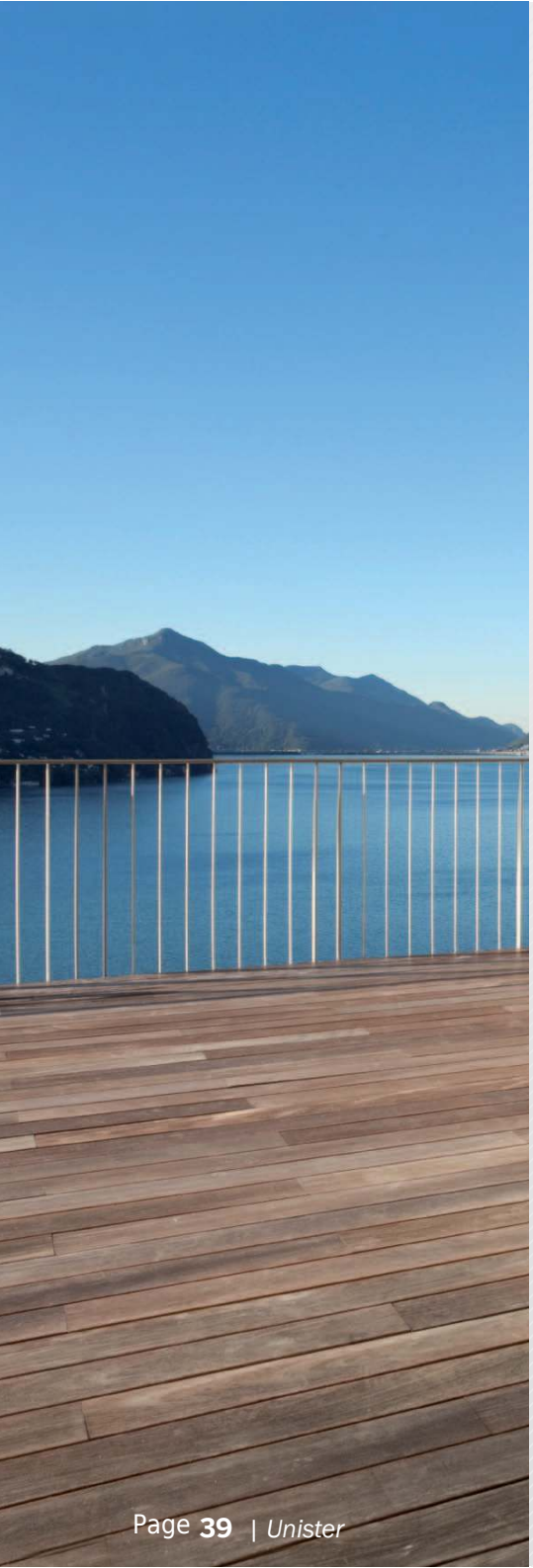
Figures per month; Source: *AGOF internet facts February 2013; **IVW 03-2013 | [1]AGOF internet facts Ø aus Aug, Sep, Okt 2012 | [2]Quelle: Google Analytics 01-2013



BUSINESS FIELD

Real Estate

UNISTER likewise provides a comprehensive, transparent market overview in the real estate sector. With the young brand myimmo.de, an attractive web address was created for flats, houses, plots, commercial properties, shared rooms, garages and parking spaces. The listings for purchase and rental properties comprise offers from estate agents and large letting companies as well as from private individuals in all relevant categories of the German property market.





MYIMMO.DE is a young, dynamic real estate portal that has helped shape the online listings market for flats, houses and commercial property since 2009. Besides listing, searching and offering properties of all kinds, landlords and seekers find comprehensive news, press releases and guide topics in the news section. The myimmo.de team continuously develops the portal to deliver real added value for users. A cooperation network of exciting industry partners brings further advantages for property providers and seekers.

> Via an upload server, commercial and private providers as well as estate agents can easily post their properties. With property software supporting FTP interfaces, offers can even be uploaded free of charge. The ongoing optimisation of the search for flats, houses and commercial properties is also a priority. A fresh, clear design rounds off the perfect presentation of the property listings.

The real estate portal myimmo.de offers a comprehensive service around the property, combining utility with added value for seekers and providers:

- Germany-wide property listings
- Clear exposés and modern design
- Search via the mobile version or the myimmo app
- Current news and guide topics
- Innovative functions, e.g. the comparison feature
- A network of attractive cooperation partners

MEDIA DATA Unique users: 0,17

million* | Visits: 0,22 million** Page Impressions: 0,54 million**

USER DATA [1]

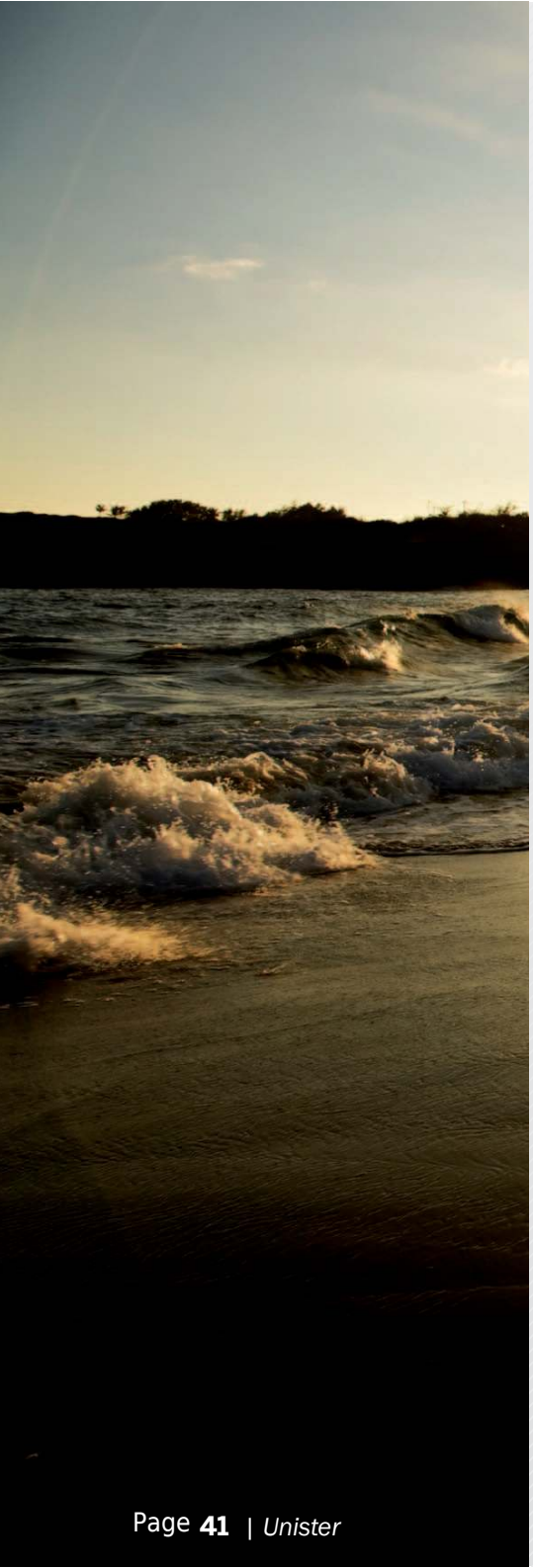
65.2% of users are female, 34.8% male; 74.5% of users are aged 14 to 49; 43.2% of users have a net household income above €2,500 per month

Figures per month; Source: *AGOF internet facts February 2013; **IVW 03-2013 | [1]AGOF internet facts Ø aus Aug, Sep, Okt 2012



BUSINESS FIELD

THE Unister success story began with social websites. The aim was and is to connect people of the most diverse interests and ages. Today, Unister operates one of the largest German online matchmaking services in this field, with more than 800,000 users a month: PARTNERSUCHE.de. With the help of the latest scientific findings in personality and couples psychology, PARTNERSUCHE.de finds the right companion for everyone.



Logo claim: “... lieben Sie los!” = “... start loving!”



PARTNERSUCHE.DE was launched in April 2009 and is a modern, sophisticated online matchmaking service that actively supports its members with scientifically grounded methods in finding the right partner for a long-term, serious relationship. The portal deliberately sets itself apart from providers of classic flirting and singles exchanges and combines the advantages of a convenient online matchmaking service with concentrated scientific know-how.

The matching concept of PARTNERSUCHE.de rests on the latest findings of psychological couples research. Psychologists developed an exclusive personality test for the portal, which every member completes directly after registration. It captures central character traits that are decisive for a happy, long-term relationship. Based on the personality test and users’ individual search criteria, PARTNERSUCHE.de determines especially well-matched partner suggestions for each member. As membership increases daily, users continuously receive new partner suggestions.

To keep the partner search exciting and varied, PARTNERSUCHE.de offers various ways of approaching the desired partner individually – e.g. by sending greetings, photo requests and messages, and via the “like” function showing other users which of their profile details one finds particularly interesting. On request, users are informed regularly by e-mail about new contacts and activities on their profile. To guarantee members contacts of a high standard, customer service checks every user profile by hand. The success stories that arrive regularly prove it: the PARTNERSUCHE.de matching principle works!

MEDIA DATA Unique users: 0,48

million² | Visits: 1,04 million² Page Impressions: 6,69 million²

Figures per month; ²Quelle: Google Analytics 01-2013

BUSINESS FIELDS

Marketing, Market Research, Affiliate Marketing, International and Service



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AFFILIATE MARKETING is one of the youngest online marketing channels. Here, products from the Unister portfolio are advertised and sold on a commission basis via high-reach partner websites. The first affiliate activities began back in 2004 with ab-in-den-urlaub.de. There is now a dedicated department with eight permanent employees. Since the end of 2010, colleagues have launched a total of 19 national & international programmes, primarily from travel (e.g. ab-in-den-urlaub.de) but also from the non-travel segment (e.g. GELD.de) and the deals segment. The workhorses are the sale of package holidays and hotel bookings as well as the cooperation with international flight meta-searches.

The affiliate network zanox is the exclusive partner, handling administration, tracking and partner payouts across the various programmes. Thanks to many advertising materials and campaigns, often tailored to partners, and intensive partner support, the Unister programmes enjoy great popularity in the industry. Affiliate marketing thus now contributes substantially to the corporate success of the Unister Group.

The future is all about internationalisation, with a focus on the hotel segment. Portals such as Travel24-Hotels.de are being introduced in various countries and integrated into the meta-searches of the respective markets via partner programmes. Details on the latest activities and the individual programmes are available on the Unister affiliate blog at affiliate.unister.de.



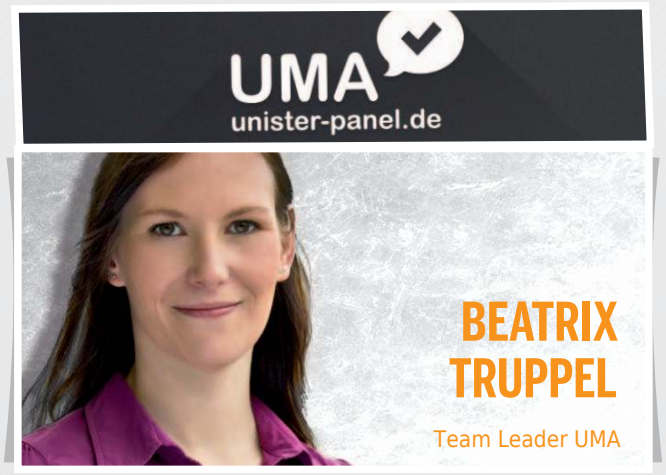
UNISTER MEDIA is specialised in the marketing of online portals and print magazines. The exclusively marketed portfolio with more than 12 million unique users (source: AGOF internet facts January 2013) currently includes ab-in-den-urlaub.de, fluege.de, Hotelreservierung.de, Kurz-mal-weg.de, Reisen.de, Travel24.com, urlaubstours.de, news.de, auto.de, börsennews.de, GELD.de, kredit.de, AuVito.de, PREISVERGLEICH.de, Shopping.de, myimmo.de and PARTNERSUCHE.de. Within this high-reach portfolio, advertisers can book display advertising, newsletter integrations and mailings, performance-oriented formats as well as special executions and integrations via Unister Media. Unister Media GmbH also markets the advertising space of the ab-in-den-urlaub.de magazine.



UNISTER ADSERVER a premium network bringing together advertisers and publishers on a "real-time marketplace", offering both sides a strong performance-marketing solution. The ad network achieves more than one billion ad impressions a month and supplies Germany's largest travel sites, finance portals, car markets and news sites with ad inventory. Advertisers book online ads with Unister Adserver in a high-quality environment that secures high conversion rates and maximum return on investment. Besides keywords, advertisers can also book sites from our network directly that match their target group. is the provider of the leading online market research

> If you already run SEM activities, you can import your campaigns into our adserver with just a few clicks and activate your online ads.

The unique context-intensive targeting technology of our online ads promises highly relevant advertisements that guarantee high click rates and revenues for our publishers.



UMA panel "unister-panel" for the German-speaking market. With 140,000 active panellists, the unister-panel is already one of the largest German online access panels. More than 700 screening criteria ensure high feasibility even for difficult target groups.

THE SERVICES AT A GLANCE

- Questionnaire programming
- Sampling and field management
- Data cleansing and delivery in the form desired by the customer is

Services are combined entirely according to individual customer wishes. UMA also gladly supports on-site surveys, surveys of customer contacts, panel building etc. UMA convinces its clients with strong consulting competence and high service quality in project management and customer care.

CONTACT

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PORTALSERVICE stands for customer-oriented service for the users of the Unister websites. Alongside the internet and personal contact with customers, partners and users, telephone support has become an important pillar in recent years. That is why Unister invested specifically in building a call centre and founded Portal-Service GmbH in 2009.

EVERYTHING FROM A SINGLE SOURCE

- Significant revenue increases through optimised customer contacts
- High quality standards in customer care
- Individual service: information and advice, customer care, surveys, campaign services, initial contact, appointment scheduling, offer follow-up, after-sales services and dialogue marketing

Customers, products and brands are the basis of a successful company. The employees are experts in customer care and customer relationship management and make an important contribution to this success in the call centre. Unister and PortalService GmbH continue to expand this business area and are constantly looking for competent staff.



FOREIGN RELATIONS is the point of contact for foreign tourism regions and Unister's diverse marketing offering. Gerd Hesselmann, former president of the German Travel Agency and Tour Operator Association (DRV), brings more than thirty years of experience in senior positions in tour operating, travel sales, association work, travel technology and destination development to Unister.

As Director Foreign Relations, he builds relationships for Unister with the marketing institutions of the key tourism destinations. His task is to make destinations aware of the Unister Destination Services. They comprise the leading Unister travel portals (see also facts, page 19 ff.).

Beyond the travel portals as a powerful communication and sales channel, various business services such as Urlaubstours, Deals and HolidayReporter take centre stage. These enable destinations to react flexibly to fluctuations in demand or to bring new offers to market at short notice.

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FOREIGN RELATIONS
E-Mail: gerd.hesselmann@unister.de

UNISTER IN ADVERTISING

ADVERTISING MEASURES are conducted by

Unister both offline and online. Specialised employees ensure highly successful advertising campaigns. Besides TV advertising, display advertising is particularly important.



WHAT DOES A MEDIA PLANNER DO?

“Our media planners are in constant contact with portal managers, ad managers, graphic designers, technical service providers and ad networks in order to plan, implement, optimise and report campaigns for the various Unister portals – always with the aim of increasing product sales or registrations.”

WHICH PROJECT HAS EXCITED YOU MOST SO FAR? Building a

“rock-solid team that continuously works on showing the right user the right advertising message at the right time.”

WHAT IS THE CHALLENGE FOR OPTIMAL ONLINE ADVERTISING MEDIA?

“Delivering the relevant advertisement to the right user at the right moment.”



WHY DOES UNISTER ADVERTISE ON TV?

“Television is emotional and simply works brilliantly. No medium is better suited to reaching many people quickly, directly and effectively with an advertising message.”

WHAT IS SPECIAL ABOUT THE COMMERCIALS?

“1. The optimal interplay between testimonials, performers and the advertising message, on TV as on radio – various studies prove this again and again. 2. That we produce the spots in-house, giving us full control over the execution.”

WHAT IS YOUR FAVOURITE SPOT? I

“personally directed each of the more than 50 spots of the past two years and created and produced them entirely or in part together with my great team, so every spot has something loveable about it and evokes positive memories.”





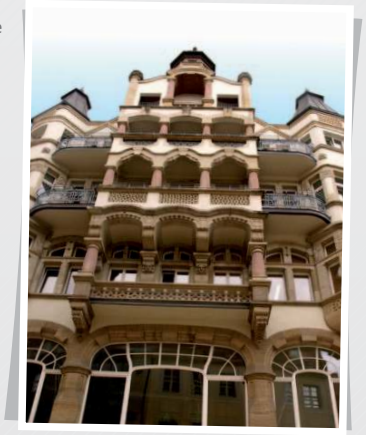
UNISTER LOCATIONS

Leipzig, Berlin, Dresden, Chemnitz, Jena, Magdeburg, Stralsund, Hamburg, Floh-Seligenthal

THE central headquarters of the Unister corporate group is located in Leipzig, where the majority of employees work. There are further offices in Berlin, Hamburg, Dresden, Chemnitz, Jena, Magdeburg, Stralsund and Floh-Seligenthal. Except for Hamburg, these are predominantly IT locations. They cooperate closely with local universities. Besides internships and student jobs, thesis placements are also offered. IT specialists and web designers above all are in continuous demand.

LEIPZIG

THE Unister corporate group has its main seat in Leipzig and employs a total of more than 1,900 people (as of October 2012).



The bright offices lie in the middle of Leipzig's city centre. This is home not only to the management. From social engine marketing across the core areas of the individual portals to the outsourced portal service, the bulk of Unister's business areas is managed from here. The individual departments are spread across several buildings. Located in the city centre by the lively Barfußgässchen, distances are short – including to Leipzig's most beautiful corners.

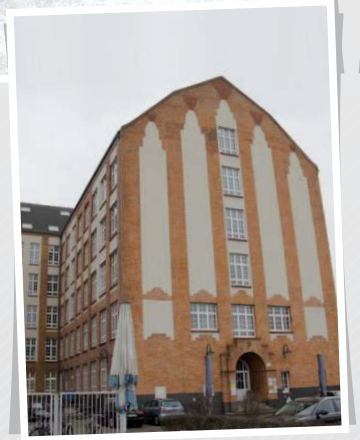
The city offers everything one could wish for in life: culture, nature and affordable rents. The city centre has smartened up enormously in recent years: old houses shine in freshly renovated splendour, alternating with modern new buildings. Magnificent Art Nouveau and Wilhelminian buildings flank the traffic-calmed streets in the centre. Pavement cafés have taken over the sidewalks, exuding Parisian flair. Chic little shops tempt passers-by to go shopping.

BERLIN



MILOSZ WECKOWSKI

Site Manager



THE large number of qualified professionals based in Berlin was decisive for Unister opening a further company office in the German capital. Since November 2008, mainly programmers in the Treptow district have contributed to the success of the Unister corporate group. The capital branch is currently being rebuilt. Site manager Milosz Weckowski has been entrusted with this task. IT development for the Unister Adserver, börsennews.de and myimmo.de is carried out from here. 21 employees (as of April 2013) are entrusted with this task. Computer scientists, mathematicians and physicists with programming experience continue to be sought as PHP developers for front and back end and as software architects. Graphic designers are equally in demand. Berlin itself offers every degree programme of particular relevance to the location. As a political and economic hub, high-calibre national and international figures are guests in the city daily. At the same time, Berlin is the centre of the German arts and enjoys cult status as a student and scene stronghold.

DRESDEN



JAN BUDAR

Site Manager



AFTER Leipzig, Dresden is the largest Unister location. To further expand the group's IT capacities, the branch was opened in April 2010. The office building is centrally located, in the immediate vicinity of Dresden's old town and only a kilometre from the main station. Head of the development site is Jan Budar. The branch's most important tasks are the technical development and support above all of the finance portals GELD.de and kredit.de, but also of the dating portal PARTNERSUCHE.de and the flight booking site fluege.de. The Unister tour operator Urlaubstours is likewise supported technically from Dresden. 87 Unister employees (as of April 2013) work in Dresden, including the company's own trainees, interns and partner trainees from TÜV Rheinland. Front-end and software developers are still being sought. In cooperation with the Dresden University of Applied Sciences, Unister regularly gives students insights into the development area of the internet company. In addition,

Adserver. the Unister site is currently conducting a research project in the semantic web field with the Technical University of Dresden. Dresden is the capital of the Free State of Saxony and, with numerous sights such as the Frauenkirche and the Zwinger, an attractive destination and a varied city to live in. Thanks to the Technical University – now one of the elite universities – and the University of Applied Sciences, the city has many well-trained, dynamic professionals, especially with IT skills. December 2010 saw the opening of the Unister branch in Chemnitz. Many different industries have settled in the city on the edge of the Ore Mountains, contributing to the economic strength of the location. From an initial 12 employees, the site has grown to currently 35 (as of April 2013), making it the third-largest of the Unister Group. Chemnitz supports the websites auto.de and news.de as well as

Senior sales managers and online project managers are sought for the performance marketing of the Unister building up the site for the Unister corporate group. The branch is to be further enlarged



in order to support further travel and hotel projects in the future. The office building is well situated and Jena's old town is only a kilometre away. In the university city with its diverse cultural and gastronomic scene, many motivated and excellently trained people are about.

HAMBURG



LEIF OFFEN

Site Manager



TO serve customers in the north even more intensively and professionally, Unister Media – exclusive marketer of the high-reach Unister portfolio – opened a sales office in the Hanseatic city of Hamburg in May 2009. The contact for direct clients and agencies from northern Germany is Online Sales Manager Carola Ollhorn. The Hamburg branch is headed by Leif Offen. He is responsible for building up the site for

JENA



DAN LEISNER

Site Manager

SINCE October 2010 also saw an IT site opened in Jena, Thuringia. 25 employees (as of April 2013), mainly software developers and web designers, work here on the IT architecture for the portal Hotelreservierung.de.

Unister Holding GmbH. No other city is home to more media professionals. The office – in the middle of the city centre – is only a few steps from the most important agencies. Since 2010, the Unister Adserver for performance marketing has also been operated from Hamburg. Of particular interest are graduates of the relevant universities

CHEMNITZ

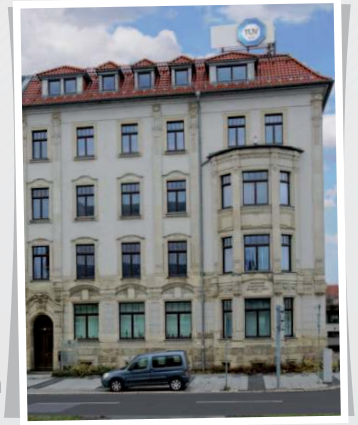


SILKE FEDRAU

Site Manager

IN with degree programmes in business administration, media & information, media management, media & communication management as well as marketing.

all national and international deals projects. Under the leadership of Silke Fedrau, mainly web designers, testers and software developers work in Chemnitz. The office is centrally located, not far from Chemnitz University of Technology and the main station. Thanks to the Technical University and several technical colleges in the vicinity, many skilled professionals from IT and media are available locally, contributing their knowledge to the success of the



degree programmes nearby. From 2013, the site also trains IT specialists in application development. The state capital of Saxony-Anhalt, with around 230,000 inhabitants the second-largest city of the federal state, achieved fame not only through Otto von Guericke, but also with an outstanding

Unister Group. This site, too, is to be further expanded. Front-end & back-end developers above all are sought. The University of Magdeburg and Köthen University of Applied Sciences offer suitable



combination of business and science. For this reason, the city convinced as a company location, so that above all software developers (m/f) and web designers (m/f) will contribute here to the further success of the Unister Group.

MAGDEBURG



THOMAS HELD

Site Manager

THE currently smallest IT site is in Magdeburg with 11 employees (as of April 2013). Since 1 July 2012, Thomas Held has been responsible as site manager. Several travel portals are supported here, including Reisen.de and holidayreporter.de. Also significant is the development of the “Hotel Review Engine” – a central service for submitting hotel reviews. It can be embedded in any portal.

STRALSUND



MARIO GLEICHMANN

Site Manager

THE youngest branch is located in the beautiful Hanseatic city of Stralsund in the north-east of Mecklenburg-Western Pomerania. The Unister Group opened the new branch near the historic old town in September 2011. 26 IT specialists (as of April 2013) now work here, mainly on the matching of hotel master data. This ensures that search queries deliver comprehensive and, above all, correct information about the hotels. So the customer finds all the information on their desired hotel.



Under site manager Mario Gleichmann, many IT professionals quickly joined the Stralsund branch. His links with Stralsund University of Applied Sciences generate lively interest in the employer Unister among the developer community. Together with other IT companies of the region, he founded the IT round table to promote the attractiveness of the IT location and improve the conditions for IT companies.

The branch is still being expanded. Content managers and team leaders for copywriting for the Unister travel portals are currently also sought. Stralsund, with around 58,000 inhabitants, is the city with the highest population density in all of Mecklenburg-Western Pomerania. Besides tourism and the associated abundance of accommodation, restaurants and leisure options, Stralsund offers many IT professionals thanks to its university, which teaches precisely the knowledge that is particularly



SINCE Since 1 October 2010, Unister has operated the Sprungskiproduktions GmbH in Floh-Seligenthal, on the southern slope of the Thuringian Forest. Behind the ambitious project lies a marketing strategy as simple as it is ingenious – and ultimately successful: only ski manufacturers may advertise their brand on jumping skis. To make better use of ski jumping's high attention value and the enormous advertising value of the jumping ski, Unister simply bought, through fluege.de Sprungskiproduktions GmbH, the S.K.I. SkiKonstruktions GmbH & Co. KG together with all operating and business equipment and took over all employees. The German ski-jumping legend Dieter Thoma stands by as adviser. The origin of the fluege.de Sprungskiproduktions GmbH was the Germania sports equipment combine in the former GDR. It mainly produced sports equipment for mass sport in the East, but was thoroughly capable of producing internationally competitive equipment for its own top athletes – e.g. cross-country and above all jumping skis. At the suggestion of the German Ski Association (DSV), Bernd Seidl and Georg Reichart acquired the old GDR operation after German reunification in 1990 and founded the company S.K.I. Skikonstruktions GmbH & Co. KG. With a new and radical concept, today's managing directors withdrew from mass production and concentrated on the ski-jumping niche. The goal was – and still is – to equip athletes with innovative, high-quality jumping skis.

The goal was – and still is – to build the best jumping skis and to end existing monopolies. Only three years after the project's start, more than 100 ski jumpers from 16 countries are equipped with the blue skis – among them top athletes such as two-time Four Hills winner Anders Jacobsen (NOR), Olympic and world champion Martin Schmitt, overall World Cup winner 2012 Sarah Hendrickson (USA), Olympic and world champion Wolfgang Loitzl (AUT) and many more.



Bild oben: v.l.n.r. Sara Takanashi (JPN), Sarah Hendrickson (USA), Coline Mattel (FRA) | Bild unten: Martin Schmitt

AWARDS & DATA PROTECTION

10 years active on the internet with web portals

THE success story of the Unister company rests on an innovative entrepreneurial and corporate spirit. Time and again, portals of Unister GmbH have been recognised by a wide variety of institutions. In January 2013, the hotel booking and comparison portal Hotelreservierung.de took first place in the price analysis of the "hotel portals" study of the German Institute for Service Quality. The travel portal ab-in-den-urlaub.de received the Service Champion award in gold in October 2012 for – in the jurors' words – experienced customer service. The awarding bodies were Die Welt and the analysis and consulting firm ServiceValue of Goethe University Frankfurt am Main. The Ger-

man Institute for Service Quality (DISQ) awarded ab-in-den-urlaub.de the Best Website seal in the travel portals and brokers category in 2010. And TÜV Saarland conferred a further award on ab-in-den-urlaub.de in 2011 in a test: the “TÜV Service tested” seal for high customer satisfaction and data security. There were further ratings besides, for example the grade “good” from the travel trade magazine “Clever Reisen” in 2009.

TÜV Süd in turn conferred the s@fer-shopping seal on ab-in-den-urlaub.de. One of the most recent ratings came from the analysis firm ausgezeichnet.org in a 2012 test of last-minute travel portals: the grade “good”. Among flight search engines, the flight booking portal fluege.de received the test grade “good” from ausgezeichnet.org in March 2012. The usd AG in turn audited ab-in-den-urlaub.de of Unister GmbH for months and in September 2012 awarded the portal the PCI DSS Approved seal for IT security. The magazine Clever Reisen tested as early as 2009 and awarded fluege.de the grade “good” in a test of travel portals. The hotel booking portal Hotelreservierung.de is a further travel portal of Unister GmbH: here TÜV Saarland awarded the grade “good” in a 2011 test.

A further portal for booking package or last-minute holidays that belongs to Unister is Reisen.de. This travel site, too, was awarded the PCI DSS approved seal by usd AG in 2012 in a test for particularly high data protection. The Cologne-based EHI Retail Institute awarded the EHI seal of approval in 2010 to a further Unister GmbH portal, Shopping.de (at 1.96 million euros one of the most expensive domain addresses worldwide), in the shopping portal (retail) segment. Tested were the transparency of the ordering process and the protection of personal data.

DATA PROTECTION AT UNISTER

DATA PROTECTION

enjoys high priority at Unister. Responsible for it are graduate business economist (FH) Frank Hilmer and lawyer Dr. Thomas Giesen. Data protection auditor (TÜV) Frank Hilmer acts as the data protection officer of several companies of Unister Holding GmbH. As group representative for data protection, Dr. Thomas Giesen supports the company. In December 1991, Dr. Giesen was elected the first data protection commissioner of the Free State of Saxony. He held this office until the end of 2003 and subsequently worked as an EU adviser on data protection in Latvia. Today he works as a lawyer in Dresden.



From left: Dr. Thomas Giesen (group representative for data protection Unister), Thomas Wagner (founder Unister), Frank Hilmer (data protection officer Unister)

UNISTER PORTALS ARE PCI DSS CERTIFIED

IT SECURITY

has top priority for Unister. In the online travel industry, the company is in fact a pioneer in payment security. In February 2012, Unister was certified under the Payment Card Industry Data Security Standard (PCI DSS). The PCI Security Standards Council was founded by the leading credit card institutions American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa, Inc. The organisation's goal is to increase the security of payment data by means of a high standard. PCI DSS is among the strictest security regulations in electronic banking and payment transactions worldwide.

Obtaining the certification and meeting the high quality standards requires great effort. During the 18-month certification phase, Unister invested more than two million euros and reviewed all security-relevant structures.

Original PCI DSS certification seal (usd AG, December 2012).



Every year, the independent usd AG conducts a comprehensive audit and reissues the certificate. In addition, external scans (vulnerability scans) are performed every three months. This ensures that the high quality standards are continuously maintained.

WORKING AT UNISTER



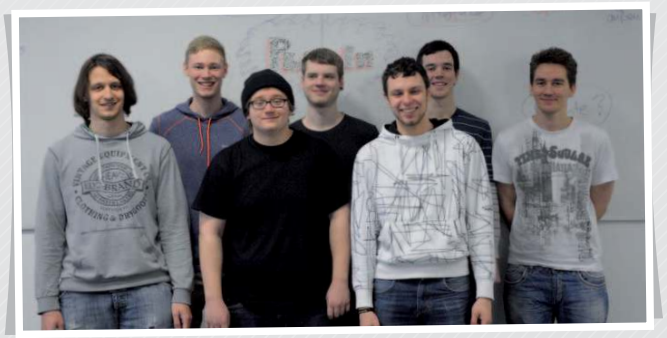


UNISTER keeps growing and is therefore continuously looking for new employees. We come up with special ideas to win creative, determined people with an interest in e-commerce for the exciting tasks of our company. Naturally we work with all the established job portals, are present at university and job fairs and place advertisements in national and international daily newspapers and trade journals. Beyond that, we take new and creative paths, above all in social media via Facebook, Twitter and our own portals, but also by addressing potential employees through unconventional posters or publications wherever they may be expected. Unister is also active on many further, above all regional platforms: • since 2010 ITmitte.de (central Germany) • since 2012 ITsax.de (Saxony) • since 2013 ITbbb.de (Berlin-Brandenburg) Promoting young talent is particularly important to founder Thomas Wagner. More than 190 trainees and a training ratio of around 10% attest to Unister's strong commitment to vocational training and to Saxony as a location. Since 2007, Unister has offered interesting and varied training in seven different occupations and specialisations. At the company headquarters in Leipzig, Unister trains IT specialists and media designers in the technical field. Since 2012, IT specialists have also been trained at our Dresden and Jena sites. But career changers, too, always find prospects and career opportunities in the growing, flexible company. A further focus is employee retention. Naturally, Unister provides free drinks in all offices, organises joint company parties and sponsors regular team events such as bowling, climbing or canoeing. Also important are Unister's internal training concepts, the continuous transfer of expertise and practical tricks by in-house experts, language lessons and, not least, the possibility of development via offers on the internal job exchange. There is always a position here in which one can quickly take on responsibility, advancing the company – and one's own career. and online marketing specialists with degrees in economics, media studies or comparable fields. Training the company's own young professionals is also an important building block in meeting Unister's demand for skilled staff.

Professionals (experienced and entry-level alike) are hired by Unister across the most diverse specialist areas. Besides programmers, graphic designers, travel and insurance clerks as well as staff in classic corporate functions, the recruiting focus is also on (business) informatics specialists

VOCATIONAL TRAINING

PROMOTING



v.l.n.r. hinten: Marius, Julius, Falk
v.l.n.r. vorne: Stephan, Willi, Daniel, Marius

In the commercial field, tourism clerks, dialogue marketing service staff and office administrators are trained, among others. A wide range of technologies in IT and diverse assignments from travel and flight brokerage to tour operating in tourism are examples of the many possi-

All job offers can be found on the homepage:
http://www.unister.de/karriere

WORKING IN THE SERVICE CENTRE

SUN

One thing becomes clear immediately: those who work here have a dream job. Hardly anywhere else offers so much holiday atmosphere and variety. On top of that, the mood is good. Many young employees attend day after day to one of the most beautiful sides of life: holidays. Their employer, Unister, is among the most successful German internet companies: no one brokers more package holidays and flight tickets online. So that customer satisfaction becomes even
better, Unister is further expanding the staff in the travel service centre. 50 new employees are sought. Anyone with completed commercial vocational training is in demand. Career changers are warmly welcome. Missing tourism knowledge is imparted in intensive, multi-week in-house training courses. The workplace is superbly located: right around the corner is the Barfußgässchen – one of Leipzig's best-known tourist addresses. That inspires. On top of that, Unister operates travel brands known and popular across Germany such as ab-in-den-urlaub.de or fluege.de. The expanding company already employs 1,900 people. Everyone who rolls up their sleeves at Unister, makes something of their life



"We are looking for employees who are friendly and communicative, who enjoy working with people and who have interest in and enthusiasm for

is the story of the woman who called to say her husband had drunk himself into courage against his fear of flying and was now no longer allowed to fly. Or the young woman who sat next to such a cute guy on the flight to her holiday that she absolutely wanted to sit next to him on the way back, too...

and pitches in gets a chance. Sun, beach and sea – that exists not only on holiday but also on the job. For example in the travel service centre of the Leipzig company Unister. 350 travel advisers work here, leafing through colourful catalogues, scouting dream says Janka Lehner. She is the just 30-year-old head of Unister's travel service centre. It never gets boring there, she assures. It can happen that customers call about the quirkiest things. Unforgotten

background. It handles customer e-mails, helps make customers' dreams come true, and liaises with hotels, tour operators and airlines. One thing unites the many employees in Unister's travel service: they want to become Germany's number-one travel service team. This ambition drives everyone. destinations for customers in Spain, the Caribbean, the Seychelles, Dubai or the classic tourist destinations such as Egypt, Greece and Turkey.

the product 'holiday'," bilities and a varied, exciting training. After successful completion of the training, there are good prospects of being taken on in a permanent position. Naturally, Unister also offers interns and students the opportunity to get a taste of practice here and earn some extra money. Of interest to



In group trips they inspect, for example, hotels in Florida, Thailand or Mallorca at super-low prices. Usually nothing is lacking: full board and other top care are the rule. For the hotels and holiday resorts, expedients are travel inspectors, but also highly courted multipliers of the travel industry. It is ultimately they who tell customers what is good and what is less so. In addition, expedients can conquer the world privately, alone or as a couple, on the cheap: airlines, hotels, cruise providers and tour operators offer travel professionals flights to the world's most attractive destinations and overnight stays for next to nothing. Even the Maldives become affordable this way. Yet the salary is significantly improved not only by travel perks but also by performance-based remuneration models in the travel centre. Who sells more, earns more. This classic sales model applies at Unister too. Moreover: career changer or not, young or old – whoever is good and moves the company forward can advance quickly – in their own department or by internal transfer. Besides 50 employees in the travel service centre, Unister has many other jobs to fill – for business graduates, graphic designers, IT specialists, executives.

students is the offer to write their theses in cooperation with the relevant Unister departments. Clearly, Unister also has many very experienced employees in the company, from whom newcomers learn every day. From left, back: Marius, Julius, Falk; front: Stephan, Willi, Daniel, Marius Everyone at Unister is deployed according to their abilities: while customers are advised in the "front office" team, the support team – also called the "back office" team – is active in the



CORPORATE

COMMUNICATIONS Press

& Consumer Studies
national and international

CONTACT

PRESS & PUBLIC RELATIONS, RESEARCH & EDITORIAL SERVICE



DR. KONSTANTIN KOROSIDES

Chief Communications Officer (CCO) – Press & Public Relations, Research & Editorial Service

THE press and public relations department of Unister Holding, as point of contact and mouthpiece to the public, covers all portals and business areas of Unister – both nationally and internationally. The department also comprises consumer research and an editorial service. Its remit includes classic corporate announcements as well as B2B communication and B2C communication.

In 2012, the press and public relations department of Unister Holding recorded more than 20,000 editorial publications on the company's more than 40 national and international portals. The print publications alone reached a total circulation of around 500 million copies in daily newspapers, magazines and regional weeklies/advertising papers. Add to that 675 TV reports and 330 radio reports. Unister portals are regularly present with soundbites in practically all major TV news programmes.

Original German press mastheads – a selection of media reporting on Unister.





INDEX

PORTALS & BUSINESS FIELDS

ab-in-den-urlaub.de: ....3, 4, 5, 8, 11, 14, 15, 16, 18, 21 ....22, 25, 26, 29, 37, 43, 51, 52, 55

Adserver: 44, 48, 49

Affiliate Marketing: 42, 43

auto.de: 3, 4, 5, 15, 34, 35, 43, 49

auvito.de: 4, 32, 33, 43

börsennews.de: 15, 36, 37, 43, 48

Data protection: 51, 52

German Institute for Service Quality (DISQ): 5, 51, 52

dsl.de: 5, 32, 33

fluege.de: ....4, 5, 14, 15, 16, 19, 20, 23, 24, 43, 48 ....51, 52, 55

EHI Retail Institute: 52

Foreign Relations: 45

geld.de: 3, 4, 15, 31, 43, 48

holidayreporter.com: 29

holidaytest.de: 5, 16, 22, 29

hotelreservierung.de: 4, 5, 18, 22, 29, 43, 49, 51, 52

IT security: 52

kredit.de: 3, 4, 15, 30, 31, 43, 48,

kurz-mal-weg.de: 26, 29, 43

myimmo.de: 3, 5, 15, 38, 39, 43, 48

news.de: 3, 4, 15, 36, 37, 43, 48, 49

partnersuche.de: 3, 4, 15, 40, 41, 43, 48

Payment Card Industry Data Security Standard (PCI DSS): 52

PCI DSS Approved: 52

Portalservice: 4, 44, 45, 48

reisen.de: 5, 15, 18, 22, 29, 43, 50, 52

shopping.de: 3, 4, 15, 32, 33, 43, 52

S.K.I. SkiKonstruktions GmbH & Co. KG: 51

Sprungskiproduktions GmbH: 16, 24, 51

travel24.com: 5, 16, 28, 29, 43

travel24-deals.fr: 28

Travel24 Hotels: 29, 43

TÜV Saarland: 5, 52

TÜV Süd: 4, 52

u-deals: 5, 25, 26

UMA: 44

Unister Media: 4, 16, 43, 49

urlaubstours.de: 4,25, 43, 45, 48

Advertising campaign: 46

IMPRINT

Unister Holding GmbH
Barfußgässchen 11
04109 Leipzig

Unister booklet
Chefredaktion (V.i.S.d.P):
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Head of Corporate Communications
Redaktion: Kevin Wiederspächer
Layout: Norman Römhild
Redaktionsschluss: 06. May 2013

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