

mergedmedia AG – your partner for e-commerce

At a glance

What we do? we live e-commerce

German wide unique business model: **e-commerce enabler:**

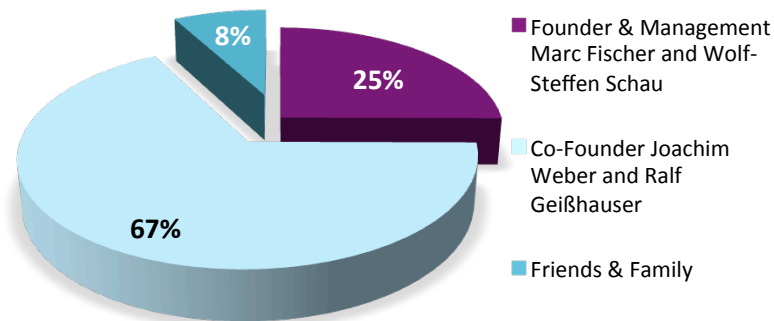
- e-commerce-consulting
- all kind of e-commerce services
- complete fulfillment
- own shops
- Joint venture online-shops

Who we are?

We run 11 own and 10 external online-shops and many online marketing and e-commerce services

Founded:	2001
Headquarter:	Friedewald / Bad Hersfeld
Budgeted sales 2012:	4 Mio Euro
Current staff:	35 FTEs

Shareholder of mergedmedia AG:



Why mergedmedia?

We have a longstanding experience in **home trend e-commerce platforms** with a wide variety of products but specialized in several online shops to maximize customer satisfaction.

We are the **leading single-stop operator and service premium partner** for medium sized companies to implement/extend e-commerce strategies through our „joint venture e-commerce program“.

We **do all disciplines of e-commerce on our own**, to ensure that everything works real proper.

We share our expertise with other e-commerce companies and help them getting better with our services. That helps us funding our starting online-shops.

Core competence

- € We know how to enable e-commerce
- € We offer:
 - Solutions for complete e-commerce fulfillment
 - Consulting and e-commerce Services
- € We run own online-shops for proof of concept!
- € Inhouse e-commerce specialists in all critical disciplines thus independent of any 3rd party
- € Highly experienced management team with special know-how in the target market with proven online-shops

Management team

Marc Fischer, CEO mergedmedia AG



Wolf-Steffen Schau, CFO mergedmedia AG



1974 born in Bad Hersfeld
1994 Abitur
1994 – 1997 Studying business economy

1975 born in Fulda
 Studying Law and IT

working together since 1996:

1996 managing the R&D division for IP-TV in cooperation with T-Online (Deutsche Telekom)
1998 – 2001 managing the first German regular IP-TV Broadcaster with finance topics
2001 – 2008 founders of F+P Multimedia focusing on online- and mobile-communication
2006 innovator and developer of the mergedmedia®-technology
2007 studying successful e-commerce projects and behavioral analysis.
 strategic consulting for big and medium sized companies
2008 rebranding F+P Multimedia into mergedmedia AG „going public“ at the Frankfurt /Main stock exchange to expand the company into e-commerce topics
2009 establishing 5 online-shops to get own „proof of concept“
2011 managing 20 e-commerce projects with a team of 35 professionals

Strategic focus:

Sales, Online-Marketing, IR, BD
 and internet-user behavioral analysis

Establishing online-shops and optimization,
 Administration, Finance, HR

Company history and milestones

2001

Founded as F+P Multimedia, Marc Fischer, Media-Production and – Consulting based on father's video-company

2002 - 2005

Expanding with Online Communication-Analysis and Internet-Usability e.g. for Deutsche Bank AG

2006

Inventing a Communication-Innovation called „mergedmedia“ as a result of Website-Analysis and how visitors go along

2007

Extremely Growth e.g. because of **customers like: Commerzbank, Citigroup, Goldman&Sachs, Viessmann, ERGO, Victoria, Barmenia**

2008

Giving the company the Brandname **mergedmedia AG** and going public

2009

Merger with Gartenfreunde GmbH and Integration of „e-commerce“ as a case study

2010

300% increase of the e-commerce turnover in comparison to last year

2012

Launching new Online-Shops: **staccato.de** und **basefield.de** for Clothes

New partner shop: **Josera.de** (pet-food manufacturer)

Cooperation signed with the famous FAZ Institute for sales activity

2011

Expanding into USA with outdoor-furniture-shop.com selling wicker furniture in the entire US.

Acquisition of **4 „Joint Ventures“** in e-commerce

Relaunch schwarzkopf.de: rated as best European corporate website!

Acquisition of Kamin und Grill GmbH

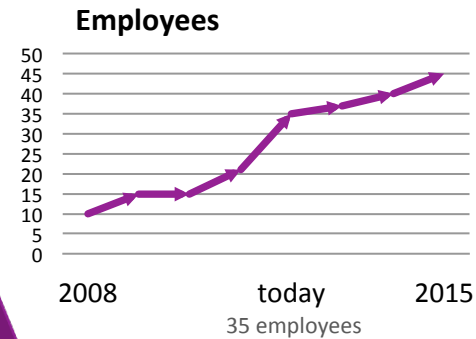
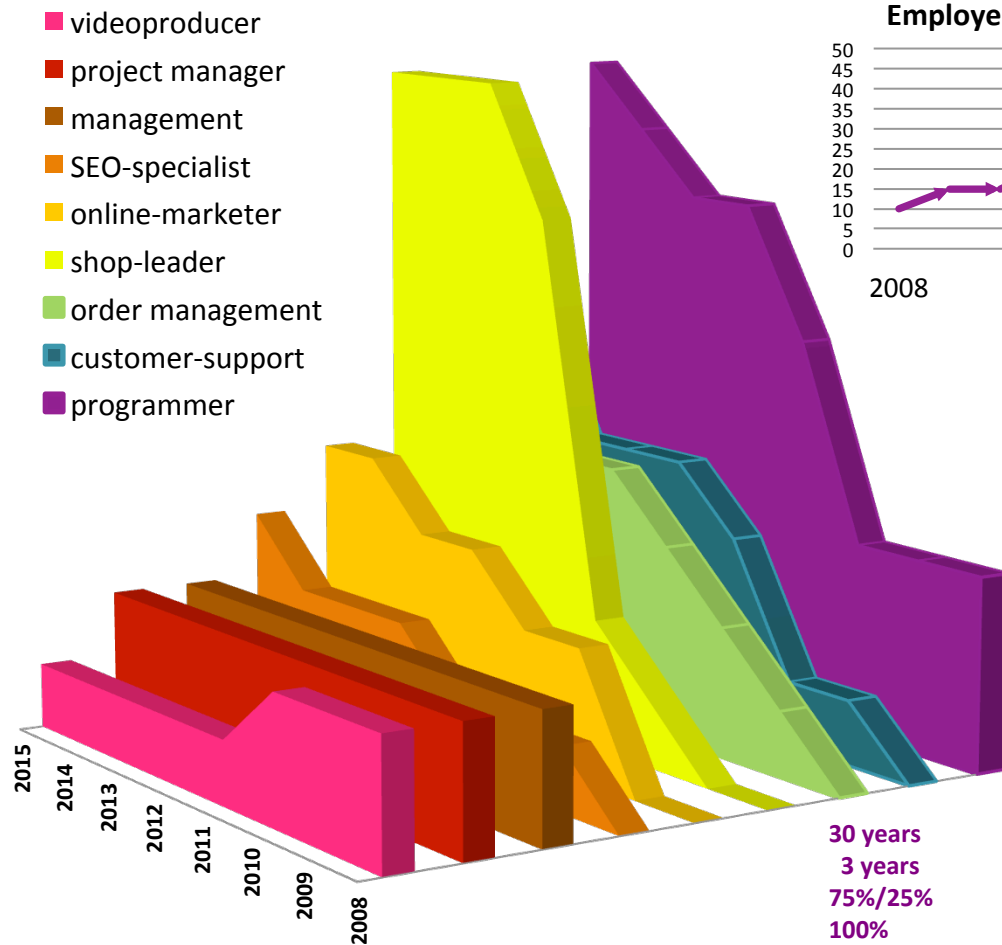
2013 (outlook)

Funding / Acquisition
2 new online-shops

Powerful on- and offline marketing

Increasing customer experience in every shop

Staff development 2008 – 2015



30 years
3 years
75%/25%
100%
perfect

average age
avg. membership
e-commerce professionals / administration
loyalty
sourcing prospects

Logistic Center in Friedewald



in the middle of Europe, in the middle of Germany

Recognized as one of the logistical hubs in Europe having attracted a breadth of the world's leading tier 1 companies

A map of Europe with Germany highlighted in blue. A yellow arrow points from the center of Europe to a specific location in Germany. An inset circular aerial view shows the site with a purple dot.

About 100.000 additional squaremeter possible

Broad array of e-commerce services

mergedmedia AG offers the e-commerce service range as single services for customers or mergedmedia runs your e-commerce completely.

Shopdevelopment:

- market analysis
- competitor analysis
- potential analysis
- optimal shop structure
- usability and Design
- shopdevelopment
- content production
 - Wording
 - Pictures
 - Video
- Special Extension Develop.
- connection to ext. module
- product integration service
- Integration payments

Logistic:

- b2c > handling
- warehousing
- additional services (build up)
- handling of huge loads
- Tracking
- dropshipment for manufacturers

Sales/Call Center:

- morning to late night
- product Know-how
- sales Know-how
- Case Management
- scaleable organization
- Call Center Hardware

Optimization

- user behaviour
- conversion optimization
- media production
- A/B und multivariat Analysis
- Usertracking
- Usability Analysen

Returns (important):

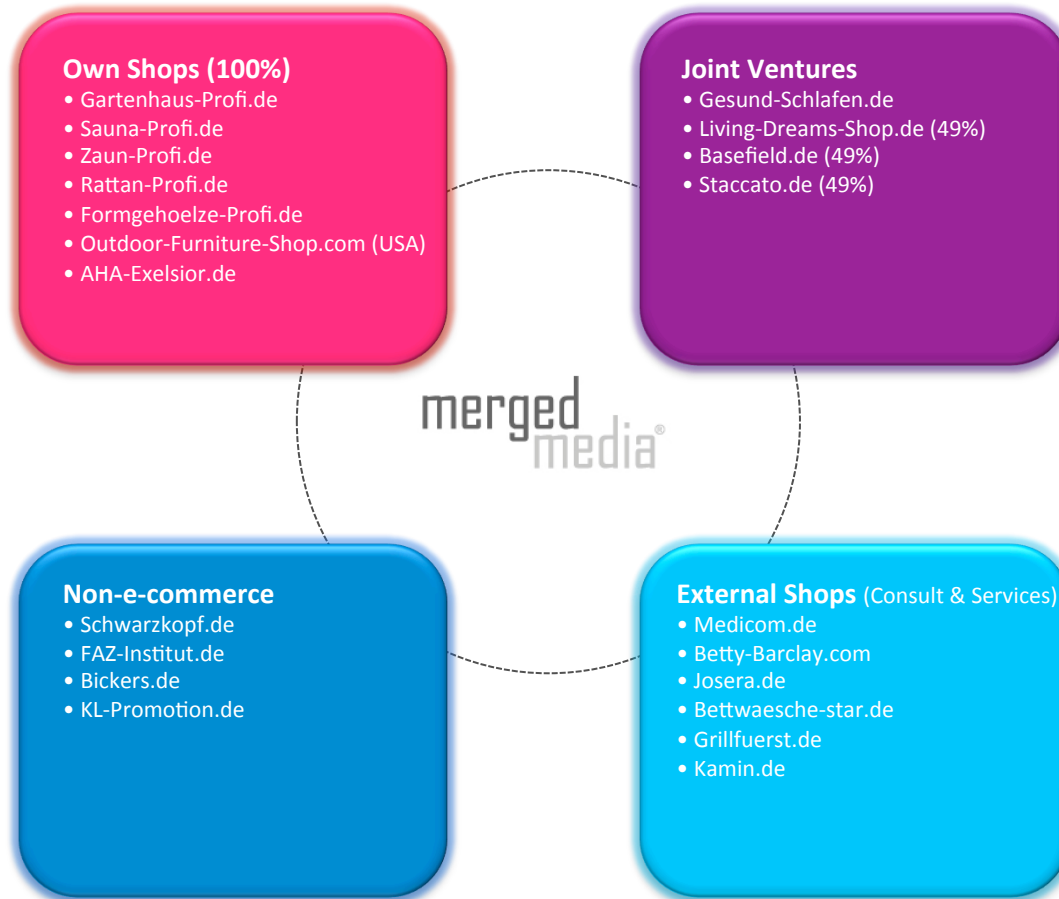
- Retourenhandling
- Reparation
- customer service
- cost management
- b and c sales channel

Online-Marketing:

- search engine optimization
- serach engine marketing (AdWords)
- Bannermarketing
- Affiliatemarketing
- newsletter workflow handling
- Social Media



Current portfolio of online Shops and Websites



current content mix

1. Own Shops

- worth of a single transaction is about 730 €
- about 90% of shops need special logistical Know-how

High potential to increase these shops:

News:

May 2011 mergedmedia startet first online-shop activity in the US

Turnover 2012:

250.000 US\$

www.outdoor-furniture-shop.com



rattan-profi.de
 Launch: 2009
 950,000 Euro 2012
Product: Import China + Brands

zaun-profi.de
 Launch: 2010
 450,00 Euro 2012
Product: Brüggmann

sauna-profi.de
 Launch: 2010
 500,000 Euro 2012
Product: Karibu

formgehoelze-profi.de
 Launch: 2010
 25,000 Euro 2012
Product: Practice-Shop

gartenhaus-profi.de
 Launch: 2010
 650,000 Euro 2012
Product: Brüggmann

aha-excelsior.de
 Launch: 2011
 5.000 Euro 2012
Product: Liquor



current content mix

2. Joint Venture Shops

Gesund-Schlafen.de

Online: October 2011
Product: matrasses+more
turnover: 10,000 Euro

Turnover 2012
180,000 €
CR: 0.6%

Living-Dreams-Shop.de

Online: December 2011
Product: decoration
turnover: -

Turnover 2012
40,000 €
CR: 1%

Basefield.de

Online: April 2012
Product: fashion 20 - 60
turnover: -

Turnover 2012
75,000 €
CR: 1.25%

staccato.de

Online: April 2012
Product: fashion 1 – 20
turnover: -

Turnover 2012
75,000 €
CR: 1.5%



new in:

2011



new in:

2012



current content mix

3. External Shops:

E-commerce Services:

mergedmedia AG is a complete online-shop fulfillment company and offers all services, like Shop-Development, SEO, SEM, Affiliate, Storing, Logistics, Call Center, everthing that e-commerce needs also as a single service.

Mergedmedia expertise is based on these projects and their own online-shops.

Turnover 2011: 0.9 Mio Euro

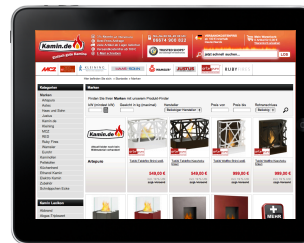
Turnover 2012: 1.3 Mio Euro

grillfuerst.de



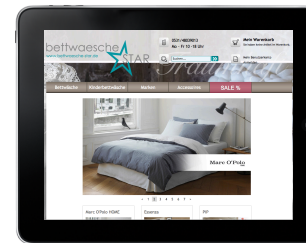
volume: 60,000 p.a.

kamin.de



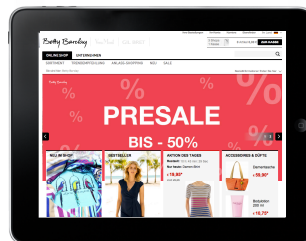
volume: 60,000 p.a.

bettwaesche-star.de



volume: 30,000 p.a.

bettybarclay.com



volume: 60,000 p.a.

josera.de



volume: 50,000 p.a.

medicom.de



volume: 150,000 p.a.

current content mix

4. Non e-commerce projects

Services:

mergedmedia is a consultant for these brands leading them to website success even if they do not e-commerce e.g. website and online-brand-strategy, structure, content and usability and online-marketing aspects.

The known brand: www.schwarzkopf.de got the 1st place for corporate websites in europe based on mergedmedia consulting



Business Strategy

ENABLING E-COMMERCE

- € We are focussed on Brand-Businesses who want to start or expand their own factory-Internet-Outlet-Store.
- € We will enable their e-commerce whether they are at the beginning or already at a higher level.
- € We can offer the complete variety of e-commerce services

Business Strategy

ENABLING E-COMMERCE

We are offering:

€ Joint Ventures

We are working together with the same aims!

Both, the Brand-Business and mergedmedia are investing in a company to run the specific online-shop. The Brand-Business is able to start on highly skilled real business-partnership and get it back on 100% basis with the buy-out-option.

€ Solutions for complete e-commerce fulfillment and single services

Any e-commerce Service needed powered by mergedmedia. Just paying for what you need to complete your e-commerce business.

€ E-Commerce Consulting

USP's of the Business Modell

ENABLING E-COMMERCE

- € 11 established own Online-Shops as a basis to grow fast and to demonstrate our experience
- € Joint Venture as a high level instrument for „trust“ in our experience and work
- € One company to the customer to get all kind of e-commerce services

mergedmedia



buy now

**E-Commerce
Consulting**

**E-Commerce
Enabling**

**E-Commerce
Investments**