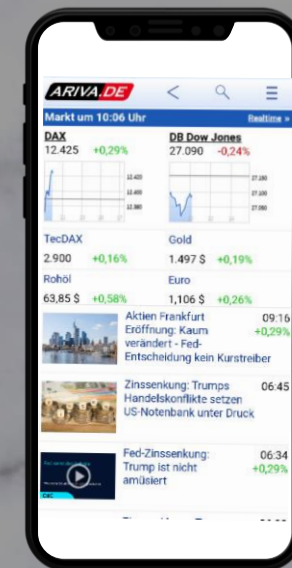
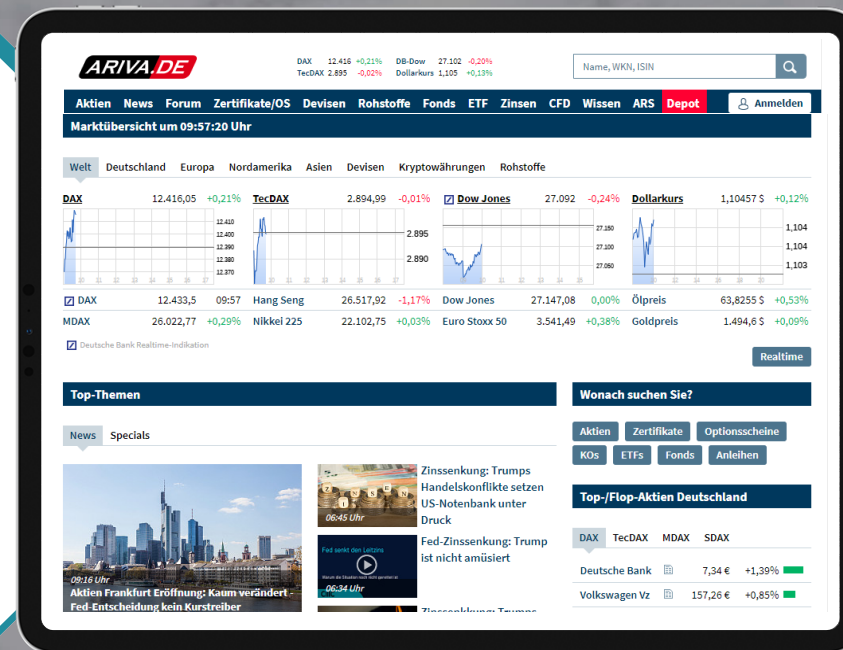


ARIVA MEDIA DATA

Brings the stock market to you,
where you are



ARIVA MEDIA DATA

What can you expect?

- 1 What Handelsblatt stands for
- 2 Target group & key facts

ARIVA.DE ... WHAT WE STAND FOR

The independent classic among german finance portals.



ARIVA.DE has been your independent link to the stock market since 1998, providing hundreds of thousands of private investors, financial advisors and institutional investors with financial information of the highest quality, quickly and clearly.

The original core competence of ARIVA.DE was shares as well as the fundamental data of the underlying companies. Today, ARIVA.DE offers detailed information on all relevant financial instruments and markets.

With current financial and economic news, well thought-out tools and columns from established stock market professionals, ARIVA.DE additionally supports you in your personal investment decision. Thereby the participation of the users on ARIVA.DE has always a high priority.

The screenshot shows the ARIVA.DE website interface. At the top, there is a navigation bar with the ARIVA.DE logo and a search bar. Below the navigation bar, there are several market indicators: DAX 12.428 (+0,31%), DB-Dow 27.086 (-0,26%), TecDAX 2.899 (+0,14%), and Dollarkurs 1.106 (+0,21%). The main content area features a news article titled "ROUNDUP/Aktien Frankfurt Eröffnung: Dax kommt etwas auf die Beine". The article text discusses the DAX index's performance on Thursday, September 19, 2019, and mentions the US Federal Reserve's decision on interest rates. To the right of the article, there are two line charts: "Kurse" showing the DAX index at 12.427,69 (+0,31%) and "MDAX (Performance)" showing the MDAX index at 26.066,96 (+0,46%). Below the charts, there is a photograph of the Frankfurt skyline with a caption: "Die Frankfurter Innenstadt, im Hintergrund die Skyline (Symbolbild). © querbeet / iStock / Getty Images Plus / Getty Images".

Halbjahreszahlen gab es von Rocket Internet. Händler urteilten in ersten Kommentaren, die Resultate des Start-Up-Investors hätten die Erwartungen übertroffen. Die im MDax notierten Aktien gewannen 2,8 Prozent.

Unter den Nebenwerten enttäuschte die Bauer AG mit einer Senkung der Gewinnprognose die Anleger. Die Papiere des Bau- und Maschinenbau-Unternehmens rutschten um mehr als 20 Prozent

ARIVA.DE ... WHAT WE STAND FOR

Highest course quality, clear and fast.



The digital offer of ARIVA.DE provides:

- Bank-independent current rates and key figures.
- Financial news, innovative tools and analysis to support investment decisions for financial professionals and private investors.
- Germany's largest stock market community, where investors discuss what's important on the markets every day in several thousand posts.
- Modern tools with which ARIVA.DE bundles the knowledge and experience of its users in the direction of swarm intelligence.

The screenshot displays the ARIVA.DE website interface. At the top, there is a navigation bar with the ARIVA.DE logo and various market indices: DAX 12.182 (-1.01%), TecDAX 2.787 (-1.98%), DB-Dow 28.854 (-0.07%), and Dollarkurs 1,099 (-0.50%). A search bar is located on the right. Below the navigation bar, there are tabs for 'Aktien', 'News', 'Forum', 'Zertifikate/OS', 'Devisen', 'Rohstoffe', 'Fonds', 'ETF', 'Zinsen', 'CFD', 'Wissen', 'ARS', 'Depot', and 'Anmelden'. The main content area is titled 'Jetzt für das Forum registrieren!' and features two forum sections: 'Börsenforum' and 'Hot-Stocks-Forum'. The 'Börsenforum' section lists several posts with columns for 'Wertung', 'Antworten', 'Thema', 'Verfasser', and 'Zeit'. The 'Hot-Stocks-Forum' section also lists posts with similar columns. On the right side, there are additional sections: 'Forum' with a search bar, 'Top Foren' with a table of forum activity, and 'Top Wertpapiere (24 Stunden)' with a table of top securities and their performance.

Wertung	Antworten	Thema	Verfasser	Zeit
34	4.586	Der ESCROW - Thread	union	15:01
97	57.840	Wirecard - beste Aktie 2014 - 2025	Byblos	15:00
57	50.473	Coop SK Tippspiel (ehem. WMIH)	ranger100	14:59
27	25.324	Tesla - Autos, Laster, Speicher und Solardächer	SchöneZukunft	14:59
8	927	Mallinckrodt Pharmaceuticals Aktie - Wkn: A1W0TN	youmake222	14:58
4	383	Überrollt NIO bald Tesla?	Baerenstark	14:58
44	5.282	IVU - sachlich und konstruktiv	AngelaF.	14:58
3	465	TUI (WKN: TUAG00) - Was wird aus der Holding?	LeoF1	14:58

Name	Stunde	Heute
Gesamt	331	2.626
Börse	121	1.129
Talk	152	1.085
Hot-Stocks	58	412

Wertpapier	Beiträge	Kurs
DAX	247	-0,97%
Wirecard	207	-2,34%
Thomas Cook ...	176	0,00%
BTC/USD (Bitc...	156	-4,36%
BTC/EUR (Bitc...	154	-4,05%
Steinhoff Inter...	154	-0,47%
Goldpreis	112	-0,27%

ARIVA.DE ... OUR READERS



Risk affinity

**higher depot
volumes**








**experienced
traders**

**Market know-
how**

- Larger stationary traffic and older target group.
- Target group is more experienced investors with higher deposit volumes.
- Users are more active in financial derivatives; they are more risk-averse and have more trading experience.
- Target group is more involved with markets and corresponding investment opportunities.

ARIVA.DE ... OUR READERS

Reach exactly the right target group for your campaign.

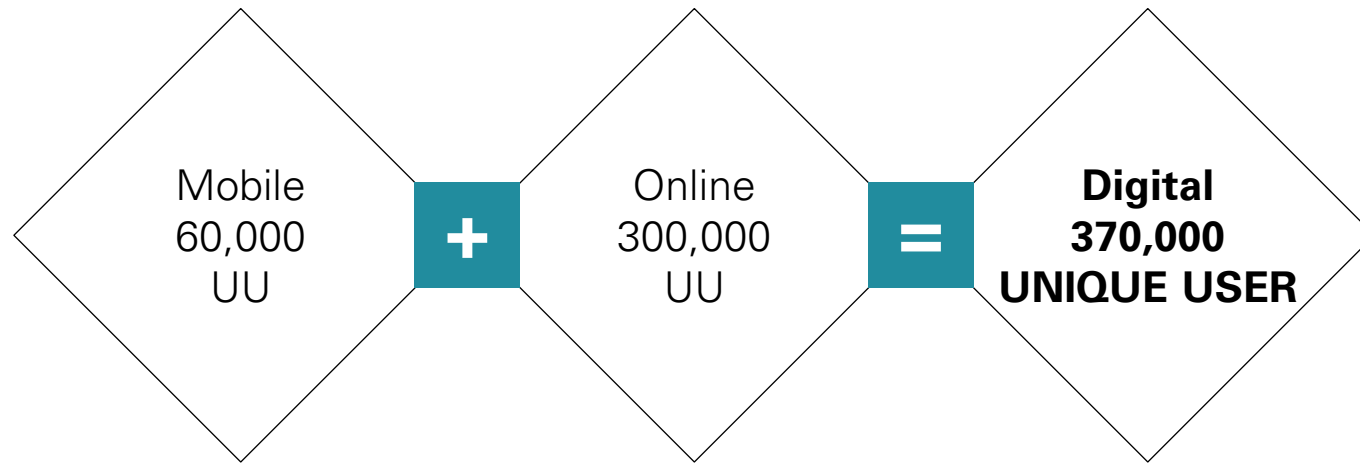
-  31% are between 30 - 49 years old
-  85% are male
-  56% are married
-  23% have a household net income above 5.000€
-  16% are management personnel/executives in Germany
-  60% exercise regularly
-  3% are trendsetters and shape debate within society

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Source: agof daily digital facts, Ø month (of the last 3 months (Aug - Oct 2022), population 16+

ARIVA.DE... KEYFACTS

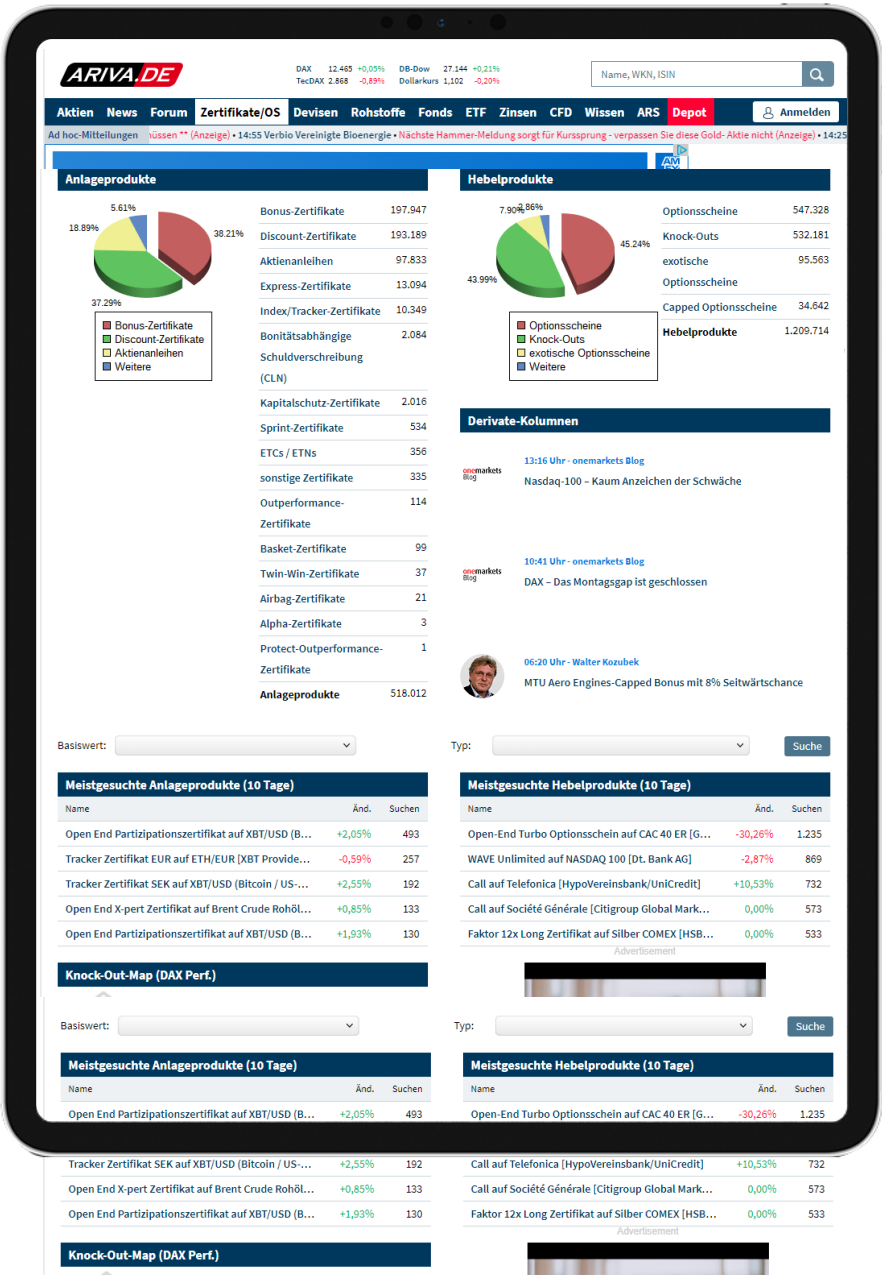
Reach our loyal and interested readership.



Digital
5,215,724
VISITS

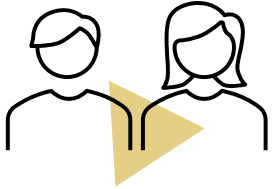
Digital
53,416,989
Pls

Source: agof daily digital facts 2022, last month (March 2023), total population 16+ | IVW 2023-3



INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

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