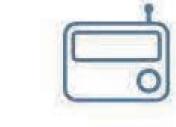
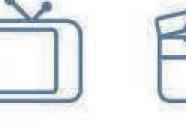
# Kostenübersicht Media-Planung





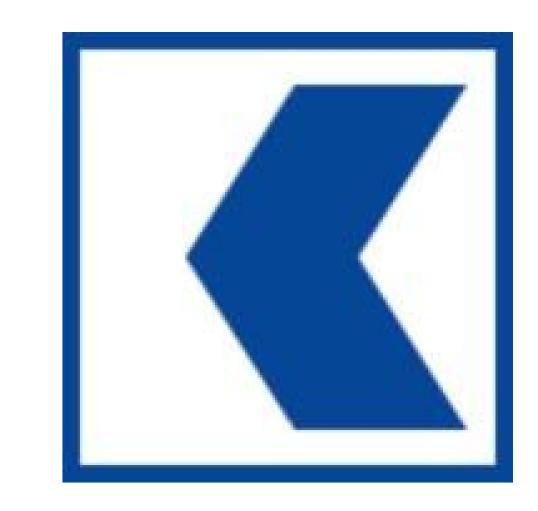












Version Laufzeit Kampagne Datum Casinotheater 2019 19.08.2019 - 05.01.2020 29.05.2020

| Mediagattung        | Kosten in CHF | in %   |
|---------------------|---------------|--------|
| Online              | 128'203.59    | 96.26  |
| Total Mediakosten   | 128'203.59    | 96.26  |
|                     |               |        |
| Agentur-Services    | Kosten in CHF | in %   |
| Planung & Setup     | 0.00          | 0.00   |
| Bewirtschaftung     | 0.00          | 0.00   |
| Technische Kosten   | 107.39        | 0.08   |
| Media-Honorar       | 4'871.74      | 3.66   |
| Total Servicekosten | 4'979.13      | 3.74   |
|                     |               |        |
| Total ohne MWST     | 133'182.72    | 100.00 |
| Total inkl. MWST    | 143'437.79    | 107.70 |

| Bemerkungen |  |  |
|-------------|--|--|
|             |  |  |







Version

Kampagne
Casinotheater 2019

Laufzeit
19.08.2019 - 29.12.2019

|  |   |         |   |              |               | MEDIA     | A- UND KOS  | TEN PLAI            | NUNG    |                     |           |                  |                  |                  |                  |                  | EIN              | SATZZEITRA | AUM UND W | ERBEDRUCI | AVERTEIL ( | NG               |                  |                  |                  |        |        |                 |
|--|---|---------|---|--------------|---------------|-----------|-------------|---------------------|---------|---------------------|-----------|------------------|------------------|------------------|------------------|------------------|------------------|------------|-----------|-----------|------------|------------------|------------------|------------------|------------------|--------|--------|-----------------|
| PLATZIERUNG  | DETAILS   | SPRACHE | FORMAT                                  | WERBE- TI BI | KP<br>RUT CHF |           | RABATT IN % | KOSTEN<br>NETTO CHF | BK IN % | TKP NET-<br>NET CHF |           | KW 34<br>(19.08) | KW 35<br>(26.08) | KW 36<br>(02.09) | KW 37<br>(09.09) | KW 38<br>(16.09) | KW 39<br>(23.09) |            |           |           |            | KW 44<br>(28.10) | KW 45<br>(04.11) | KW 46<br>(11.11) | KW 47<br>(18.11) |        |        | XW 49<br>02.12) |
| Erstfinanzierer - Display                          |   |         |   |              |               |           |             |                     |         |                     |           |                  |                  |                  |                  |                  |                  |            |           |           |            |                  |                  |                  |                  |        |        |                 |
| Comparis(34)                                       | Hypothekenvergleich   | D-CH    | Promobox                                | 30'000       |               | 6'000.00  | 10.00       | 5'400               | 5.00    | 171.00              | 5'130.00  | 1'578            | 1'578            | 1'578            | 1'578            | 1'578            | 1'578            | 1'578      | 1'578     | 1'578     | 1'578      | 1'578            | 1'5              | 78 1'5           | 578              | 1'578  | 1'578  | 1'5'            |
| Comparis(35)                                       | Hypothekenvergleich, WG 43  | D-CH    | Halfpage 300x600                        | 38'960       | 80.00         | 3'116.80  | 10.00       | 2'805               | 5.00    | 68.40               | 2'664.86  | 2'050            | 2'050            | 2'050            | 2'050            | 2'050            | 2'050            | 2'050      | 2'050     | 2'050     | 2'050      | 2'050            | 2'0.             | 50 2'0           | 050              | 2'050  | 2'050  | 2'05            |
| Admeira Wirtschaftsnetz(36)                        | (Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43                                       | D-CH    | Wideboard 994x250<br>& Halfpage 300x600 | 160'000      | 85.00         | 13'600.00 | 30.00       | 9'520               | 5.00    | 56.53               | 9'044.00  | 8'421            | 8'421            | 8'421            | 8'421            | 8'421            | 8'421            | 8'421      | 8'421     | 8'421     | 8'421      | 8'421            | 8'4              | 21 8'4           | 421              | 8'421  | 8'421  | 8'42            |
| Homegate(37)                                       | Kaufabsicht Targeting, WG 43  | D-CH    | Halfpage 300x600                        | 68'000       | 55.00         | 3'740.00  | 15.00       | 3'179               | 5.00    | 44.41               | 3'020.05  | 3'578            | 3'578            | 3'578            | 3'578            | 3'578            | 3'578            | 3'578      | 3'578     | 3'578     | 3'578      | 3'578            | 3'5              | 78 3'5           | 578              | 3'578  | 3'578  | 3'57            |
| Total Erstfinanzierer - Display                    |   |         |   | 296'960      | 89.09         | 26'456.80 | 65.00       | 20'904              | 20.00   | 66.87               | 19'858.91 | 15'627           | 15'627           | 15'627           | 15'627           | 15'627           | 15'627           | 15'627     | 15'627    | 15'627    | 15'627     | 15'627           | 15'6             | 27 15'6          | 527              | 15'627 | 15'627 | 15'62           |
| Erstfinanzierer - Mobile                           |   |         |   |              |               |           |             |                     |         |                     |           |                  |                  |                  |                  |                  |                  |            |           |           |            |                  |                  |                  |                  |        |        |                 |
| Aymo Livetargeting(38)                             | (20min, Watson, der Bund,<br>Berner Zeitung, Basler Zeitung,<br>Tagesanzeiger, etc.), WG 43 | D-CH    | Mobile Rectangle 300x250                | 125'000      | 57.00         | 7'125.00  | 10.00       | 6'413               | 5.00    | 48.74               | 6'091.88  | 6'578            | 6'578            | 6'578            | 6'578            | 6'578            | 6'578            | 6'578      | 6'578     | 6'578     | 6'578      | 6'578            | 6'5'             | 78 6'5           | 578              | 6'578  | 6'578  | 6'5'            |
| Admeira Wirtschaftsnetz(39)                        | (Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43                                       | D-CH    | Mobile Rectangle 300x250                | 200'000      | 70.00         | 14'000.00 | 30.00       | 9'800               | 5.00    | 46.55               | 9'310.00  | 10'526           | 10'526           | 10'526           | 10'526           | 10'526           | 10'526           | 10'526     | 10'526    | 10'526    | 10'526     | 10'526           | 10'5             | 26 10'5          | 526              | 10'526 | 10'526 | 10'52           |
| NZZ Finance Alliance(40)                           | (NZZ / CNN Money / Finews etc.), WG 43  | D-CH    | Mobile Rectangle 300x250                | 210'000      | 55.00         | 11'550.00 | 15.00       | 9'818               | 5.00    | 44.41               | 9'326.63  | 11'052           | 11'052           | 11'052           | 11'052           | 11'052           | 11'052           | 11'052     | 11'052    | 11'052    | 11'052     | 11'052           | 11'0             | 52 11'0          | )52              | 11'052 | 11'052 | 11'05           |
| Tamedia Full Reach(41)                             | Mortgage Seekers und Real<br>Estate Buyers Targeting, WG 43                                 | D-CH    | Mobile Rectangle 300x250                | 221'000      | 40.00         | 8'840.00  | 15.00       | 7'514               | 5.00    | 32.30               | 7'138.30  | 11'631           | 11'631           | 11'631           | 11'631           | 11'631           | 11'631           | 11'631     | 11'631    | 11'631    | 11'631     | 11'631           | 11'6             | 31 11'6          | 531              | 11'631 | 11'631 | 11'63           |
| Total Erstfinanzierer - Mobile                     |   | '       |   | 756'000      | 54.91         | 41'515.00 | 70.00       | 33'544              | 20.00   | 42.15               | 31'866.80 | 39'787           | 39'787           | 39'787           | 39'787           | 39'787           | 39'787           | 39'787     | 39'787    | 39'787    | 39'787     | 39'787           | 39'7             | 39'7             | /87              | 39'787 | 39'787 | 39'78           |
| Erstfinanzierer - Social Media                     |   |         |   |              |               |           |             |                     |         |                     |           |                  |                  |                  |                  |                  |                  |            |           |           |            |                  |                  |                  |                  |        |        |                 |
| LinkedIn(42)                                       | Sponsored Content   | D-CH    | Paid Post                               |              |               | 6'000.00  |             | 6'000               |         |                     | 6'000.00  | tbd              | tbd              | tbd              | tbd              | tbd              | tbd              | tbd        | tbd       | tbd       | tbd        | tbd              | t                | od t             | tbd              | tbd    | tbd    | tb              |
| Facebook(43)                                       | Paid  | D-CH    | Paid Post (Carousel Ad)                 |              |               | 3'000.00  |             | 3'000               |         |                     | 3'000.00  | tbd              | tbd              | tbd              | tbd              | tbd              | tbd              | tbd        | tbd       | tbd       | tbd        | tbd              | t                | od t             | tbd              | tbd    | tbd    | tb              |
| Facebook(44)                                       | Owned - 2 Posts   | D-CH    | Promoted Post                           |              |               | 800.00    |             | 800                 |         |                     | 800.00    | tbd              | tbd              | tbd              | tbd              | tbd              | tbd              | tbd        | tbd       | tbd       | tbd        | tbd              | t                | od t             | tbd              | tbd    | tbd    | t               |
| Total Erstfinanzierer - Social<br>Media            |   |         |   | 0            | 0.00          | 9'800.00  | 0.00        | 9'800               | 0.00    | 0.00                | 9'800.00  | 0                | 0                | 0                | 0                | 0                | 0                | 0          | 0         | 0         | 0          | 0                |                  | 0                | 0                | 0      | 0      |                 |
| Hypo 55 Plus - Display                             |   |         |   |              |               |           |             |                     |         |                     |           |                  |                  |                  |                  |                  |                  |            |           |           |            |                  |                  |                  |                  |        |        |                 |
| Admeira Wirtschaftsnetz(45)                        | (Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43                  | D-CH    | Wideboard 994x250<br>& Halfpage 300x600 | 171'740      | 99.00         | 17'002.26 | 30.00       | 11'902              | 5.00    | 65.84               | 11'306.50 | 9'038            | 9'038            | 9'038            | 9'038            | 9'038            | 9'038            | 9'038      | 9'038     | 9'038     | 9'038      | 9'038            | 9'0              | 9'0              | 038              | 9'038  | 9'038  | 9'03            |
| Scout 24 Netzwerk(46)                              | Alterstargeting 55+, WG 43  | D-CH    | Wideboard 994x250<br>& Halfpage 300x600 | 125'000      | 70.00         | 8'750.00  | 10.00       | 7'875               | 5.00    | 59.85               | 7'481.25  | 6'578            | 6'578            | 6'578            | 6'578            | 6'578            | 6'578            | 6'578      | 6'578     | 6'578     | 6'578      | 6'578            | 6'5'             | 78 6'5           | 578              | 6'578  | 6'578  | 6'5'            |
| Tamedia Full Reach(47)                             | Alterstargeting 55+, WG 43  | D-CH    | Wideboard 994x250<br>& Halfpage 300x600 | 54'617       | 40.00         | 2'184.68  | 15.00       | 1'857               | 5.00    | 32.30               | 1'764.13  | 2'874            | 2'874            | 2'874            | 2'874            | 2'874            | 2'874            | 2'874      | 2'874     | 2'874     | 2'874      | 2'874            | 2'8              | 74 2'8           | 874              | 2'874  | 2'874  | 2'87            |
| Business Alliance(48)                              | Alterstargeting 55+, WG 43  | D-CH    | Wideboard 994x250<br>& Halfpage 300x600 | 87'900       | 77.50         | 6'812.25  | 15.00       | 5'790               | 5.00    | 62.58               | 5'500.89  | 4'626            | 4'626            | 4'626            | 4'626            | 4'626            | 4'626            | 4'626      | 4'626     | 4'626     | 4'626      | 4'626            | 4'6              | 26 4'6           | 626              | 4'626  | 4'626  | 4'62            |
| Total Hypo 55 Plus - Display                       |   |         |   | 439'257      | 79.11         | 34'749.19 | 70.00       | 27'424              | 20.00   | 59.31               | 26'052.77 | 23'116           | 23'116           | 23'116           | 23'116           | 23'116           | 23'116           | 23'116     | 23'116    | 23'116    | 23'116     | 23'116           | 23'1             | 16 23'1          | .16              | 23'116 | 23'116 | 23'11           |
| Hypo 55 Plus - Branded Content                     | t   |         |   |              |               |           |             |                     |         |                     |           |                  |                  |                  |                  |                  |                  |            |           |           |            |                  |                  |                  |                  |        |        |                 |
| NZZ RoS(49)  | monatl. Fixplatzierung, Alterstargeting 55+, WG 43  | D-CH    | Teaser & Splashsite                     | 350'000      | 32.00         | 11'200.00 | 15.00       | 9'520               | 5.00    | 25.84               | 9'044.00  | 18'421           | 18'421           | 18'421           | 18'421           | 18'421           | 18'421           | 18'421     | 18'421    | 18'421    | 18'421     | 18'421           | 18'4             | 21 18'4          | 121              | 18'421 | 18'421 | 18'42           |
| Cash.ch(50)  | Fixplatzierung 2 Wochen, WG 43  | D-CH    | Teaser & Splashsite                     | 300'000      |               | 14'400.00 | 30.00       | 10'080              | 5.00    | 31.92               | 9'576.00  | 15'789           | 15'789           | 15'789           | 15'789           | 15'789           | 15'789           | 15'789     | 15'789    | 15'789    | 15'789     | 15'789           | 15'7             | 39 15'7          | 789              | 15'789 | 15'789 | 15'78           |
| Total Hypo 55 Plus - Branded<br>Content            |   |         |   | 650'000      | 39.38         | 25'600.00 | 45.00       | 19'600              | 10.00   | 28.65               | 18'620.00 | 34'210           | 34'210           | 34'210           | 34'210           | 34'210           | 34'210           | 34'210     | 34'210    | 34'210    | 34'210     | 34'210           | 34'2             | 10 34'2          | 210              | 34'210 | 34'210 | 34'21           |
| Erstfinanzierer & Hypo 55 Plus - Performance       |   |         |   |              |               |           |             |                     |         |                     |           |                  |                  |                  |                  |                  |                  |            |           |           |            |                  |                  |                  |                  |        |        |                 |
| Audienzz Business Click(51)                        | Cost per Click CHF 3.00, WG 43  | D-CH    | Bild-Text                               | 2'223        |               | 6'669.00  |             | 6'669               | 10.00   | 2'700.00            | 6'002.10  | 117              | 117              | 117              | 117              | 117              | 117              | 117        | 117       | 117       | 117        | 117              | 1                | 17 1             | 117              | 117    | 117    | 11              |
| Tamedia Full Reach(52)                             | Cost per Click CHF 2.00, WG 43  | D-CH    | Bild-Text                               | 3'335        |               | 6'670.00  |             | 6'670               | 10.00   | 1'800.00            | 6'003.00  | 175              | 175              | 175              | 175              | 175              | 175              | 175        | 175       | 175       | 175        | 175              | 1                | 75 1             | 175              | 175    | 175    | 17              |
| Total Erstfinanzierer & Hypo 55 Plus - Performance |   |         |   | 5'558        | 2'399.96      | 13'339.00 | 0.00        | 13'339              | 20.00   | 2'159.97            | 12'005.10 | 292              | 292              | 292              | 292              | 292              | 292              | 292        | 292       | 292       | 292        | 292              | 2                | 92 2             | 292              | 292    | 292    | 29              |
| Erstfinanzierer & Hypo 55 Plus - SEA               |   |         |   |              |               |           |             |                     |         |                     |           |                  |                  |                  |                  |                  |                  |            |           |           |            |                  |                  |                  |                  |        |        |                 |
| Google AdWords(53)                                 | Umgestetzt durch Webrepublic  | D-CH    | Bild-Text                               |              |               | 10'000.00 |             | 10'000              |         |                     | 10'000.00 | tbd              | tbd              | tbd              | tbd              | tbd              | tbd              | tbd        | tbd       | tbd       | tbd        | tbd              | t                | od t             | tbd              | tbd    | tbd    | tl              |
| Total Erstfinanzierer & Hypo 55 Plus - SEA         |   |         |   | 0            | 0.00          | 10'000.00 | 0.00        | 10'000              | 0.00    | 0.00                | 10'000.00 | 0                | 0                | 0                | 0                | 0                | 0                | 0          | 0         | 0         | 0          | 0                |                  | 0                | 0                | 0      | 0      |                 |
|  |   |         |   |              |               |           |             |                     |         |                     |           |                  |                  |                  |                  |                  |                  |            |           |           |            |                  |                  |                  |                  |        |        |                 |

| Total   | 2'147'775  | 100.00      | 128'204    | 100.00      |
|---------|------------|-------------|------------|-------------|
| D-CH    | 2'147'775  | 100.00      | 128'204    | 100.00      |
| SPRACHE | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % |
|         |            |             |            |             |

| Total Media- & Servicekosten exkl. MwSt. | 100.00 % | CHF 133'182.7 |
|--|----------|---------------|
| Total Servicekosten exkl. MwSt.          | 3.74 %   | CHF 4979.1    |
| Media-Honorar                            | 97.84 %  | CHF 4871.7    |
| Technische Kosten                        | 2.16 %   | CHF 107.3     |
| Bewirtschaftung                          | 0.00 %   | CHF           |
| Planung & Setup                          | 0.00 %   | CHF           |
|  |          |               |



#### Seite 1/7





## Kampagne

## Casinotheater 2019

#### Laufzeit

#### 19.08.2019 - 29.12.2019

|  |   |         |   |                 |                 | MEDI          | A- UND KO      | OSTEN PLA           | NUNG    |                     |               |                  | EINSATZZ<br>WERBEDRU | EITRAUM UI<br>CKVERTEIL |                                |
|--|---|---------|---|-----------------|-----------------|---------------|----------------|---------------------|---------|---------------------|---------------|------------------|----------------------|-------------------------|--------------------------------|
| PLATZIERUNG  | DETAILS   | SPRACHE | FORMAT                                  | WERBE-<br>DRUCK | TKP<br>BRUT CHF | KOSTEN<br>CHF | RABATT<br>IN % | KOSTEN<br>NETTO CHF | BK IN % | TKP NET-<br>NET CHF | KOSTEN<br>CHF | KW 50<br>(09.12) | KW 51<br>(16.12)     | KW 52<br>(23.12)        | KW 01<br>(30.12)               |
| Erstfinanzierer - Display                          |   |         |   |                 |                 |               |                |                     |         |                     |               |                  |                      |                         |                                |
| Comparis(34)                                       | Hypothekenvergleich   | D-CH    | Promobox                                | 30'000          |                 | 6'000.00      | 10.00          | 5'400               | 5.00    | 171.00              | 5'130.00      | 1'578            | 1'578                | 1'578                   |                                |
| Comparis(35)                                       | Hypothekenvergleich, WG 43  | D-CH    | Halfpage 300x600                        | 38'960          | 80.00           | 3'116.80      | 10.00          | 2'805               | 5.00    | 68.40               | 2'664.86      | 2'050            | 2'050                | 2'050                   | Nachlieferung                  |
| Admeira Wirtschaftsnetz(36)                        | (Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43                                       | D-CH    | Wideboard 994x250<br>& Halfpage 300x600 | 160'000         | 85.00           | 13'600.00     | 30.00          | 9'520               | 5.00    | 56.53               | 9'044.00      | 8'421            | 8'421                | 8'421                   | Unterlieferun                  |
| Homegate(37)                                       | Kaufabsicht Targeting, WG 43  | D-CH    | Halfpage 300x600                        | 68'000          | 55.00           | 3'740.00      | 15.00          | 3'179               | 5.00    | 44.41               | 3'020.05      | 3'578            | 3'578                | 3'578                   |                                |
| Total Erstfinanzierer - Display                    |   |         |   | 296'960         | 89.09           | 26'456.80     | 65.00          | 20'904              | 20.00   | 66.87               | 19'858.91     | 15'627           | 15'627               | 15'627                  |                                |
| Erstfinanzierer - Mobile                           |   |         |   |                 |                 |               |                |                     |         |                     |               |                  |                      |                         |                                |
| Aymo Livetargeting(38)                             | (20min, Watson, der Bund,<br>Berner Zeitung, Basler Zeitung,<br>Tagesanzeiger, etc.), WG 43 | D-CH    | Mobile Rectangle 300x250                | 125'000         | 57.00           | 7'125.00      | 10.00          | 6'413               | 5.00    | 48.74               | 6'091.88      | 6'578            | 6'578                | 6'578                   |                                |
| Admeira Wirtschaftsnetz(39)                        | (Cash / Handelszeitung / Bilanz / finanzen.ch), WG 43                                       | D-CH    | Mobile Rectangle 300x250                | 200'000         | 70.00           | 14'000.00     | 30.00          | 9'800               | 5.00    | 46.55               | 9'310.00      | 10'526           | 10'526               | 10'526                  | Nachlieferung                  |
| NZZ Finance Alliance(40)                           | (NZZ / CNN Money / Finews etc.), WG 43  | D-CH    | Mobile Rectangle 300x250                | 210'000         | 55.00           | 11'550.00     | 15.00          | 9'818               | 5.00    | 44.41               | 9'326.63      | 11'052           | 11'052               | 11'052                  | Unterlieferun                  |
| Tamedia Full Reach(41)                             | Mortgage Seekers und Real<br>Estate Buyers Targeting, WG 43                                 | D-CH    | Mobile Rectangle 300x250                | 221'000         | 40.00           | 8'840.00      | 15.00          | 7'514               | 5.00    | 32.30               | 7'138.30      | 11'631           | 11'631               | 11'631                  |                                |
| Total Erstfinanzierer - Mobile                     |   |         |   | 756'000         | 54.91           | 41'515.00     | 70.00          | 33'544              | 20.00   | 42.15               | 31'866.80     | 39'787           | 39'787               | 39'787                  |                                |
| Erstfinanzierer - Social Media                     |   |         |   |                 |                 |               |                |                     |         |                     |               |                  |                      |                         |                                |
| LinkedIn(42)                                       | Sponsored Content   | D-CH    | Paid Post                               |                 |                 | 6'000.00      |                | 6'000               |         |                     | 6'000.00      | tbd              | tbd                  | tbd                     |                                |
| Facebook(43)                                       | Paid  | D-CH    | Paid Post (Carousel Ad)                 |                 |                 | 3'000.00      |                | 3'000               |         |                     | 3'000.00      | tbd              | tbd                  | tbd                     | Nachlieferung<br>Unterlieferun |
| Facebook(44)                                       | Owned - 2 Posts   | D-CH    | Promoted Post                           |                 |                 | 800.00        |                | 800                 |         |                     | 800.00        | tbd              | tbd                  | tbd                     | - Onternetera                  |
| Total Erstfinanzierer - Social<br>Media            |   |         |   | 0               | 0.00            | 9'800.00      | 0.00           | 9'800               | 0.00    | 0.00                | 9'800.00      | 0                | 0                    | 0                       |                                |
| Media  |   |         |   |                 |                 |               |                |                     |         |                     |               |                  |                      |                         |                                |
| Hypo 55 Plus - Display                             |   |         |   |                 |                 |               |                |                     |         |                     |               |                  |                      |                         |                                |
| Admeira Wirtschaftsnetz(45)                        | (Cash / Handelszeitung / Bilanz / finanzen.ch), Alterstargeting 55+, WG 43                  | D-CH    | Wideboard 994x250<br>& Halfpage 300x600 | 171'740         | 99.00           | 17'002.26     | 30.00          | 11'902              | 5.00    | 65.84               | 11'306.50     | 9'038            | 9'038                | 9'038                   |                                |
| Scout 24 Netzwerk(46)                              | Alterstargeting 55+, WG 43  | D-CH    | Wideboard 994x250<br>& Halfpage 300x600 | 125'000         | 70.00           | 8'750.00      | 10.00          | 7'875               | 5.00    | 59.85               | 7'481.25      | 6'578            | 6'578                | 6'578                   | Nachlieferung                  |
| Γamedia Full Reach(47)                             | Alterstargeting 55+, WG 43  | D-CH    | Wideboard 994x250<br>& Halfpage 300x600 | 54'617          | 40.00           | 2'184.68      | 15.00          | 1'857               | 5.00    | 32.30               | 1'764.13      | 2'874            | 2'874                | 2'874                   | Unterlieferu                   |
| Business Alliance(48)                              | Alterstargeting 55+, WG 43  | D-CH    | Wideboard 994x250<br>& Halfpage 300x600 | 87'900          | 77.50           | 6'812.25      | 15.00          | 5'790               | 5.00    | 62.58               | 5'500.89      | 4'626            | 4'626                | 4'626                   |                                |
| Total Hypo 55 Plus - Display                       |   |         |   | 439'257         | 79.11           | 34'749.19     | 70.00          | 27'424              | 20.00   | 59.31               | 26'052.77     | 23'116           | 23'116               | 23'116                  |                                |
| Hypo 55 Plus - Branded Content                     |   |         |   |                 |                 |               |                |                     |         |                     |               |                  |                      |                         |                                |
| NZZ RoS(49)  | monatl. Fixplatzierung,<br>Alterstargeting 55+, WG 43                                       | D-CH    | Teaser & Splashsite                     | 350'000         | 32.00           | 11'200.00     | 15.00          | 9'520               | 5.00    | 25.84               | 9'044.00      | 18'421           | 18'421               | 18'421                  | Nachlieferung                  |
| Cash.ch(50)  | Fixplatzierung 2 Wochen, WG 43  | D-CH    | Teaser & Splashsite                     | 300'000         |                 | 14'400.00     | 30.00          | 10'080              | 5.00    | 31.92               | 9'576.00      | 15'789           | 15'789               | 15'789                  | Unterlieferun                  |
| Total Hypo 55 Plus - Branded<br>Content            |   |         |   | 650'000         | 39.38           | 25'600.00     | 45.00          | 19'600              | 10.00   | 28.65               | 18'620.00     | 34'210           | 34'210               | 34'210                  |                                |
| Erstfinanzierer & Hypo 55<br>Plus - Performance    |   |         |   |                 |                 |               |                |                     |         |                     |               |                  |                      |                         |                                |
| Audienzz Business Click(51)                        | Cost per Click CHF 3.00, WG 43  | D-CH    | Bild-Text                               | 2'223           |                 | 6'669.00      |                | 6'669               | 10.00   | 2'700.00            | 6'002.10      | 117              | 117                  | 117                     | Nachlieferung                  |
| Γamedia Full Reach(52)                             | Cost per Click CHF 2.00, WG 43  | D-CH    | Bild-Text                               | 3'335           |                 | 6'670.00      |                | 6'670               | 10.00   | 1'800.00            | 6'003.00      | 175              | 175                  | 175                     | Unterlieferu                   |
| Total Erstfinanzierer & Hypo 55 Plus - Performance |   |         |   | 5'558           | 2'399.96        | 13'339.00     | 0.00           | 13'339              | 20.00   | 2'159.97            | 12'005.10     | 292              | 292                  | 292                     |                                |
| Erstfinanzierer & Hypo 55<br>Plus - SEA            |   |         |   |                 |                 |               |                |                     |         |                     |               |                  |                      |                         |                                |
| Google AdWords(53)                                 | Umgestetzt durch Webrepublic  | D-CH    | Bild-Text                               |                 |                 | 10'000.00     |                | 10'000              |         |                     | 10'000.00     | tbd              | tbd                  | tbd                     | Nachlieferung<br>Unterlieferun |
| Total Erstfinanzierer & Hypo                       |   |         |   | 0               | 0.00            | 10'000.00     | 0.00           | 10'000              | 0.00    | 0.00                | 10'000.00     | 0                | 0                    | 0                       |                                |

Version

| otal Media |            |             |            |             | 2'147'775 | 75.18 | 161'459.99 | 250.00            | 134'611           | 90.00 | 59.69    | 9 128'203.59   |  | 113'032 | 113'032 11 | 113'032 113'032 |
|------------|------------|-------------|------------|-------------|-----------|-------|------------|-------------------|-------------------|-------|----------|----------------|--|---------|------------|-----------------|
|            |            |             |            |             |           |       |            |                   |                   |       |          |                |  |         |            |                 |
|            |            |             |            |             |           |       | Planu      | ng & Setup        |                   |       | 0.00 %   | CHF 0          |  |         |            |                 |
|            |            |             |            |             |           |       | Bewir      | tschaftung        |                   |       | 0.00 %   | CHF 0          |  |         |            |                 |
|            |            |             |            |             |           |       | Techn      | nische Kosten     |                   |       | 2.16 %   | CHF 107.39     |  |         |            |                 |
| SPRACHE    | WERBEDRUCK | ANTEIL IN % | KOSTEN N/N | ANTEIL IN % |           |       | Media      | a-Honorar         |                   |       | 97.84 %  | CHF 4871.74    |  |         |            |                 |
| D-CH       | 2'147'775  | 100.00      | 128'204    | 100.00      |           |       | Total      | Servicekosten exk | l. MwSt.          |       | 3.74 %   | CHF 4979.13    |  |         |            |                 |
| Total      | 2'147'775  | 100.00      | 128'204    | 100.00      |           |       | Total 1    | Media- & Servicel | xosten exkl. MwSt | . 1   | 100.00 % | CHF 133'182.72 |  |         |            |                 |



