

## 1. Company data

Foundation:	<p>1999 – founded by Frederick Paul und Max Cartellieri (ciao.com AG)</p> <p>April 2005 to 14 October 2008 – wholly-owned subsidiary of Greenfield Online, Inc.</p> <p>Since 15 October 2008 – Ciao GmbH is a wholly-owned company of Microsoft Corporation</p> <p>Since 1 July 2009 – Ciao Commerce Division is part of the Online Service Group of Microsoft Corporation</p>
Management:	Stephan Musikant, General Manager Sales and Marketing
Ciao's headquarter:	Ciao Commerce Division Microsoft Deutschland GmbH Leopoldstraße 236 80807 Munich Germany
Regional Ciao locations:	Munich, London, Timisoara (Romania), Wroclaw (Poland)
Services:	Independent consumer and shopping portals in seven European countries and languages: United Kingdom: <a href="http://www.ciao.co.uk">www.ciao.co.uk</a> (since 6/2000) Germany: <a href="http://www.ciao.de">www.ciao.de</a> (since 11/1999) France: <a href="http://www.ciao.fr">www.ciao.fr</a> (since 2/2000) Italy: <a href="http://www.ciao.it">www.ciao.it</a> (since 3/2000) Spain: <a href="http://www.ciao.es">www.ciao.es</a> (since 5/2000) Netherlands: <a href="http://www.ciao-shopping.nl">www.ciao-shopping.nl</a> (since 11/2005) Sweden: <a href="http://www.ciao.se">www.ciao.se</a> (since 3/2007)
Clients/merchants:	e.g. Hewlett Packard, Philips, Currys, Renault, LG, Sky, Misco, PC World, PIXmania,

[www.ciao-group.com](http://www.ciao-group.com)  
[www.ciao.co.uk](http://www.ciao.co.uk)  
<http://socialmedia.ciao.co.uk>  
[www.twitter.com/ciao\\_uk](http://www.twitter.com/ciao_uk)

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Ciao Commerce Division  
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London W1F 7SP  
United Kingdom

Management Board:  
Achim Berg (Vorsitzender), Marcel Schneider, Benjamin O. Orndorff, Keith Dolliver

Amtsgericht München, HRB 70438

Sainsbury's, Boots, Booking.com, Ebookers,  
Amazon, Kodak, Dell

Financial concept: cost-per-click (cpc), online advertising (cpm)

## 2. Technical Data

### Consumer portal / community

Product evaluations: > 5.9 million<sup>i</sup>

Number of registered users of  
the Ciao community in Europe: > 3.0 million<sup>i</sup>

Online merchants: > 3.650

Unique Visitors in Europe: > 45 million<sup>i</sup>

Unique Visitors in UK: ~ 6.4 million<sup>i</sup>

### Price comparison

Products: > 12.1 million<sup>i</sup>

Categories: > 20 categories

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<sup>i</sup> Omniture, 30 September 2010