



# Europe's Shopping Community and Consumer Portal No. 1

**Alejandra Rojo**  
PR & Marketing Manager  
Phone +44 203 425 1545  
Fax +44 207 681 2094  
[alejandra.rojo@microsoft.com](mailto:alejandra.rojo@microsoft.com)

[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)

Microsoft LTD  
Ciao Commerce Division  
2nd Floor | 16 Dufours Place  
London W1F 7SP  
United Kingdom

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

Amtsgericht München, HRB 70438

## About Ciao

Ciao is Europe's leading shopping community and consumer website<sup>i</sup> and provides customers from Great Britain, Germany, France, Spain, Italy, the Netherlands and Sweden with extensive product and shopping information and price comparison for more than 12.1 million products in more than 20 top level categories. Over 5.9 million product reviews through Ciao's community members are currently available online – written reviews and product videos. Today, thanks to its comprehensive range of services, Ciao ranks among the leading shopping communities and comparison shopping portals in the rapidly growing e-commerce market<sup>i</sup>.

The seven Ciao websites ([www.ciao.co.uk](http://www.ciao.co.uk), [www.ciao.de](http://www.ciao.de), [www.ciao.fr](http://www.ciao.fr), [www.ciao.it](http://www.ciao.it), [www.ciao.es](http://www.ciao.es), [www.ciao-shopping.nl](http://www.ciao-shopping.nl), [www.ciao.se](http://www.ciao.se)) are operated by Ciao GmbH headquartered in Munich, which was founded in 1999. Ciao GmbH belongs to Microsoft Corporation (Nasdaq: MSFT) since 15 October 2008. Further regional Ciao locations are based in London, Timișoara (Romania) and Wrocław (Poland).

## History

Ciao was launched in Munich by ciao.com AG in 1999. The Internet portal has been giving consumers the opportunity to learn about products and exchange information and interests with other consumers at the same time. In addition this new platform for opinions and evaluation made the popular topic “online shopping” safer and more informative.

This makes Ciao one of the first portals for consumers and opinions in the market. At the start of 2001/2002, the young Internet enterprise Ciao used the ongoing consolidation of the New Economy as an occasion to focus on its core areas of e-commerce and market research. In 2005 the growing company Ciao GmbH was taken over by American company Greenfield Online, Inc.

In May 2007, the European market leader for consumer and shopping communities split up the two separate business fields – Ciao Comparison Shopping and Ciao Surveys – in two independent companies, Ciao Surveys GmbH and Ciao GmbH. The separation into two independent management structures enabled both companies to concentrate even better on the central areas „consumer and shopping portals“ as well as „market research online“ in order to extend their leading role.

Since October 2008 Ciao GmbH belongs as a wholly-owned company to Microsoft Corporation (Nasdaq: MSFT). After the acquisition of Microsoft Corporation in October 2008 Ciao strengthens Microsoft’s range of services in areas such as search and European E-Commerce business. As integral part of Microsoft’s new search engine Bing and as shopping channel on uk.MSN.com Ciao makes daily product and purchase decisions much easier by means of recommendations from the Ciao community.

## Range of services

### The consumer and shopping platform Ciao

Ciao offers consumers in the Great Britain, Germany, France, Spain, Italy, Sweden and the Netherlands comprehensive online shopping services in the respective national language.



On Ciao consumers get all relevant information they need about online shopping – clear and from an independent third party. Ciao offers consumers optimal research for an individual product and purchase decision with 5.9 million reviews and evaluations, detailed information about more than 12.1 million products and independent comparison of prices and online shops.

### Product categories

With over 20 top level categories, the shopping community and comparison shopping portal covers all main areas of online shopping. As one of the first communities and trendsetters in the internet, Ciao is consistently expanding its range of products and services to accommodate the innovations and requirements of the e-commerce market, while tailoring its services to the needs of today's online market.

### Web 2.0

As part of its social commerce range for Web 2.0, Ciao started focusing on the Internet video trend rather early. Among the social shopping services in Web 2.0 Ciao focused on the trend of moving images on the internet and offers video reviews by Ciao users additionally to written reviews - which resembles a live product demo given by a salesperson in a shop.

### An overview of Ciao's seven platforms

- United Kingdom: [www.ciao.co.uk](http://www.ciao.co.uk) (since 11/1999)
- Germany: [www.ciao.de](http://www.ciao.de) (since 06/2000)
- France: [www.ciao.fr](http://www.ciao.fr) (since 02/2000)
- Italy: [www.ciao.it](http://www.ciao.it) (since 03/2000)
- Spain: [www.ciao.es](http://www.ciao.es) (since 05/2000)
- Netherlands: [www.ciao-shopping.nl](http://www.ciao-shopping.nl) (since 11/2005)
- Sweden: [www.ciao.se](http://www.ciao.se) (since 03/2007)

### Ciao as an advertising environment

On Ciao advertisers and e-commerce providers can present their offers and products to a community of 3 million registered users<sup>ii</sup> and over 21.11 million Unique Visitors<sup>i</sup> – both in online shops with detailed product descriptions as well as by online ads in attractive environments.

On Ciao merchants and brands meet the so-called smart shopper who focuses on quality compared to bargain hunters. By addressing the consumer directly during the decision and purchase process companies and merchants can influence consumer's product and purchase decision on Ciao actively.

### Online advertising

Ciao offers advertisers a complete range of standard and special types of ads. Advertisers have a choice between flash-layer, tandem ads, expanding ads, streaming ads or even more tailored online advertising concepts in premium environments. In addition, a wide range of case studies by renowned companies verify the success of effective advertising campaigns on Ciao.

### E-Commerce

Targeted e-commerce integration in each product category of the Ciao Comparison Shopping portal enables retailers to increase their response and conversion rates with minimal risk. This significantly increases sales because billing is purely performance-based and there are no installation charges or monthly maintenance fees.

[pressemappe](#) | [press information](#) | [cartella stampa](#) | [dossier de prensa](#) | [dossier de presse](#) | [persmap](#)

At Ciao, retailers benefit from a transparent billing model based on the Costs per Click (CPC) principle. This means that the retailer charges a commission for every customer forwarded to a retailer shop from the consumer portal.

Ciao's online advertisers and e-commerce partners include e.g. Hewlett Packard, Philips, Currys, Renault, LG, Sky, Misco, HP, PC World, PIXmania, Sainsbury's, Boots, Booking.com, Ebookers, Amazon, Kodak, Dell.

## Ciao's business management

### Stephan Musikant – General Manager Sales and Marketing

Stephan Musikant has been General Manager Sales and Marketing of the Ciao Commerce Division of Microsoft since July 2009. Before that he served as Managing Director of the pan-European Ciao GmbH since January 2007. Ciao has operated two separate business fields – the comparison shopping and consumer



portals and Internet survey solutions – in two independent companies, Ciao Surveys GmbH and Ciao GmbH. Stephan Musikant, in conjunction with Daniel Keller, manages Ciao GmbH and its comparison shopping and consumer portals in the United Kingdom, France, Germany, Spain, Italy, the Netherlands and Sweden. Musikant had earlier served as Vice President since 2004, responsible for the areas Media Sales and Marketing for the Ciao comparison shopping and consumer portals.

Before working for Ciao GmbH, Stephan Musikant was Sales Director at eCircle AG, one of Europe's leading providers of digital dialogue marketing. Musikant has also worked for DoubleClick as Territory Sales Manager, strengthening the Techsolutions area in Central and Eastern Europe where he was responsible for growing the Agency & Publisher Business in DoubleClick's early days in Europe. Stephan started his career in the IT Industry in sales for FAST Multimedia AG, where he was responsible for consumer markets in Germany, Austria and Switzerland.

Stephan Musikant holds a diploma in Business Administration & Engineering from the Munich University of Applied Sciences.

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

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

## Technical Data

### Consumer portal / community

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

Number of registered users of the Ciao community in Europe: > 3 million<sup>ii</sup>

Online merchants: > 3.600

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

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

### Price comparison

Products: ~ 12.1 million<sup>ii</sup>

Categories: > 20 categories

---

<sup>i</sup> ComScore Media Metrix / August 2010 / Measured in terms of the aggregate unique visitors in UK, Germany, France, Italy, Spain, the Netherlands and Sweden.

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