

STATISTA GMBH FACTSHEET

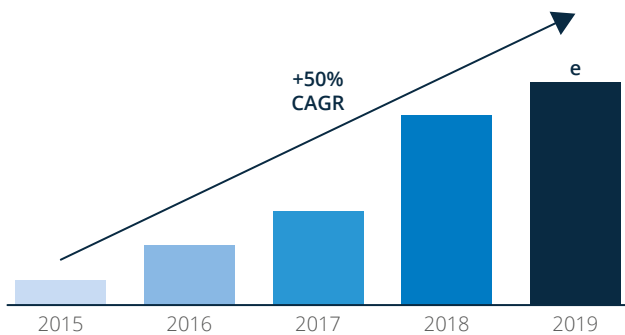
STATISTA IS THE LEADING PLATFORM FOR BUSINESS DATA

Founded in Germany in 2007, Statista has about 900 employees at 12 office locations on four continents. The business model „data as a service“ is unique with no direct competitors in the market.

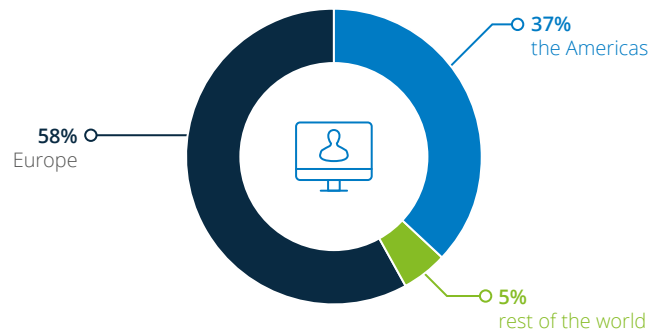
KEY FIGURES AT A GLANCE

- ▶ Sales 2018: >55m EUR
- ▶ 22,500 sources
- ▶ 90m unique user per year
- ▶ 900 employees
- ▶ Active in 40 countries
- ▶ 12 offices worldwide: Hamburg, Amsterdam, Copenhagen, London, Los Angeles, Madrid, Milan, New York, Paris, Singapore, Tokyo, Warsaw
- ▶ Management: Friedrich Schwandt (Founder & CEO), Hubert Jakob (Founder & COO)

INTERNATIONAL BUSINESS MODEL WITH DOUBLE-DIGIT ANNUAL GROWTH RATES

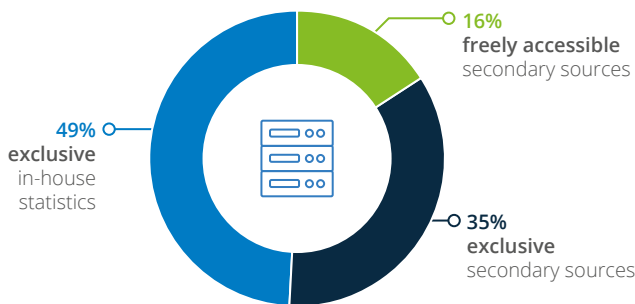


Growing user numbers, low churn rates and higher revenues per customer (ARPU) lead to a growth in CAGR by 50%.



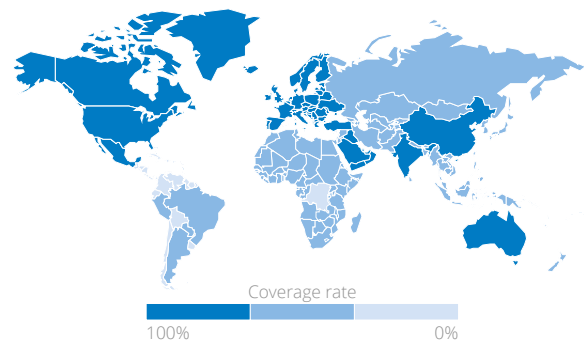
Statista is the most international German Internet company with 60% of accounts signed outside Germany.

IN-HOUSE AND EXTERNAL DATA FROM 22,500 SOURCES



An in-house team of analysts works on original market studies and forecasts for all major markets worldwide. These include the Global Consumer Survey, Industry Outlook, Advertisement and Media Outlook, Technology Market Outlook, Consumer Market Outlook, Digital Market Outlook.

>170 INDUSTRIES COVERED IN 150 COUNTRIES



Includes industries such as Finance, Insurance, Trade, Internet, Consumer & FMCG, Media & Marketing, Pharma & Health, Transport & Logistics, Economics & Politics.

Numerous customers from **Fortune 500** and **DAX 30** companies:

