HSE24 at a glance

HSE24 is one of the leading names in modern, omnichannel home shopping. In Germany, Austria and Switzerland, HSE24 operates through the channels HSE24, HSE24 Extra and HSE24 Trend. The innovative retail company networks consequently interactive TV, online and mobile platforms and offers extensive smartphone, smartTV and tablet applications.

Each year, the inspiring range features more than 22,000 products – most of them exclusive – in the segments fashion, jewelry, beauty, wellness & sport, household and home & living. Countless awards testify to HSE24’s outstanding service.

Shareholder Structure
Providence Equity (majority shareholder), Ardian, Management

Management Board
Sandra Rehm (CEO)
Ralph Brugger (CFO)
Matthias Patzak (CDO)
Rainer Stäbler (COO)

Employees
925
+ 2,400 external staff*

Call Center
24
Ismaning, Cottbus, Magdeburg, Frankfurt/Oder, Ettlingen, Bremen, München, Augsburg, Görlitz, Greifswald, Wittenhagen, Pristina, Skopje, Jerewan, Berlin, Pforzheim, Dresden, Chemnitz, Frankfurt/Main, Salzburg, St. Gallen, Lauterach

Logistics Center
3
Greven, Werl and Muttenz

TV households
44 million
HSE24: 24h, 16h live/day; covers about 44 million households via satellite, cable, IPTV and DVB-T2. In HD-quality via satellite and cable.
HSE24 Extra: 24h, 10h live/day; digital receivable via satellite and cable. In HD-quality via satellite. Covers nearly 38 m. households.
HSE24 Trend: 24h, 0h live/day; is digital receivable via satellite and cable. Covers nearly 30 million households.

Figures Jan-Dec 2018: Number of employees, Call Center, Logistics, TV-households
* Call Center, Logistics
### HSE24 / DACH

| **External staff** | Call Center: 1,400  
Logistics Center: 900 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Broadcasting</strong></td>
<td>44 million households</td>
</tr>
<tr>
<td><strong>Highest per-day-demand of all time</strong></td>
<td>8,84 million EUR (13.10.2019)</td>
</tr>
<tr>
<td><strong>Product variety</strong></td>
<td>More than 22,000 different products each year, nearly half of them presented for the first time: new products, best sellers, attractive price offers, strong soft good offers and innovative product ideas which make life easier.</td>
</tr>
</tbody>
</table>
| **Customers**      | **Core target group**  
Women from 40 years of age |
|                    | **Customer base**  
- Over 10.5 million customers have already shopped at HSE24  
- Almost 1.5 million customers (DACH) shopped at least once a year  
- 86% are women. |
|                    | **The typical HSE24 female customer** ...  
- is middle-aged. Socially secure, self-confident and independent.  
- enjoys being inspired, surprised and entertained.  
- is fun-loving and enjoys the good things in life.  
- likes to treat herself and her family. |
|                    | **Established in the Consumer World**  
- 11.1% of German women (around 4 millions) „love“ or „like“ to inform themselves about new products via TV * |

Figures Jan-Dec 2018: Number of external staff, broadcasting, product variety, customers, highest demand per day.

* Institut für Demoskopie Allensbach on behalf of TextilWirtschaft „Teleshopping: Fast 8% der Deutschen schalten gerne ein“, 27.08.2014
HSE24 / DACH

Calls
- average number of calls about 44,000 per day
- Maximum: more than 90,000
- about 16 million in total

Parcels
- average number of parcels 37,000 per day
- Maximum: more than 76,000
- More than 13.5 million in total

HSE24 can be reached by telephone 24/7 365
- 0800 29 888 88
- EASY 0800 29 888 29

- Online
  www.hse24.de (responsive website)
- Mobile
  Shopping-App for iOS and Android
- SmartTV Apps
  Fire TV, Samsung TV, Hbb TV
- Social Media
  Facebook.com/hse24, Instagram.com/hse24, Youtube.com/hse24

Delivery
- Germany: 3 – 5 days
- Austria: 5 – 8 days
- Switzerland: 8 – 9 days

Postage and packaging charges
- Germany: EUR 5,95
- Austria: EUR 5,95
- Switzerland: CHF 7,95

Terms of payment
- Purchase per invoice, bank collection, credit card, payment by instalments, cash on delivery, PayPal

Right of Return
- HSE24 guarantees a full and free of charge right of return (without specifying any reasons) within four weeks

Contact
- Fiona Lorenz
  Corporate Communications
  phone: +49 (0) 89 96060 6310
  e-mail: f.lorenz@hse24.de

Figures Jan-Dec 2018: calls, parcels, phone number, website and apps, delivery, packaging charges, terms of payment, right to return