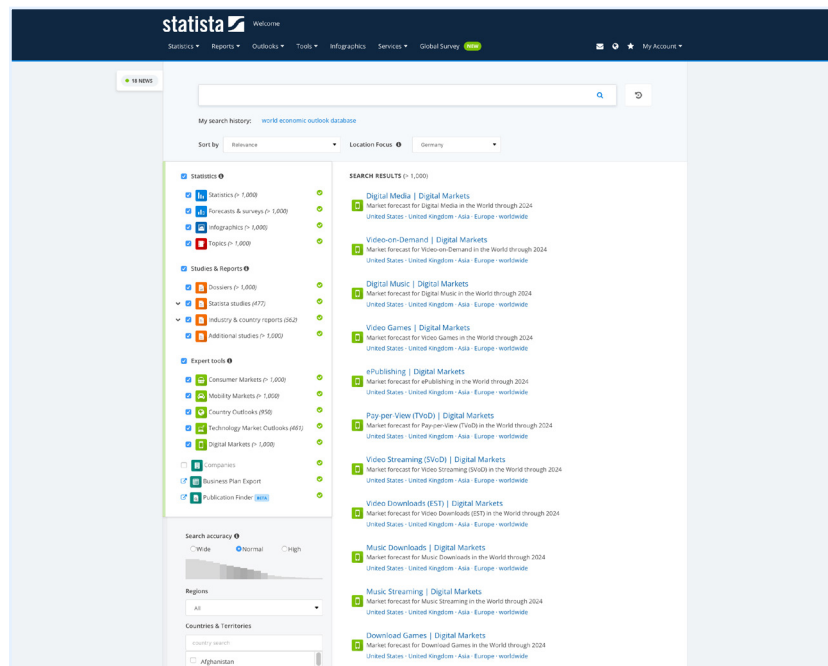


PRODUCT AND SERVICES DESCRIPTION

ENTERPRISE ACCOUNT

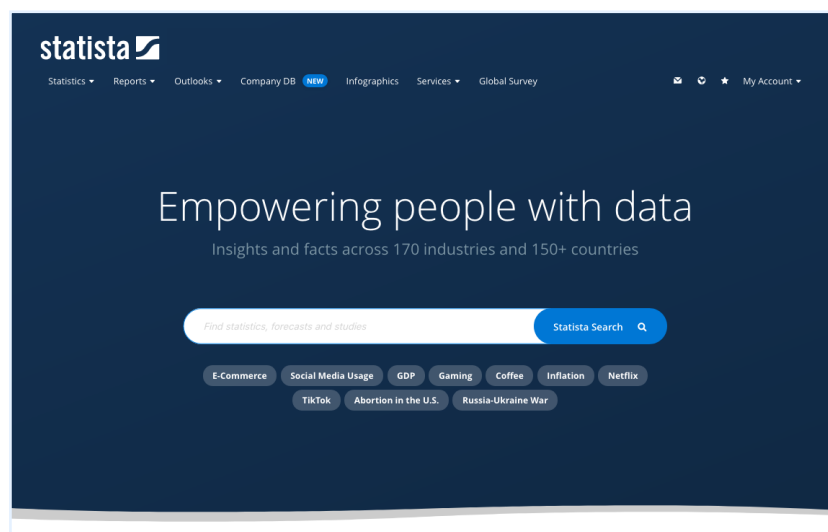
Introduction

Statista is one of the world's leading portals offering access to statistics and studies on 80,000 topics and 170 industries via its website. Statista enables users to quickly and conveniently access relevant market and consumer data and to easily process it. The data is available in English, German, Spanish, and French and is expanded and updated daily.



Search

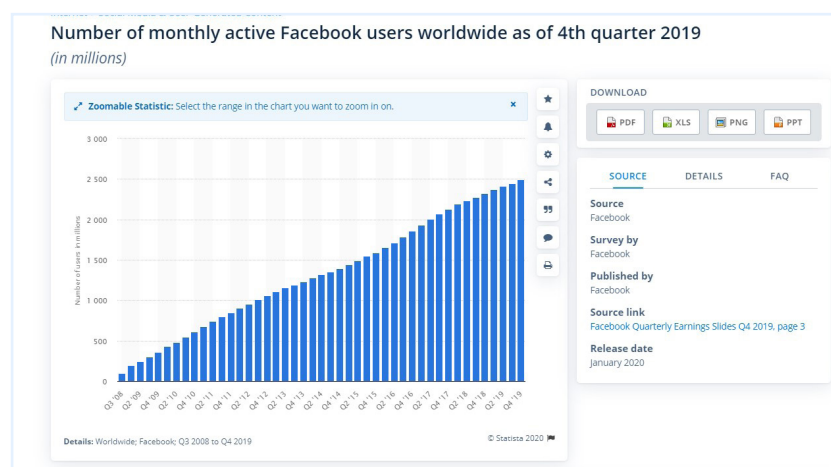
Statista provides its users with an intuitive keyword search. This includes auto-completion and the displaying of synonyms and alternative search terms. Various functions help to refine the search: It is possible, for example, to limit the search to certain content areas, to filter search results by region, year, and country, and to sort them by relevance, popularity, and publication date.



Content & sources

Statista's data comes from two areas: Statista collects relevant market data from third parties and makes it available to its customers in the form of statistics and studies. Sources include government institutions, such as statistical offices and ministries, international organizations, market research institutes, and trade journals. Statista bundles data from a total of 22,500 different sources.

Around 50 percent of the portal's content is based on surveys carried out independently by Statista. An international team of experienced analysts develops its own market models, conducts surveys and in-depth analyses, and uses them as the basis for forecasts and key figures for various markets and industries. Statista's own content includes expert tools such as the Digital Market Outlook, Consumer Market Outlook, and Country Outlook. All available information on a source, such as survey data, methodology, as well as place and date of publication, is listed on the portal.



Download formats

Statistics and studies can be downloaded in various formats. Depending on the type of product chosen, Statista makes the data available to its customers in the form of XLS, PPT, PNG, and PDF files. Thus, the researched statistics can be directly processed and integrated into your own analyses and presentations without any detours.

Rights of use and publication rights

Customers with an Enterprise Account are granted the right to use downloaded content for commercial purposes.

Customers with an Enterprise Account acquire the right to publish downloaded content. Publication rights do not extend to the right to act as a reseller of Statista products. Furthermore, they do not extend to the content of third-party links on the Statista platform.

Possible changes

Due to technological development as well as possible changes in the legal, fiscal or economic environment, Statista will occasionally adapt this product data sheet. You will be informed about these changes in due time. If the changes are economically neutral, we assume your consent.

Services included in the Enterprise Account

With the Enterprise Account, companies make the services offered by the Statista platform accessible to more than one employee. The number of employees or departments activated depends on the price model selected.

A department is an organizational unit of a company that brings together several employees, who are placed under the same management, to perform common tasks on a permanent basis. "Department" always means the department that is located at the lowest organizational level as long as there is no other team at the same level that fulfills exactly the same tasks.

Unless contractually agreed otherwise, the Enterprise Account provides its users with access to

- All statistics, forecasts, and surveys of the German, international, Spanish, and French platform
- All Dossiers, Statista studies (Outlook Reports, Toplists, surveys / volumes of tables), and Industry and Country Reports of the German, international, Spanish, and French platform
- The Study Database of Statista
- The Digital Market Outlook (uncanceled state)¹
- The Consumer Market Outlook (uncanceled state)¹
- The Mobility Market Outlook (uncanceled state)¹
- The Country Outlook (uncanceled state)¹
- The Technology Market Outlook (uncanceled state)¹
- The Advertising & Media Outlook (uncanceled state)¹
- The Industry Outlook (uncanceled state)¹
- The Source Database
- The Publication Finder
- The Business Plan Export

In addition, Enterprise Account customers can download statistics as PowerPoint, Excel, PDF, and PNG files. Enterprise Account customers can also take advantage of the following Statista customer services:

- For individual research, an AskStatista Silver Package is included into the account²
- Annual usage reporting of the account
- Participation in webinars and training courses

¹ Unless otherwise contractually agreed, all marked features in the account will be switched off upon termination of the account. Furthermore, the price guarantee does not apply.

² AskStatista research hours are calculated on a monthly basis and expire at the end of the following month. For contracts with autorenewal option monthly hours that were not used can be rolled over to the next month until they expire after 1 year. The month in which the request is made applies. Statista does not guarantee that every question can be answered, so the research, not the result, is what is owed. For more information regarding the AskStatista packages, please visit our website <https://ask.statista.com>

Moreover, Enterprise Account customers have the possibility of storing their PowerPoint slide master in their account so that all statistics can be downloaded directly as CI-compliant presentations. In addition, Statista offers to adapt the platform to the customer's corporate design (colors and logo).

Unless contractually agreed otherwise, the Enterprise Account subscription is valid for a period of 12 or 24 months. If no notification is provided, the subscription will automatically be renewed after the expiration date for another 12 months. The agreed license fee will increase every year by five percent. The subscription will automatically renew each time for an additional 12 months at the end of the subscription term unless canceled by you six weeks prior to the end of the subscription term.

The total price (invoice amount) is invoiced in one sum when both parties formally enter into the contract. The Enterprise Account offer is aimed at commercial users.³

Statista will keep the user informed about innovations by e-mail so that the user is able to use the most up-to-date functions of the statistics portal at any time.

³ An acquisition by private users is not possible. The purchase process includes confirmation that the purchase is for a commercial user.

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