



**EUROPAGES**  
B2B Marketing Solutions

*The World's B2B Platform*

**www.wlw.de**

**www.europages.com**

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The EUROPAGES B2B marketing solutions offers you a gateway to a network of millions of professionals and

**ENSURE** THAT YOU **GET** **FOUND** ON THE **WEB**



**33** million  
**visitors**  
**buyers**

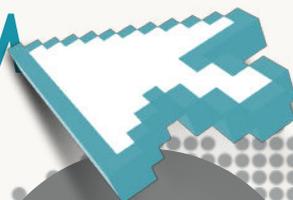


**62** million  
**searches**  
**needs**



**122** million  
**page views**  
**opportunities**

## VISITORS COME FROM



1.4  
million

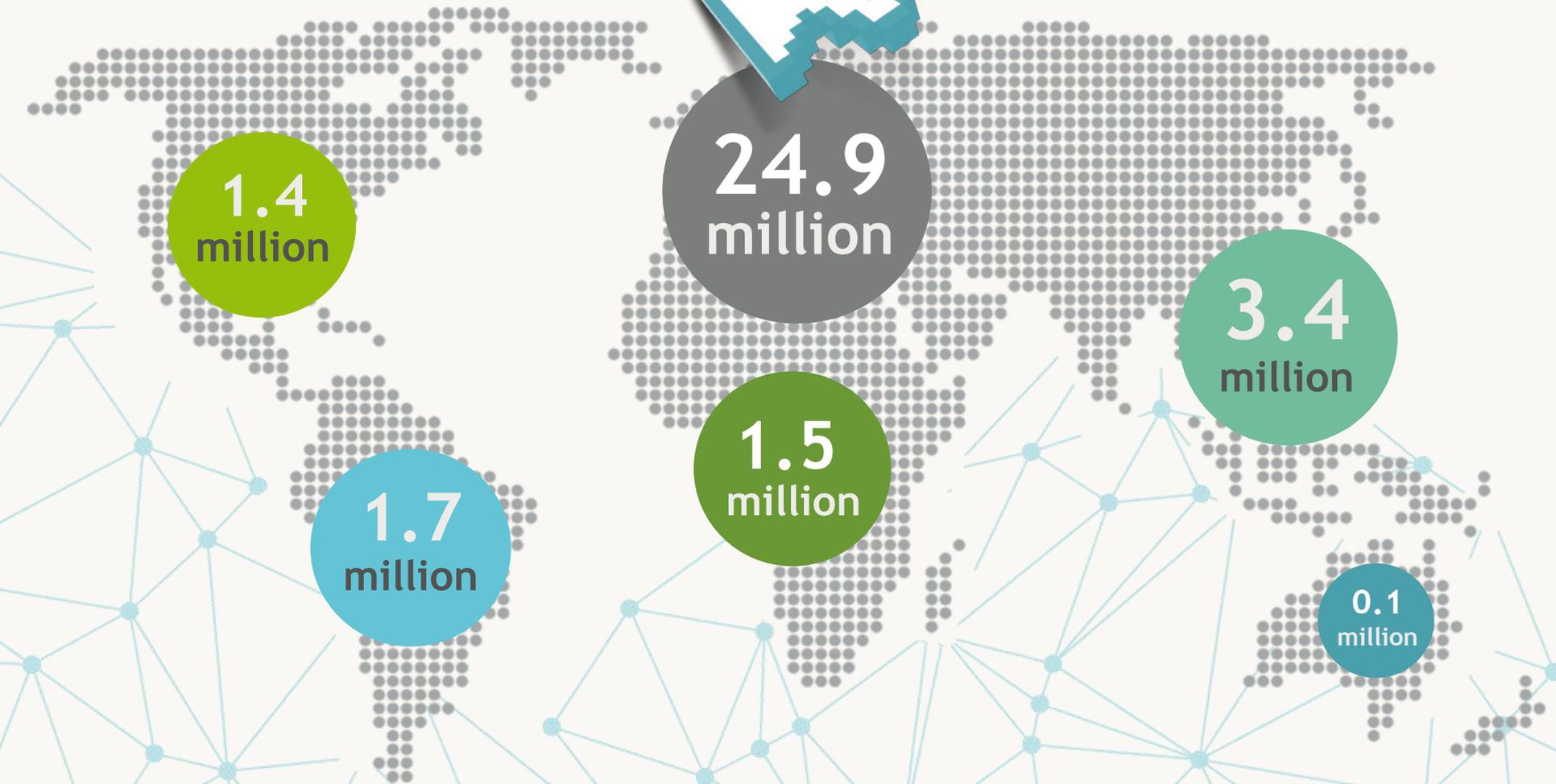
24.9  
million

3.4  
million

1.7  
million

1.5  
million

0.1  
million



Looking for **all kinds**  
of B2B products  
and services

Number of  
**searches**  
performed by visitors  
- breakdown of main  
activity sectors



Textiles  
& Clothing  
**7.680.000**  
searches

Food &  
Related Products  
**6.430.000**  
searches

Mechanical  
Engineering &  
Industry - Equipment  
**5.770.000**  
searches

Business  
~~Services~~  
**5.730.000**  
searches

Chemicals &  
Pharmaceuticals  
**3.610.000**  
searches

### > EUROPAGES SPEAKS THE LANGUAGE OF YOUR CLIENTS

The company profile  
is published on 26 web sites  
in different languages

<http://www.europages.pt>



## Wer Liefert Was & EUROPAGES now acting as one company – stronger set-up than ever before

- **Most important facts:**
  - ✓ In August 2016 „Wer liefert was“ acquired Europages to follow its strategy to become the biggest B2B marketplace and to make Europe’s B2B products accessible worldwide with a joint product range and joint publication
  - ✓ Capvis, the leading private equity firm (based in Switzerland), is a shareholder and a strong strategic investor for „Wer liefert was“ and EUROPAGES that intends to enhance the company value and to accelerate the internationalization of the B2B marketplace



## „Wer Liefert Was“ & EUROPAGES

- Europe's Online B2B Champion



**48 mil**

visits per year



**23 mil**

visits per year



**8 mil**

visits per year



**3,4 mil**

visits per year

As Europe's #1 in B2B, comparable to key players in the US, India and China, wlw and EUROPAGES together are the online B2B trade gateway to and from Europe.



## Two platforms in one bundle : Effective reach and presence

- „Wer liefert was“ and EUROPAGES – combined



**48 mil**  
visits per year



**4.1 mil**  
users per month



**29**  
domains



**15**  
languages



**8 mil**  
B2B products



**3,1**  
registered companies

# “Wer liefert was” is the leading B2B marketplace in Germany, Austria and Switzerland

- Factors for Success

**1.3 million**  
purchase decision-makers  
per month

**560,000**  
B2B  
suppliers

**51 million**  
company contacts  
annually

**8 million**  
products in the  
marketplace

**100 contacts**  
established between  
providers  
and seekers per  
minute

## High brand awareness

through continuous advertising on well-known and wide-reaching TV channels and online portals



**85 years**  
of experience in  
creating business  
contacts;  
online since 1995





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