



# 4-STEP-SYSTEM 2011

The premium service from [SPORTS-CONTACTS.com](http://SPORTS-CONTACTS.com)

# THE PLATTFORM [www.SPORTS-CONTACTS.com](http://www.SPORTS-CONTACTS.com)

## Short information

[www.SPORTS-CONTACTS.com](http://www.SPORTS-CONTACTS.com) is the international online portal for searching and finding high quality business contacts throughout the sports industry. In the SPORTS-CONTACTS database you will discover more than 15,000 premium business contacts with detailed profiles for search queries. Sports brands, distributors, sales agencies and service providers are presented on the publicly available platform.

## Scope / monthly

approx. 10,000 website visitors / month

approx. 15,000 recipients of the DISTRIBUTION NEWS

approx. 100,000 website visitors / month of the linked partner sites



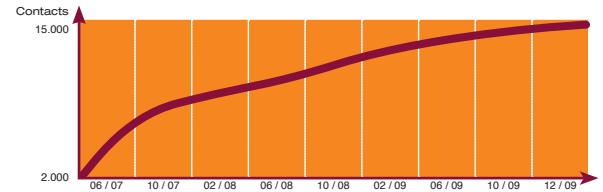
# RECIPIENT / READER STRUCTURE ANALYSIS

## Introduction

The program and topics of SPORTS-CONTACTS, the B2B portal, concentrates exclusively on persons associated with the sports market or subjects relevant to sports business. Thus the requests and the services are used at a rate of 100% by people from the sports industry, primarily at decision-maker level. The following charts show a detailed breakdown of the demographic user profile.

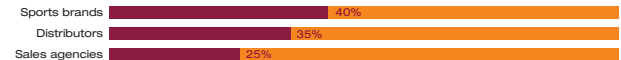
## Development / business potential

Within two and a half years, the number of persons, registered for arrangement of business contacts and the number of recipients of the newsletter, have been boosted from 2,000 to 15,000 addresses.



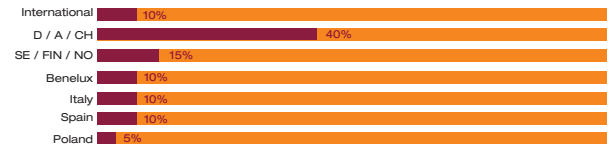
## Principal categories

Divided into 3 main categories, 49% of the addresses and recipients can be assigned to sports brands, followed by distributors and sales agencies.



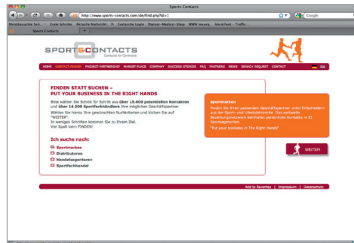
## Principal countries

The primary focus of target groups, namely 50%, is on decision makers associated with the sports market in the German-speaking countries. Through partnerships with international representatives, our principal countries are Germany, Austria, Switzerland, Sweden, Finland, Norway, Netherlands, Belgium, Italy, Spain and Poland.



# CONTACT-FINDER – THE ONLINE SEARCH ENGINE

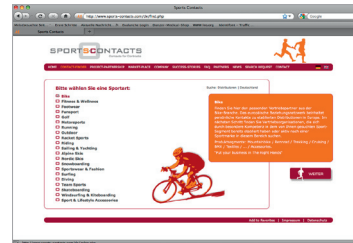
With the help of the CONTACT-FINDER you can find out your personal business potential with only 4 clicks free of charge. Choose step by step the right distribution partner from more than 15,000 contacts.



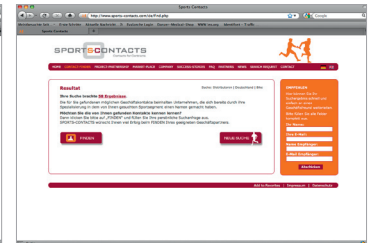
**Click 1:**  
Search for sports brands, distributors, agencies or sport retailers.



**Click 2:**  
Choose the right distribution area out of 11 countries in Europe.



**Click 3:**  
Choose one out of 21 sport segments.



**Click 4:**  
The result shows the amount of possible business contacts for your search criteria.

Now you only have to send your personal search request to our country experts. Then the SPORTS-CONTACTS team supports you with help and advice.

# 4-STEP-SYSTEM THE PREMIUMSERVICE

## Four steps to find the RIGHT business partner

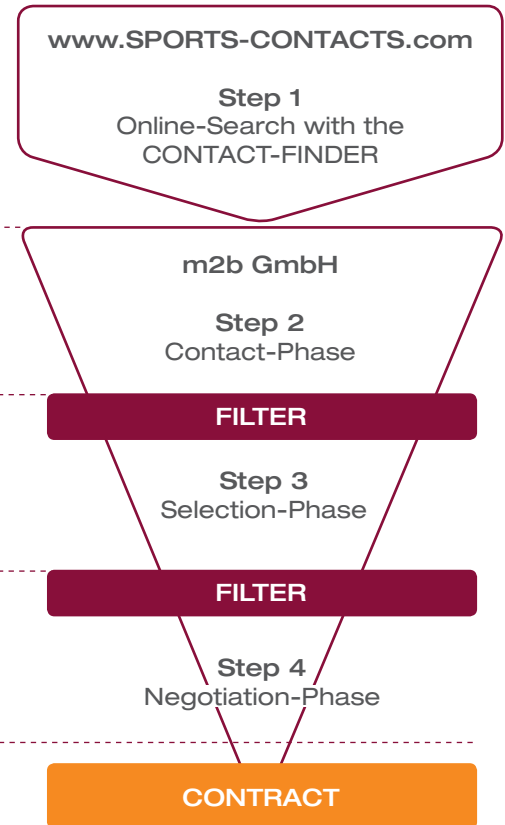
**Step 1:** With the help of the CONTACT-FINDER, you are provided with the amount of potential business contacts based on your individual search criteria. **Free of charge**

**Step 2:** After the placement of your search query, the m2b GmbH provides you with useful information about each suitable candidate that meets your search criteria and is currently seeking a new business partner. **Contact fee**

**Step 3:** Together with m2b, you identify the top contacts from your list of candidates. Use the personal relationship quality and the professional perspective of m2b as a moderator for this first contact and for your own anonymity. **Selection fee**

**Step 4:** The best business partner is selected in consultation with you. m2b checks the general conditions and provides arguments for the right decision. **Daily fee**

**Conclusion of the contract:** Signature of the contract between you and your new partner. **Success fee**



# SUCCESS STORIES



This overview only represents brands, which were placed for Europe successfully in the last two years.



Here you will find more information, details and prices:  
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