

4-STEP-SYSTEM 2011

The premium service from LIGHTS-CONTACTS.com

THE PLATFORM www.LIGHTS-CONTACTS.COM

Short information:

www.LIGHTS-CONTACTS.com is the international B2B platform for searching and finding high quality business contacts throughout the lights and furniture industry. In the LIGHTS-CONTACTS database you will discover more than 15,000 premium business contacts with detailed profiles for search queries. Lights and furniture 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



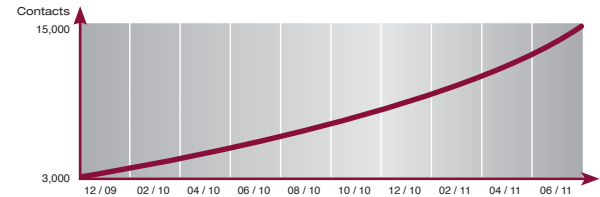
RECIPIENT / READER STRUCTURE ANALYSIS

Introduction

The program and topics of LIGHTS-CONTACTS, the the international B2B platform, concentrates exclusively on persons associated with the lights and furnishing market. So the online programme and the newsletter services are used at a 100% rate by people with a sphere of interest affiliated to light & furniture, primarily at decision-maker level. The following charts show a detailed breakdown of the demographic user profile.

Development / business potential

Within the last 18 month, the number of persons registered for arrangement of business contacts and the number of recipients of the newsletter have been boosted from 3,000 to 15,000 profiles.



Principal categories

Divided into three main categories, 49% of the addressees and recipients can be assigned to lights and furniture brands, followed by distributors and sales agencies.



Principal countries

The primary focus of target groups, namely 95%, is on decision makers associated with the lights and furnishing market in the German-speaking and south European countries. Our principal countries for distribution solutions are Germany, Austria and Switzerland.

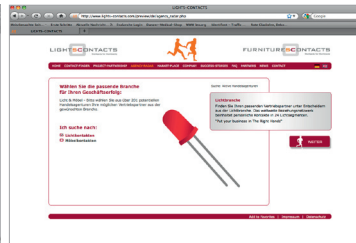


CONTACT-FINDER - THE ONLINE SEARCH ENGINE

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 brands,
distributors or agencies.



Click 2:
Choose the right
sector.



Click 3:
Choose one out of 24
light segments or 22
furniture segments.



Click 4:
Choose the right distri-
bution area out of three
countries in Europe.

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

4-STEP-SYSTEM THE PREMIUM SERVICE

Four steps to find the RIGHT business partner

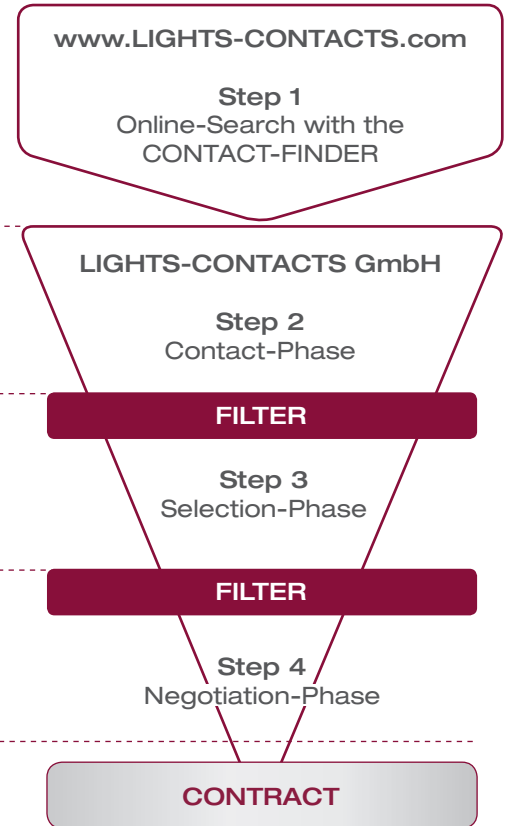
Step 1: With the help of the CONTACT-FINDER, you are provided with the amount of potential business contacts based on your individual search criteria. **Free of charge**

Step 2: After the placement of your search query, the LIGHTS-CONTACTS 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 LIGHTS-CONTACTS, you identify the top contacts from your list of candidates. Use the personal relationship quality and the professional perspective of LIGHTS-CONTACTS 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. LIGHTS-CONTACTS 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**





Here you will find more information, details and prices:

LIGHTS CONTACTS GmbH | Michael Plank | Telefon: 0049-89-599 187-60

E-Mail: plank@lights-contacts.com | Dachauer Straße 15a | 80335 München

www.lights-contacts.com

light+building

**HIGH
LIGHT**
DAS FACHMAGAZIN DER LICHTBRANCHE

ON-LIGHT

MÖBELMARKT
International Interior Business Magazine

lighting **JOBS**
Die Online-Jobbörse von Highlight und on-light