

Alliance with DTAG and tolino in Italy

tolino whitelabel eReading Ecosystem



LIFE IS FOR SHARING.

HISTORY OF TOLINO ALLIANCE

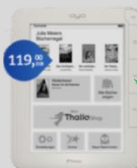


Telekom launched B2C offering for Newspapers and Magazines...



Hugendubel
Das Wort mit Charakter

Der Club
BERTELSMANN



Thalia.de

...and each Bookseller introduced his own half-hearted digital offer



from decision to go live
in 9 month

WHY JOINING FORCES



 **Thalia.de**



Hugendubel
Die Welt der Bücher



Weltbild

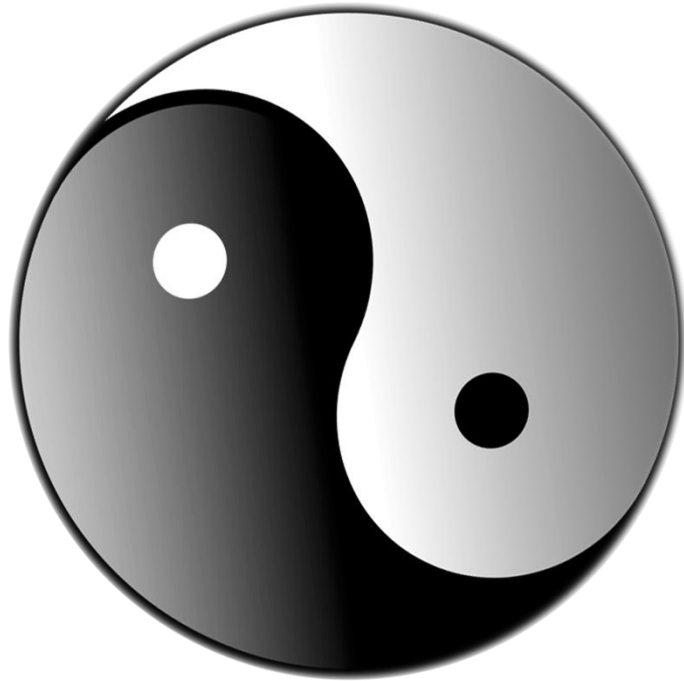


Der Club
BERTELSMANN



LIFE IS FOR SHARING.

ROLES OF THE PARTNERS



BOOKSELLER

Bookseller can focus on selling & marketing:

- owns the customer
- decides on the offering and price
- has the relation with the publisher
- provides the webshop

DEUTSCHE TELEKOM

DT takes care of IT and development:

- technical backend and digital catalogue
- releasing attractive devices in short cycles
- customized Apps with regular updates
- smart Cloud Service for the customers

A STRONG TEAM SHARING THE SAME DNA

The logo for ibs.it, with 'ibs' in a bold yellow font and '.it' in a grey font.

- ✓ **VISION** – understanding the importance of an open and pan-European state-of-the-art solution
- ✓ **EXPERIENCE** – over a decade of eCommerce leadership in the Italian online sales of media products and with 11 PoS in major Italian cities
- ✓ **COMMITMENT** – full hearted implementation in less than 4 month, including IT, training, marketing campaign and PoS presentation
- ✓ **POTENTIAL** – embedded in a holding group with leading assets in the publishing industry ideally positioned for further digital services
- ✓ **FINALITY** – willing to invest into a longterm solution to benefit from the digital growth

TOLINO PRODUCT FAMILY

tolino  shine



tolino  vision 2



tolino  tab 8"



CENTRALISED COST, MULTIPLE IDENTITIES



- **ECONOMIES OF SCALE** is achieved through centralized Service components and joint buying power
- **SERVER-SIDED CUSTOMIZATION** enables a bookseller to keep his identity and competitive edge



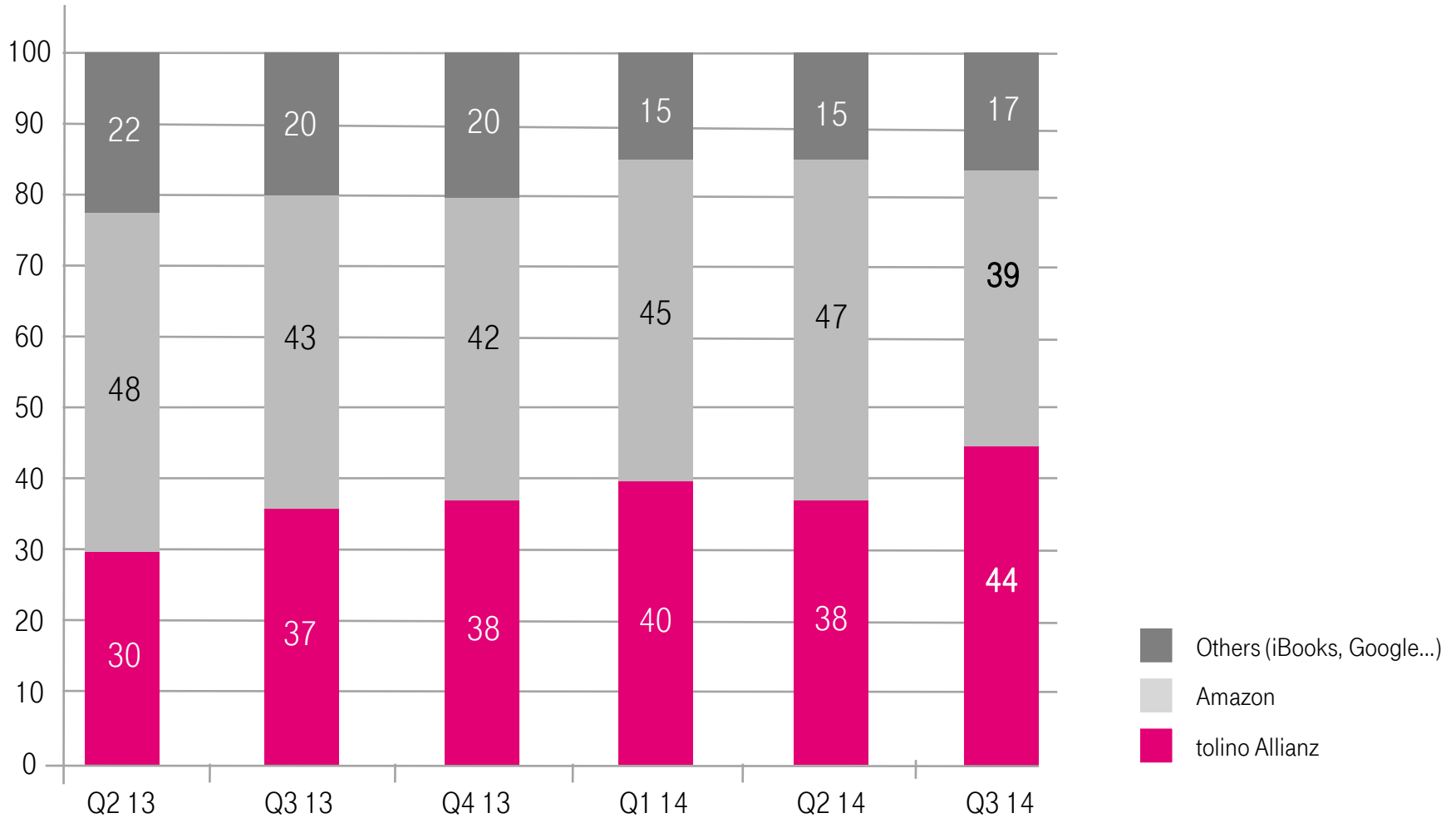
KEY PERFORMANCE INDICATORS



- tolineno is sold in more than **1.000 POS**
- 20 bookselling **BRANDS** offer tolineno
- available in **6 EUROPEAN COUNTRIES**
- well over **1.5M DEVICES** have been sold
- about **1M APPS** are in use
- platform serves well over **1M TRANSACTIONS** per month
- customer bookshelves have doubled
 - ✓ after 5 month
 - ✓ and again after 7 month
 - ✓ and have again this Xmas

TOLINO GROWTH POTENTIAL

GfK FIGURES - EBOOK MARKET GERMANY



Source: GfK

TOLINO FOR **ALL** THE BOOKSELLERS

super attractive
eReaders &
tablets

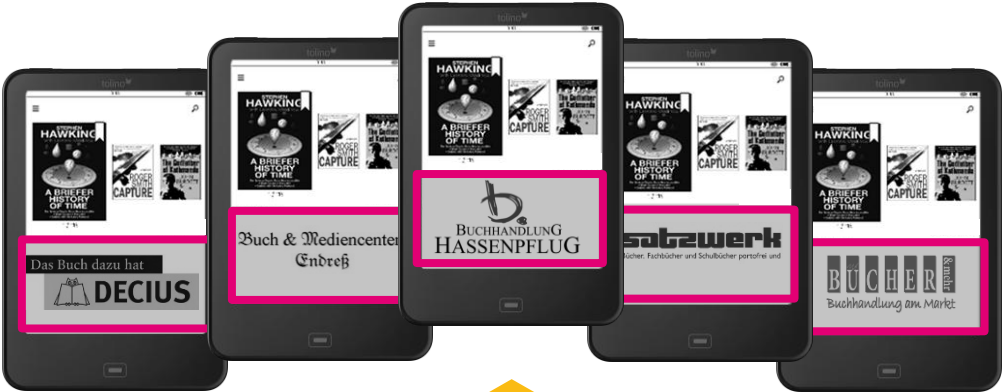
catalogue with
millions of
ebooks

secure and
clever
cloud service

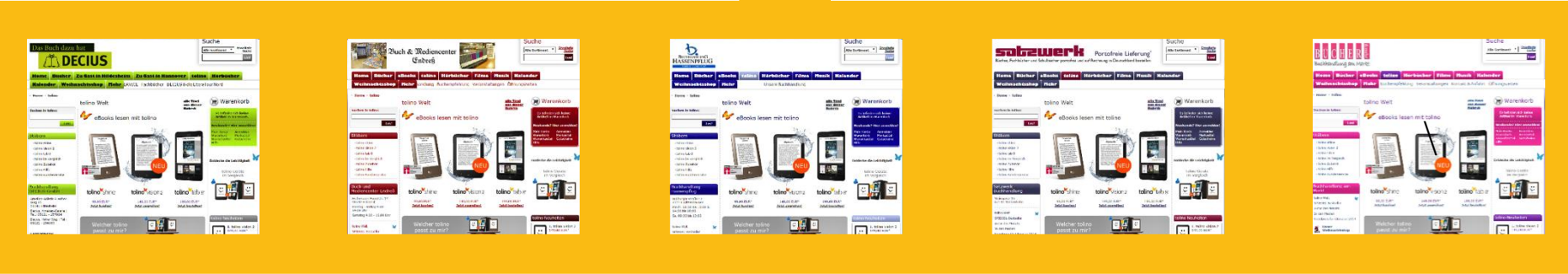
reading Apps
and
browser reading



DONE. WHITELABEL & TOLINO



WHITELABEL SHOP SYSTEM

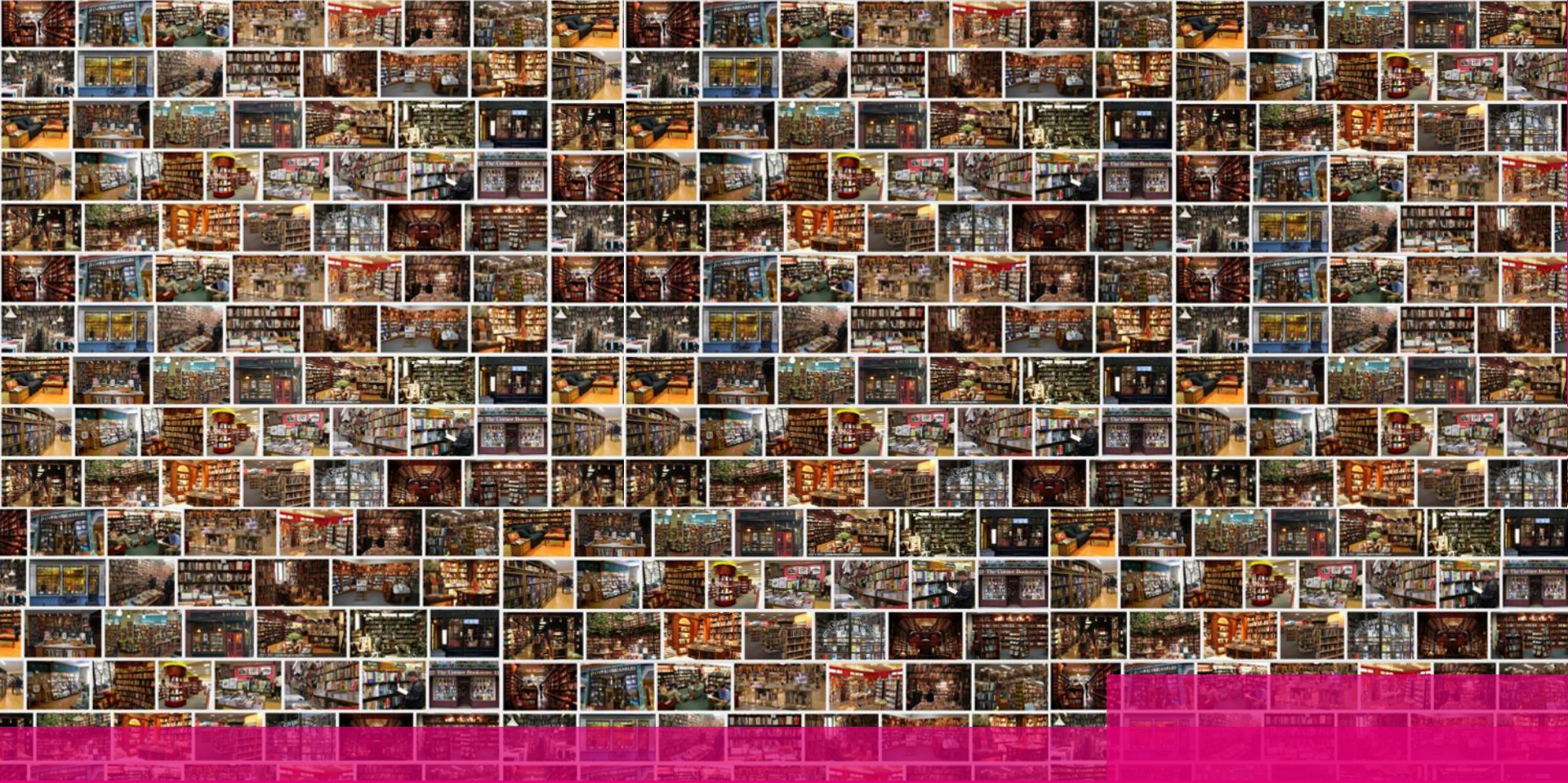


LIFE IS FOR SHARING.

FULL SERVICE SOLUTION



- well over **200 BOOKSTORES** have been equipped with tolino within 3 months
- each bookseller becomes a tolino partner with devices, apps and a whitelabel shop with access to the full content catalogue
- booksellers are supported with **TRAINING**, **FURNITURE** and **MARKETING MATERIAL**
- a brand manual provides **GUIDELINES** and ensures the brand is well presented in all the different stores



grazie mille!



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