

The background is a dark blue space-themed illustration. It features several stylized planets in shades of red, orange, and purple, some with rings. There are also smaller circles and icons representing various concepts: a person, a heart, a stack of papers, a laptop, a satellite, and a megaphone. A white rectangular frame is centered around the text.

STATISTA GLOBAL NO.1 BUSINESS DATA PLATFORM

Agenda

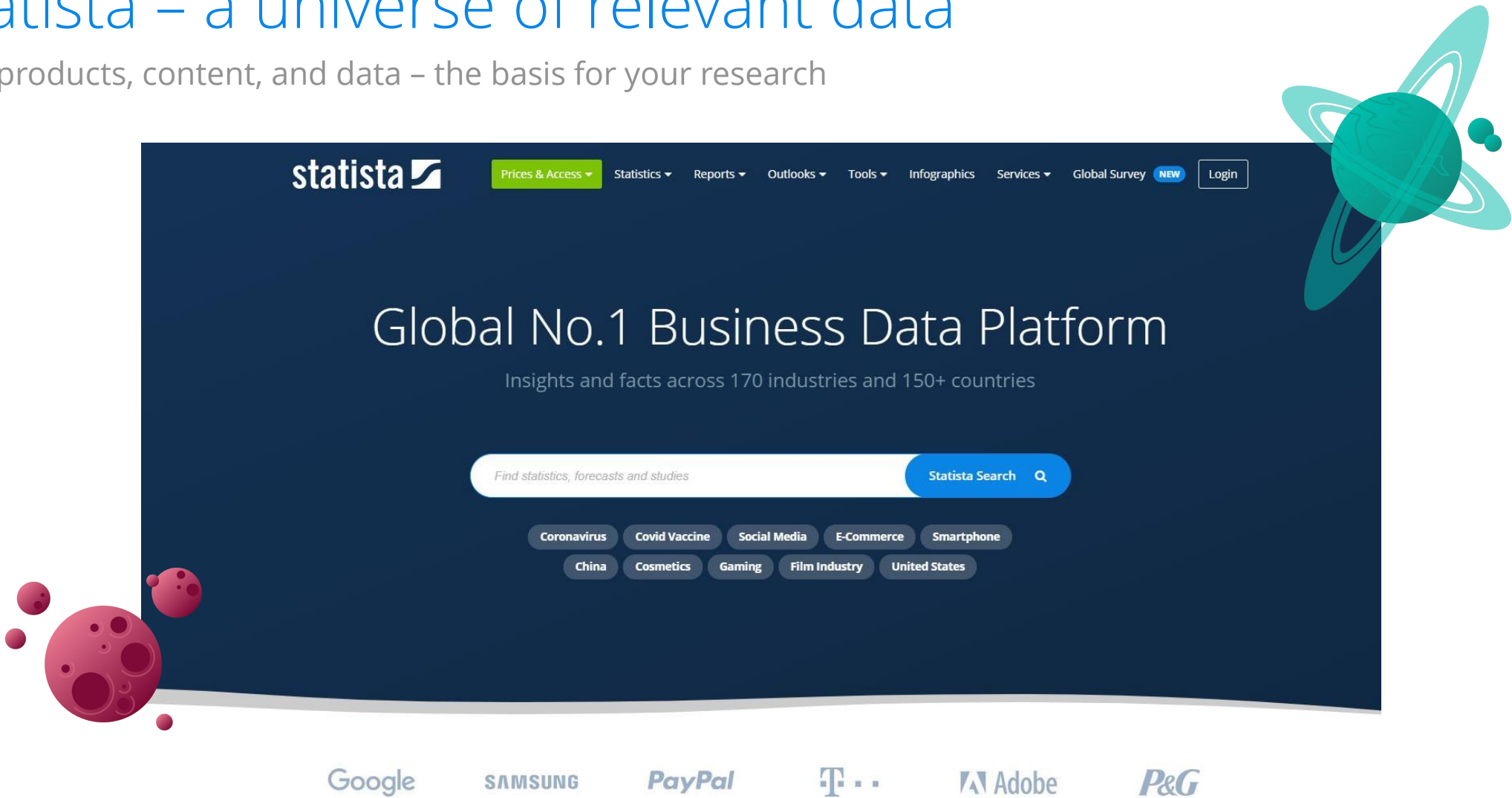
- 01 [About Statista](#)
- 02 [Our products](#)
- 03 [Corporate Account](#)
- 04 [Enterprise Account](#)
- 05 [AskStatista](#)



ABOUT STATISTA

Statista – a universe of relevant data

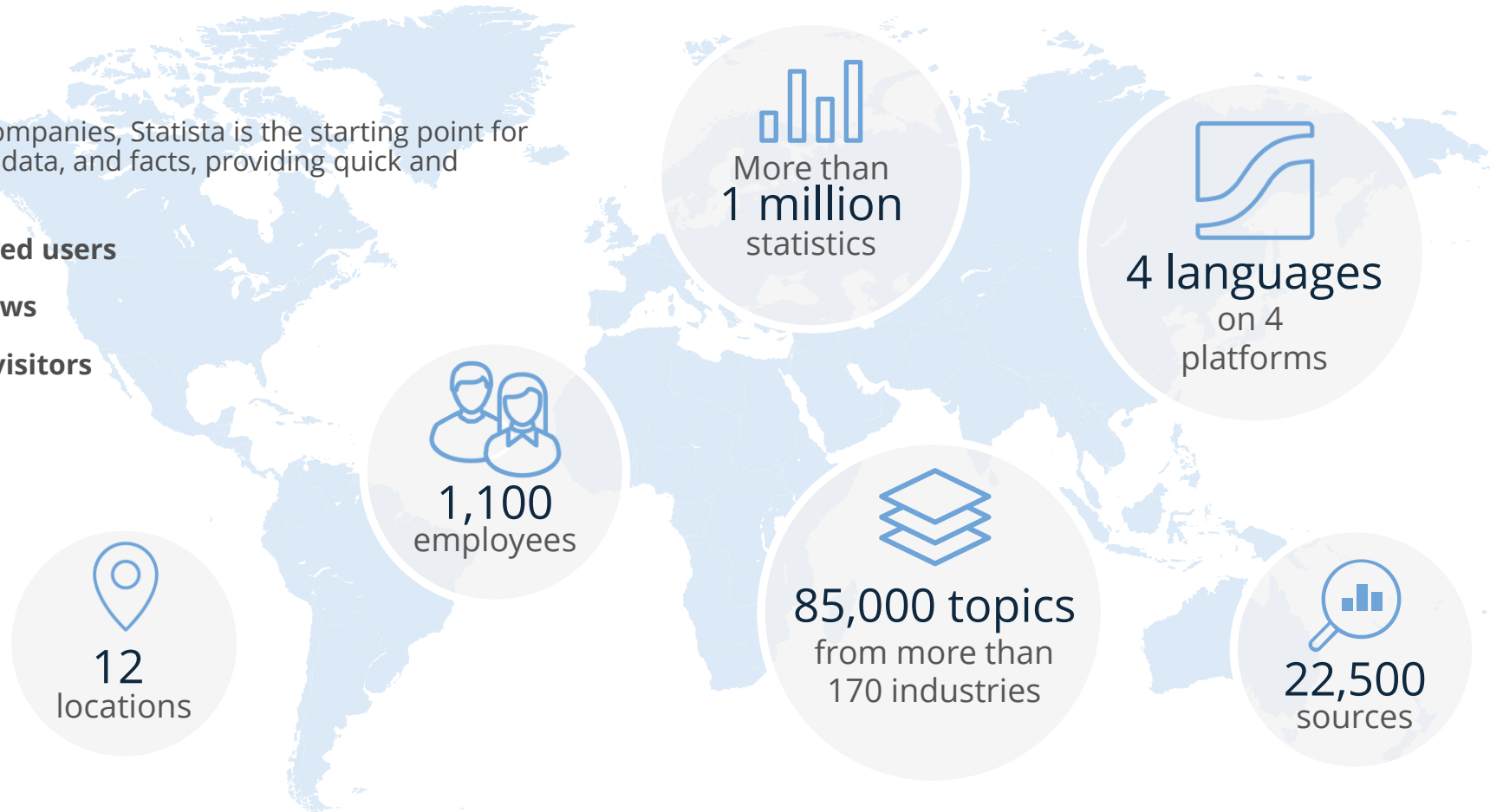
Our products, content, and data – the basis for your research



About Statista

For many users and companies, Statista is the starting point for researching numbers, data, and facts, providing quick and extensive insights.

- **2.5 million registered users**
- **44 million page views**
- **23 million unique visitors**



Our locations

Global competence



Statista GmbH
Johannes-Brahms-
Platz 1
20355 **Hamburg**

Germany

Statista GmbH
Bastioni di Porta
Nuova, 21
20121 **Milan** (MI)

Italy

Statista GmbH
Kingsfordweg 151
1043 GR
Amsterdam

Netherlands

Statista GmbH
Paseo de la
Castellana 200
28046 **Madrid**

Spain

Statista GmbH
Franciszka
Klimczaka 1
02-779 **Warsaw**

Poland

Statista Ltd.
209-215 Blackfriars
Road, 5th Floor
London SE1 8NL

United Kingdom

Statista SARL
20 Rue Cambon
75001 **Paris**

France

Statista GmbH
Raadhuspladsen 16
1550 **Copenhagen**

Denmark

Statista GmbH
Wallingatan 34
11 24 **Stockholm**

Sweden

Statista Pte Ltd
138 Market Street
Level 24,
048945 **Singapore**

Singapore

Statista Japan Ltd.
A-3, 6-28-5
Jingumae, Shibuya
Tokyo 1510001

Japan

Statista Inc.
445 S Figueroa St
Office #3178
Los Angeles,
CA 90071 – 1602

United States

Statista Inc.
55 Broad Street
30th floor
New York, NY
10004

United States

Content on the Statista platform

Specific data on markets, customers, consumers, companies, and drivers

Markets	Consumers	Companies	Drivers
<ul style="list-style-type: none">▪ Revenue▪ Revenue development▪ Market indicators▪ Forecasts▪ Industry segments▪ Market shares▪ Cost KPIs	<ul style="list-style-type: none">▪ Attitudes▪ Behavior▪ Wishes▪ Target groups▪ Media usage & ownership	<ul style="list-style-type: none">▪ Company profiles▪ Benchmarking▪ Top player ranking▪ Financial indicators	<ul style="list-style-type: none">▪ Trends▪ Technologies▪ Macroeconomic data

Industry overview

Data on 170 industries in 150 countries

Advertising & Marketing

- Advertising
- Brands & Leaders
- Marketing

Agriculture

- Farming
- Fisheries & Aquaculture
- Forestry

Chemicals & Resources

- Chemical Industry
- Fossil Fuels
- Mining, Metals & Minerals
- Petroleum & Refinery
- Plastic & Rubber
- Pulp & Paper

Construction

- Building Construction
- Heavy Construction

Consumer Goods & FMCG

- Alcoholic Beverages
- Apparel & Shoes
- Cannabis
- Cleaning Products
- Cosmetics & Personal Care
- Food & Nutrition
- Furniture, Furnishings & Household Items
- Garden & Patio
- Home Improvement
- Non-Alcoholic Beverages
- Pets & Animal Supplies
- Tobacco
- Toys

eCommerce

- B2B eCommerce
- B2C eCommerce
- C2C eCommerce
- Digital Shopping Behaviour
- Key Figures of eCommerce
- Paid Content

Economy & Politics

- Economy
- International
- Politics & Government

Energy & Environment

- Climate and Weather
- Emissions
- Energy
- Environmental Technology & Greentech
- Waste Management
- Water & Wastewater

Finance & Insurance

- Financial Institutions
- Financial Instruments & Investments
- Financial Services
- Insurance

Health, Pharma & Medtech

- Care & Support
- Health Professionals & Hospitals
- Health System
- Medical Technology
- Pharmaceutical Products & Market
- State of Health

Internet

- Communications
- Cyber Crime & Security
- Demographics & Use
- Mobile Internet & Apps
- Online Search
- Online Video & Entertainment
- Reach & Traffic
- Social Media & User-Generated Content

Life

- Celebrities
- Family & Friends
- Love & Sex
- Personality & Behavior
- Public and religious holidays

Media

- Audio
- Books & Publishing
- News
- TV, Video & Film
- Video Games & eSports

Metals & Electronics

- Aerospace & Defense Manufacturing
- Electronics
- Industrial Machinery Manufacturing
- Metals
- Rolling Stock Manufacturing
- Shipbuilding
- Vehicle Manufacturing

Real Estate

- Commercial Real Estate
- Industrial Real Estate
- Mortgages & Financing
- Property Services
- Residential Real Estate

Retail & Trade

- DIY Retail
- Fashion & Accessories
- Food & Beverage
- Furniture Retail
- General Merchandise
- Health & Hygiene
- International Trade
- Office Supplies
- Private Label
- Retail Technology
- Shopping Behavior
- Sports & Leisure
- Subscriptions & Direct Selling
- Supply Chain
- Wholesale

Services

- Business Services
- Skilled Labor

Society

- Crime & Law Enforcement
- Demographics
- Education & Science
- Geography & Nature
- Historical Data
- Religion

Sports & Recreation

- Art & Culture
- Gambling
- Hobbies
- Parks & Outdoors
- Professional Sports
- Sports & Fitness
- Wellness & Spas

Technology & Telecommunications

- Consumer Electronics
- Hardware
- Household Appliances
- IT Services
- Software
- Telecommunications

Transportation & Logistics

- Aviation
- Logistics
- Public Transportation & Mobility Services
- Rail Transport
- Vehicles & Road Traffic
- Water Transport

Travel, Tourism & Hospitality

- Accommodation
- Business Travel
- Food & Drink Services
- Leisure Travel

A partner for your entire company

Every department can benefit from Statista

MANAGEMENT

- › Directly insert data into presentations
- › Transparent and valid sources guarantee a high degree of data reliability



MARKET RESEARCH

- › Informed overview of different market segments
- › In-depth and up-to-date industry reports on all industries as well as exclusive forecasts



SALES

- › Statistics in your own corporate design in PowerPoint format
- › Lead generation: toplist of the 100 largest companies of an industry, incl. contact details



HUMAN RESOURCES

- › Salary overview of your industry and demographic data
- › Current trends in recruiting, e.g., social media and employer branding



PRODUCT DEVELOPMENT

- › Current trends, consumer data, SWOT analyses
- › Digitalization trends and comprehensive market data on competitors



MARKETING

- › Market monitoring, digital consumer trends, and consumer insights
- › The Outlooks provide insights into consumer behavior and revenue performance

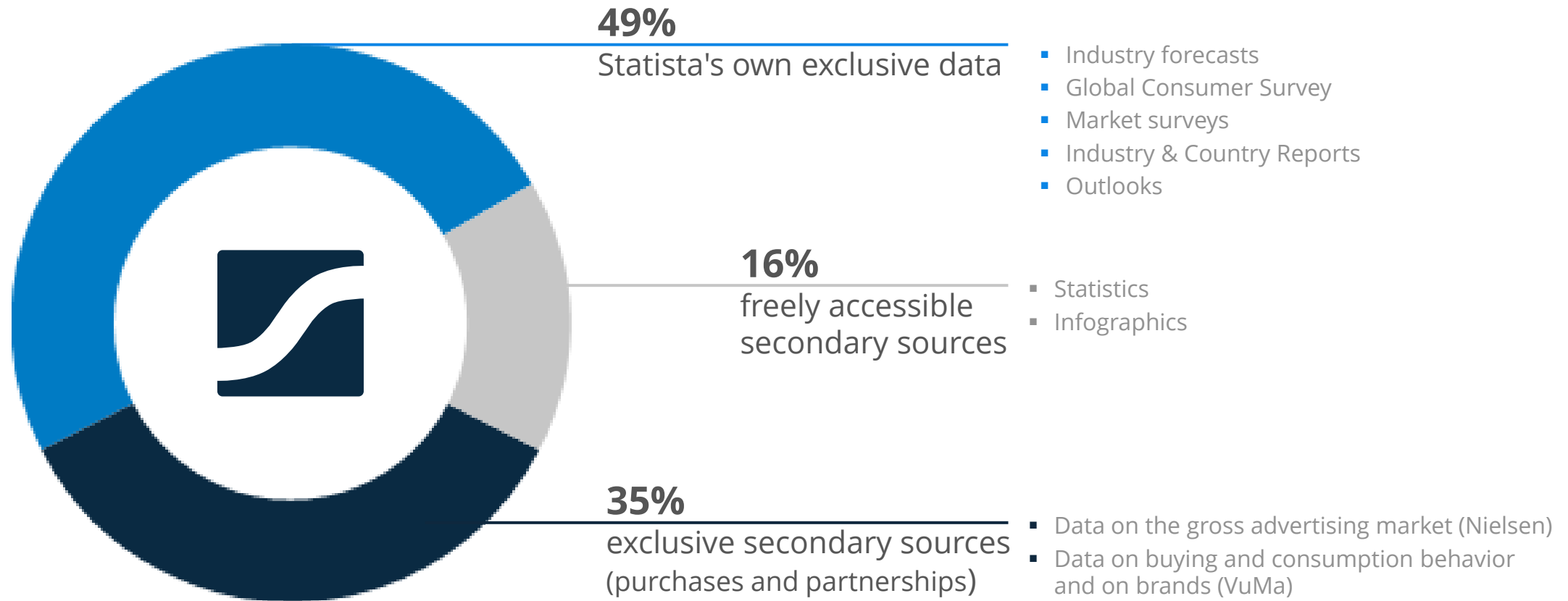


BUSINESS DEVELOPMENT

- › Exclusive forecasts for the global economic developments of the next 5 years
- › User and revenue forecasts relating to the digitalization of every core industry
- › Numerous external studies, reports, and predictive analyses



Origin of our data



Our clients

2 million registered users and 23,000 corporate clients worldwide

AGENCIES	AUTOMOTIVE INDUSTRY	CONSULTING	FMCG	IT & TELCO	MARKET RESEARCH
<div>JUNG+MATT</div> <div>HAVAS</div> <div>SINNERSCHRAEDER Fort of Adventure interactive</div> <div>BBDO</div> <div>SCHOLZ & FRIENDS Group</div> <div>heimat</div> <div>PUBLICIS MEDIA</div> <div>Pipar</div> <div>TBWA</div> <div>Edelman</div> <div>groupm</div> <div>MEDIACOM</div>	<div>DAIMLER</div> <div>Ford</div> <div>Continental</div> <div>VW</div> <div>Audi</div> <div>KIA</div> <div>HYUNDAI</div> <div>SEAT</div> <div>PSA</div> <div>TOYOTA</div> <div>BMW</div>	<div>SIMON • KUCHER & PARTNERS Strategy & Marketing Consultants</div> <div>KPMG</div> <div>accenture</div> <div>Capgemini</div> <div>invent</div> <div>HAYS</div> <div>Recruiting experts worldwide</div> <div>EY</div> <div>Building a better working world</div> <div>pwc</div> <div>BearingPoint</div> <div>Institute</div> <div>OLIVER WYMAN</div> <div>Berger</div>	<div>Nestlé</div> <div>L'ORÉAL</div> <div>Schwarzkopf</div> <div>tesa</div> <div>IKEA</div> <div>McDonald's</div> <div>Henkel</div> <div>FERRERO</div> <div>P&G</div> <div>Beiersdorf</div> <div>Unilever</div>	<div>Microsoft</div> <div>salesforce</div> <div>BT</div> <div>SAP</div> <div>AT&T</div> <div>vodafone</div> <div>HUAWEI</div> <div>Telefonica</div> <div>1&1</div> <div>Apple</div> <div>SAMSUNG</div>	<div>KANTAR</div> <div>TNS</div> <div>GfK</div> <div>YouGov</div> <div>FORSCHUNGSGRUPPE g/d/p</div> <div>Deutsches Kundeninstitut</div> <div>Bilendi</div> <div>Cint</div> <div>respondi</div> <div>bitkom</div>
MEDIA	RETAIL	TOURISM	TRANSPORTATION	OTHER	
<div>CNN</div> <div>Forbes</div> <div>Google</div> <div>WELT</div> <div>N24</div> <div>Frankfurter Allgemeine</div> <div>FT</div> <div>abc</div> <div>Handelsblatt</div> <div>DER SPIEGEL</div> <div>News Corp</div> <div>OCBS</div> <div>NETFLIX</div> <div>Disney</div> <div>Süddeutsche Zeitung</div>	<div>ALDI</div> <div>E2</div> <div>Alibaba Group</div> <div>Walmart</div> <div>claus ohlson</div> <div>amazon</div> <div>LEROY MERLIN</div> <div>OTTO</div> <div>zalando</div> <div>EDEKA</div> <div>LIDL</div>	<div>IBEROSTAR HOTELS & RESORTS</div> <div>AIDA</div> <div>LEGOLAND</div> <div>JOCHEN SCHWEIZER</div> <div>TUI Cruises</div> <div>HAMBURG Tourismus</div> <div>HYATT</div> <div>HolidayCheck</div> <div>Visit Berlin</div>	<div>KUEHNE + NAGEL</div> <div>Deutsche Post</div> <div>DHL</div> <div>dpd</div> <div>MOSOLF</div> <div>BLG LOGISTICS</div> <div>SCHNELLECKE LOGISTICS</div> <div>DB</div> <div>SCHENKER</div> <div>KRAFTVERKEHR</div> <div>NAGEL</div>	<div>VATTENFALL</div> <div>e-on</div> <div>bp</div> <div>Shell</div> <div>JPMorgan</div> <div>Pfizer</div> <div>innogy</div> <div>COMMERZBANK</div> <div>BNP PARIBAS</div> <div>Santander</div> <div>STADA</div> <div>HSBC</div> <div>Mylan</div> <div>Merck</div> <div>barclaycard</div> <div>Bayer</div>	

Easy-to-use data and broad coverage

DATA

- Focus on data, no background analyses
- Market sizes, market forecasts, drivers, customer insights, trends

COVERAGE

- All industries – from agriculture to technology
- Broad geographic coverage

FOR ALL EMPLOYEES

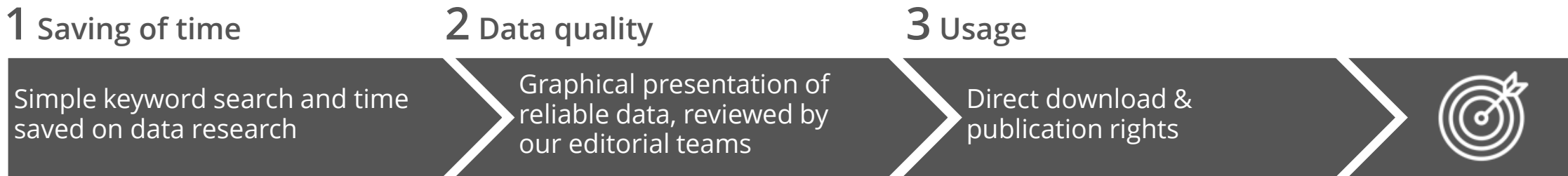
- Useful tool for all employees & departments: strategy, advertising, communication, and monitoring

EASY TO USE

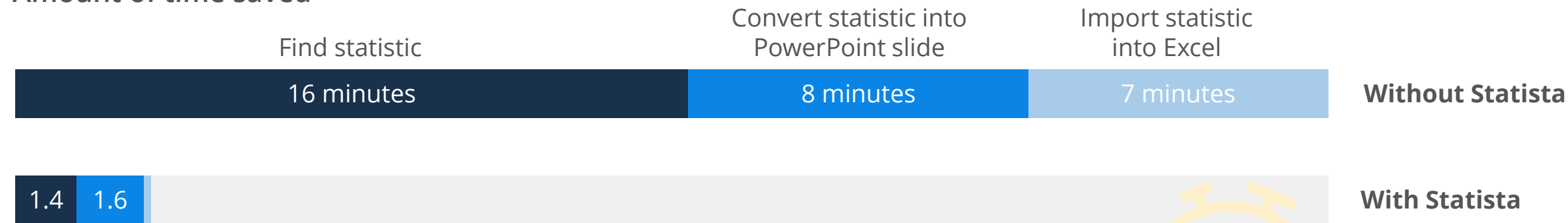
- Ready-to-use statistics: PPT, XLS, PNG
- Introductions & topic pages give a quick overview of new topics



The road to success



Amount of time saved



Time saved
28 minutes per statistic



OUR PRODUCTS



The Outlooks offer well-structured insights into the most important markets worldwide*

> 700,000 statistics

> 2,200 markets









Markets (Outlooks)

> 700 reports

> 150 countries

The new versions of the Outlooks provide customers with more insights and are more user-friendly.

Our Outlooks*

Digital Market Outlook	Consumer Market Outlook	Mobility Market Outlook	Technology Market Outlook	Advertising & Media Outlook	Country Outlook	Industry Outlook	Health Market Outlook
<p>The Digital Market Outlook features regularly updated 5-year forecasts on revenue, users, and relevant market indicators for 9 main digital markets in more than 150 countries and regions. The tool offers 30,000 interactive statistics, which can be downloaded in PNG and XLS format.</p>	<p>The Consumer Market Outlook presents the 18 most important consumer markets worldwide as well as more than 200 segments and sub-segments. It provides historical data as well as forecasts up to 2025 for the most relevant KPIs of each market, including market value and size.</p>	<p>The Mobility Market Outlook gives an overview of more than 12 vehicle classes from more than 80 manufacturers in 29 countries. Interactive statistics provide in-depth analyses by brand, vehicle segment, and country as well as the most important key figures.</p>	<p>The Technology Market Outlook offers a clear, structured, and transparent overview of the key performance indicators, e.g., revenues and market shares, of the most important technology markets, providing valid, comparable, and ready-to-use information.</p>	<p>The Advertising & Media Outlook provides forecasts and in-depth information on ad spending, including international comparisons. All insights are based on the analyses of relevant indicators for 46 countries and 16 regions, which cover more than 90% of worldwide GDP.</p>	<p>The Country Outlook offers current key figures and forecasts regarding the economic and social development of a country. Subject areas are society, economy, business environment, digital economy, labor force, environment, and public sector.</p>	<p>The Industry Outlook features industry forecasts and market information based on data from statistical offices. The data covers the agricultural, manufacturing, and service sector. With up to 450 time series in approx. 40 countries, the tool provides a comprehensive basis for decision-making.</p>	<p>The Health Market Outlook offers key figures and forecasts for more than 20 of the most relevant health markets. Across 150 countries and 24 regions our Outlook covers areas like life science, healthcare and OTC pharma.</p>
							

The Company DB serves as a central point providing global company information

Scenario: EOY 2021 estimate; BoldData for private companies worldwide & Xignite for listed companies

> 15 million companies

> 80 industries, >100 countries

Companies (Company DB)

> 1,000 reports

> 20 KPIs

For the established players on the market, the Company DB is a competitor to be reckoned with.

Company DB*



The Company DB provides information on **15 million listed** and **privately held companies** and contains the most important company key figures as well as in-depth analyses. Additionally, it presents a wide range of extra KPIs for listed companies. Use the Company DB as a starting point for further market assessments. It is also the perfect tool to quickly research basic data and provides valuable insights into foreign markets.

Company information and key company metrics for 15 million+ companies worldwide



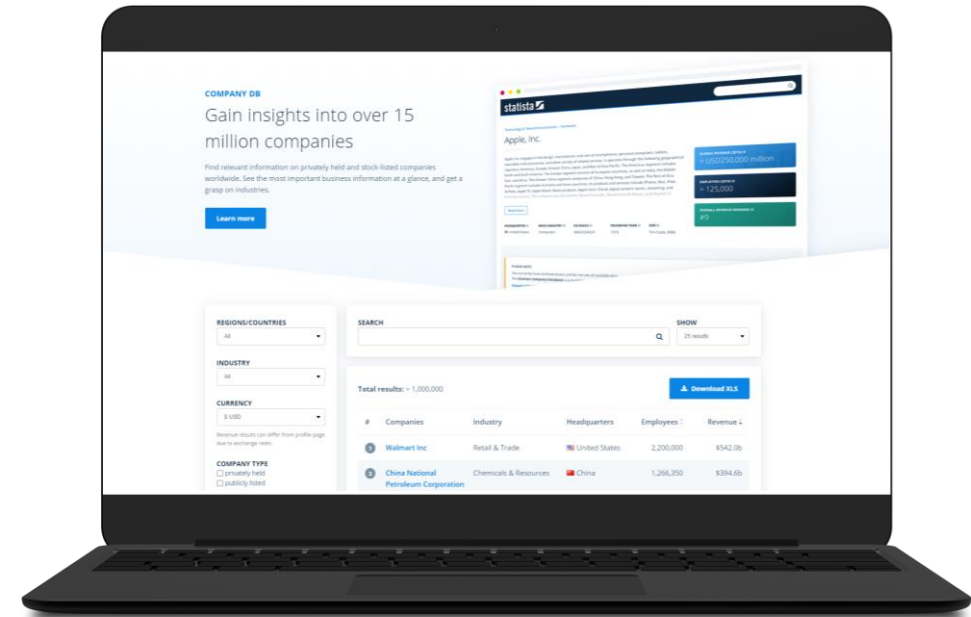
Detailed information on all listed companies



Tailored country and industry rankings



Top competitor analysis with just one click



The Global Consumer Survey uncovers consumer attitudes in 56 countries and 50 industries

The relaunch will significantly improve the tool's usability and accessibility

> 1,000,000 interviews

56 countries
& regions

Consumers (GCS)

> 11,500 international brands

> 50 industries & topics

The Global Consumer Survey provides access to survey data representing more than 3.4 billion consumers worldwide.

Global Consumer Survey

Understanding consumer behavior & media usage



The Statista Global Consumer Survey offers a global perspective on **buying behavior and media usage**, covering the **online and offline world** of the consumer.

It is designed to help marketers, planners, and product managers understand **consumer behavior and consumer interactions with brands**.

DO-IT-YOURSELF ANALYSIS of the data: Thanks to an **interactive online analysis tool**, users can **select** their own criteria to **create cross tables and customize target groups**.

3.4 billion
consumers



Customized
target groups



50+ industries
and topics



Do-it-yourself
analyses



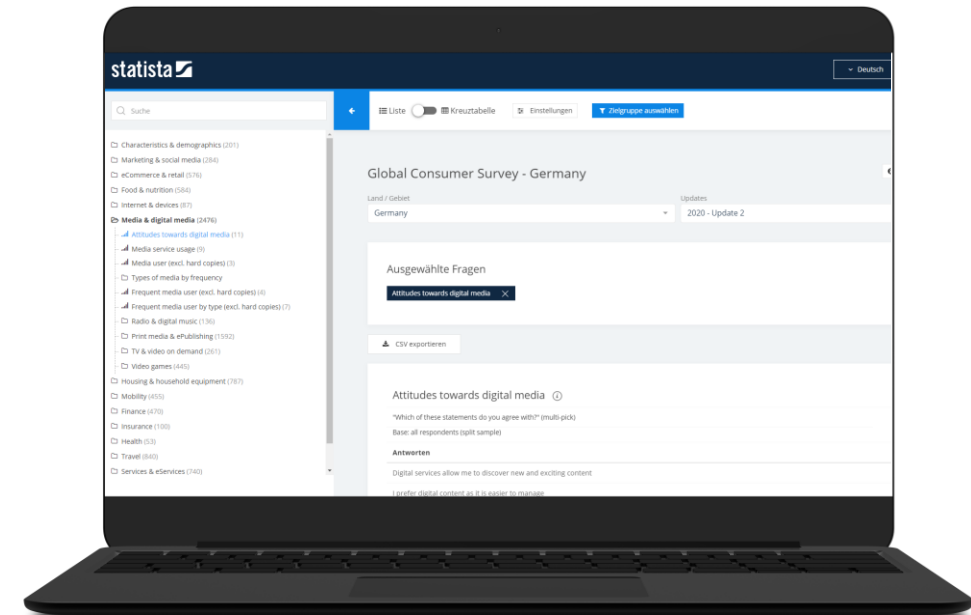
56 countries
and regions



Content
Specials



11,500+
intl. brands



The ecommerceDB provides unique insights into the largest B2C segment

And many additions to the database (e.g., marketplaces) are already in the works

> 20,000 stores

50 countries

eCommerce (ecommerceDB)

> 270 reports

> 30 KPIs




The stores covered represent 95%
of worldwide eCommerce revenues.

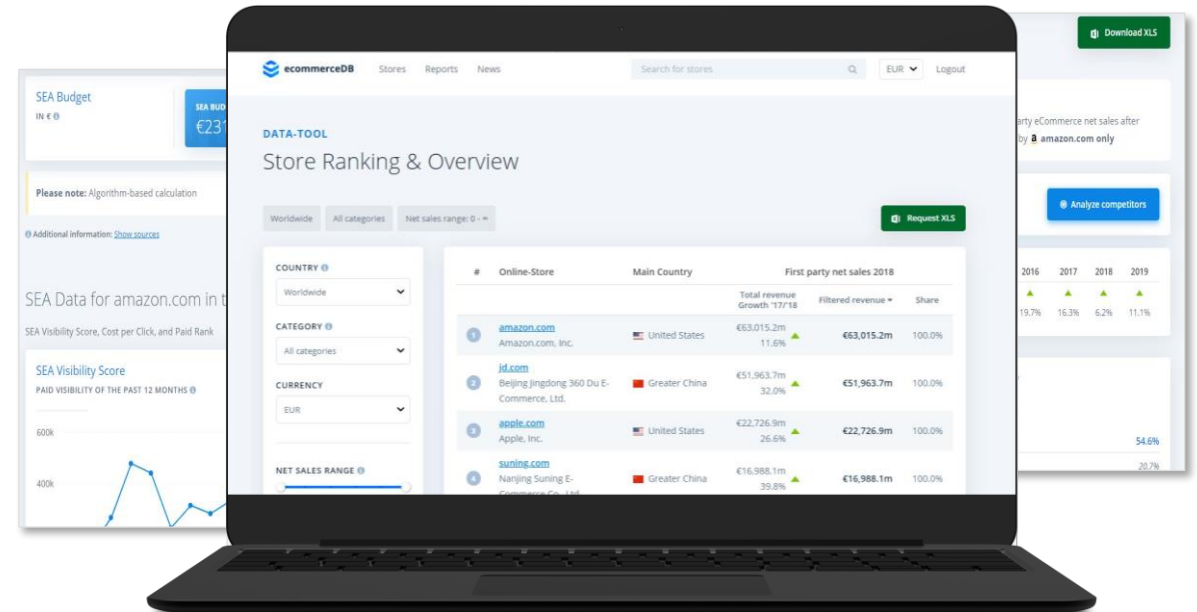
ecommerceDB

Data on more than 20,000 online stores worldwide



- ➔ **Detailed store profiles**
More than 20,000 extensive store profiles, incl. revenues, payment methods, shipping options, and 26 other KPIs
- ➔ **Country insights**
Gain insights into international markets thanks to data on market leaders and fast-growing online stores
- ➔ **Category insights**
Analyze the market trends of individual segments and identify the major players at a glance
- ➔ **KPIs**
 - Net online revenue
 - Projected online revenue
 - Relative market shares
 - Cross-border and category analyses
 - Social media activity
 - Shipping providers
 - Payment methods
 - Information on the company, incl. management structure, and its online stores
 - Contact information (management, marketing, and eCommerce)

-  **Easy to use**
The ecommerceDB has a clear structure and an intuitive user interface
-  **Ready to use**
The data can be downloaded directly in XLS format
-  **Daily updates**
Information on online store revenues is updated on a daily basis



Studies and reports*

Dive deeper into topics – on a micro or macro level

Dossiers & DossierPlus	Industry Reports	External studies	Global Business Cities Reports	Brand Reports
Quick overview of a topic <p>The Statista Dossiers offer you a quick and comprehensive national or international overview of a topic.</p> <p>They are edited and compiled by industry experts.</p> <p>The Dossiers, which include detailed references, are updated on a regular basis and supplemented by further statistics.</p>	Understanding an entire industry <p>Our Industry Reports offer a high-quality processing of all industry-relevant data and forecasts, including key figures relating to the areas of finance, companies, employees, and R&D.</p> <p>The reports give a quick overview of more than 60 industries.</p>	Detailed insights into the overall context <p>The Statista database contains more than 41,000 additional, external studies, which provide you with detailed information on more than 170 industries and are selected by experts. The study database is regularly supplemented by new studies.</p>	Global business cities rankings and key figures on cities <p>The Global Business Cities 2025 Reports rank 200 of the most important business cities around the world based on their potential as a business hub for companies.</p>	Insights and benchmarks regarding brands worldwide <p>The Brand Reports are based on the Statista Global Consumer Survey, a worldwide online survey exclusively carried out by Statista in 56 countries among more than 1 million consumers, covering more than 6,500 brands in more than 50 industries.</p>
				

Statistics

Quickly find answers – concise visual representations

Statistics

More than one million statistics from four databases – a German, English, French, and Spanish platform – constitute the centerpiece of our portfolio.*

They provide data on more than 85,000 topics and 170 industries from 22,500 sources.

Our **Premium Statistics** (approx. 93% of all statistics) can only be accessed by our Single, Corporate, and Enterprise Account users.

The statistics can be downloaded in **XLS, PNG, PPT, and PDF format**.



Forecasts & surveys

With our five-year market forecasts, we provide you with relevant data on the market development of approx. 400 industries in about 40 countries.

Our experts create a detailed market model, based on which the future market volume is calculated.

Exclusive surveys of consumers and experts

Statista's Consumer and Business Insights team carries out exclusive, quantitative online and phone surveys.

The primary data gathered in the process is published in the form of statistics and in studies and dossiers.



Infographics

We **depict highly topical trends and facts** with our infographics. Every day, our data journalists publish several graphics on different topics, such as politics, economy, or technology.

For more information, see www.statista.com/chartoftheday/.



Topic pages

Our topic pages provide you with a **first, comprehensive overview of all the content** offered by us on a particular topic.

In addition to a short summary, these pages contain links to relevant dossiers and forecasts as well as to the latest and most popular statistics on the topic in question.




Milestones – looking back and looking ahead

Highlights 2021

● Product Updates

 **Internet of Things and Robotics** as new markets in the Technology Market Outlook

 **Worldwide marketplace data** available in the ecommerceDB

 Launch of the **Health Market Outlook**

 **New statistics formats** available

● Platform Updates

 Expansion of the **Global Consumer Survey**

 Expansion of the **Company DB**

● Publications

 Publication of the **Digital Economy Compass 2021**

 **New Industry Reports** for Asia

● Statista Company News

 As of August 2021, **540+** data experts for all products and services

 **100% carbon neutrality** together with Ströer SE since July 2021

2022

- ### Q1
- Focus on trends and developments
 - Interactive formats for data visualization
 - Relaunch of the ecommerceDB
 - Expansion of strategic data partnerships with top global and industry-specific partners
 - Expansion of industry competence with focus on Advertising and Consumer Goods

2022

- ### Q2
- Start of expansion of the API for Market Outlooks, Dossiers, Global Consumer Survey, and more
 - Upgrade of the dossiers with more content and new designs
 - Content push for climate change

2022

- ### Q3
- Upgrade of the topic pages with new layout and better usability

2022

- ### Q4
- Publication of the sixth Digital Economy Compass

2021

- ### Q4
- Expansion of the Technology Market Outlook to include the segments Internet of Things and Robotics
 - Expansion of the Consumer Market Outlook to include the segment DIY Market
 - Publication of the fifth Digital Economy Compass

2021

- ### Q3
- Expansion of the ecommerceDB to include a ranking of the largest marketplaces worldwide
 - Office opening in Berlin

2021

- ### Q2
- Expansion of the Global Consumer Survey to 56 countries and territories, 6,500+ brands and 1m+ interviews
 - Expansion of the Company DB to 15m companies from 150 countries, and 1,000+ company reports
 - Custom region and country comparisons in the Outlooks
 - Focus on climate change & economic impact

2021

- ### Q1
- Launch of the Health Market Outlook and platform relaunch of the other Outlooks
 - Integration of AskStatista into the Corporate Account including analyst research
 - Launch of Statista Q
 - Expansion of international industry competence among all analysis teams

2020

- ### Q1
- Launch of the Technology Market Outlook IT, telecommunication & technology
 - Expansion of the Global Consumer Survey to 55 countries, 6,500+ brands, and 700,000+ respondents
 - DossierPlus update Expansion of global KPI / benchmarking coverage
 - Update of historical market data
 - Publication of the TrendCompass 2020

2020

- ### Q2
- Launch of the Advertising & Media Outlook
 - Launch of the Industry Outlook Revenue data & forecasts for all industries in 40 countries
 - Update of the Digital Market Outlook Inclusion of legacy markets
 - Launch of the global COVID-19 campaign Continuous updates in Outlooks, Global Consumer Survey, DossierPlus, etc.
 - Office openings in Milan, Madrid, and Copenhagen

2020

- ### Q3
- Update of the Consumer Market Outlook Company market shares
 - Launch of the webinar series "Data on Stage"
 - Launch of the Report Shop

2020

- ### Q4
- Update of the Company DB New interface
 - Publication of the fourth edition of the Digital Economy Compass
 - Partnership with Nielsen Focus on the advertising market

2020

2021



CORPORATE ACCOUNT



Products and services included in the Corporate Account

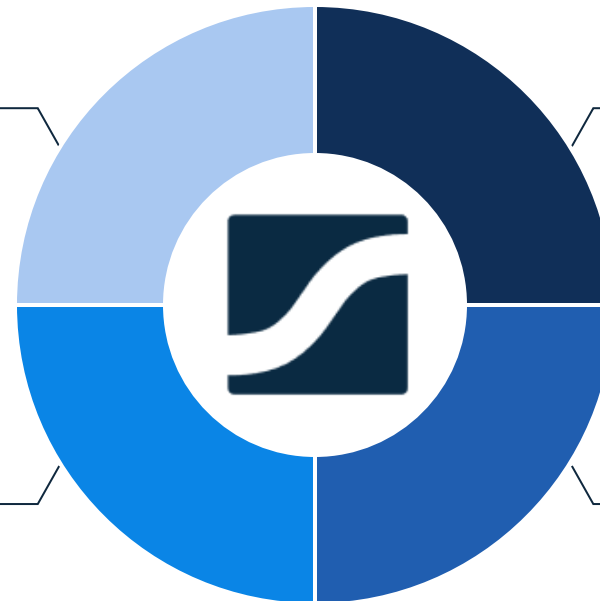
A real all-round package

- Dossiers & DossierPlus
- Statista studies
- Industry & Country Reports
- External studies

- Statistics
- Forecasts & surveys
- Infographics
- Topic pages
- Research service AskStatista

Studies & reports

Statistics



Outlooks

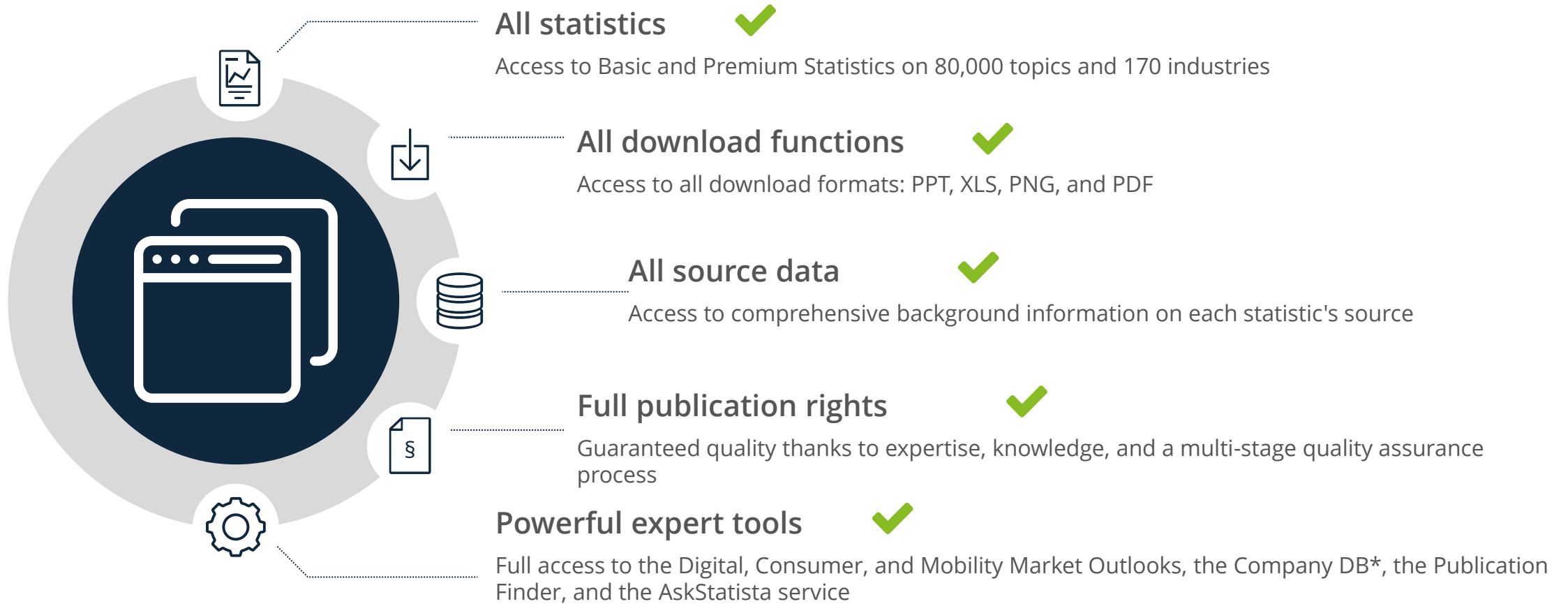
- Digital Market Outlook
- Consumer Market Outlook
- Mobility Market Outlook
- Country Outlook
- Advertising & Media Outlook
- Technology Market Outlook
- Industry Outlook

Tools

- Company DB*
- Publication Finder
- Business Plan Export

True benefits

These features make the difference





ENTERPRISE ACCOUNT



An account for your entire company

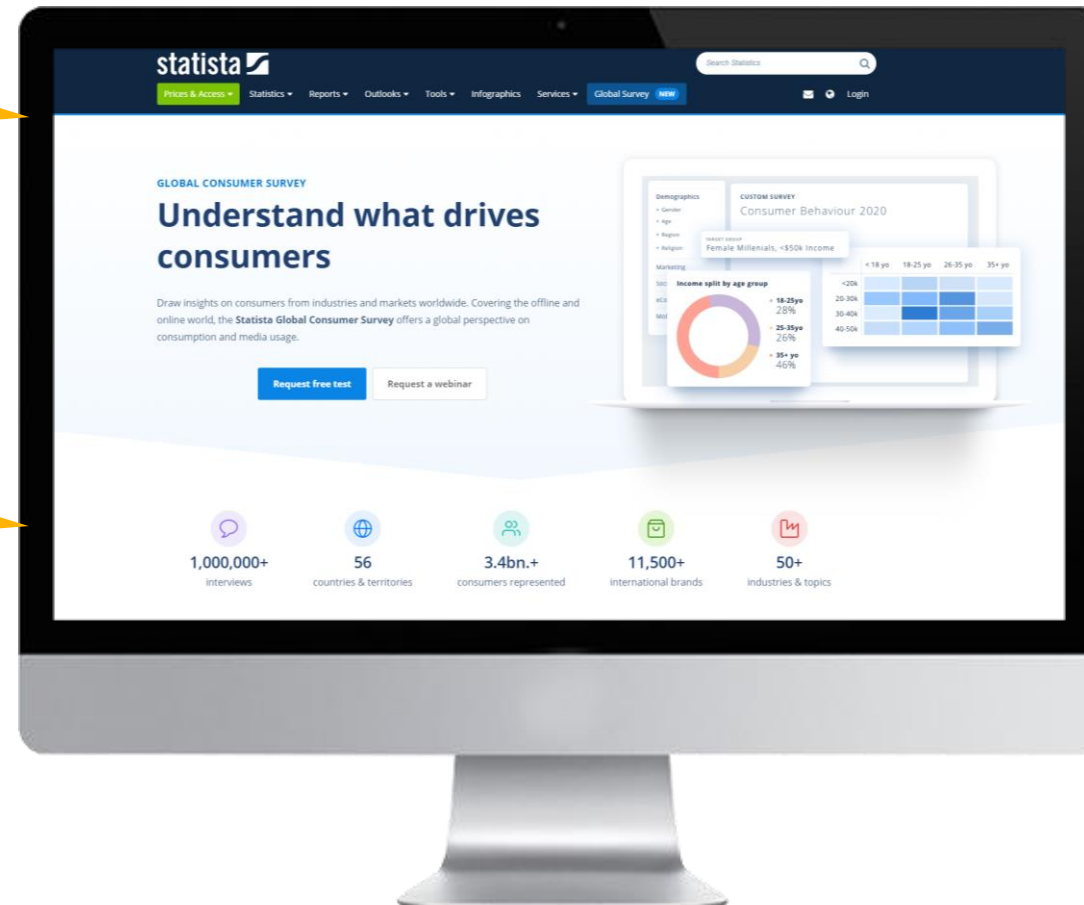
Enterprise Account features

Access via IP address

Provide your entire staff with full access to Statista – a quick and easy solution with no login required

Online document editor

Take advantage of our user-friendly editor system to upload an unlimited number of documents and manage them using our rights management tool



Other tools & services

Premium research service AskStatista

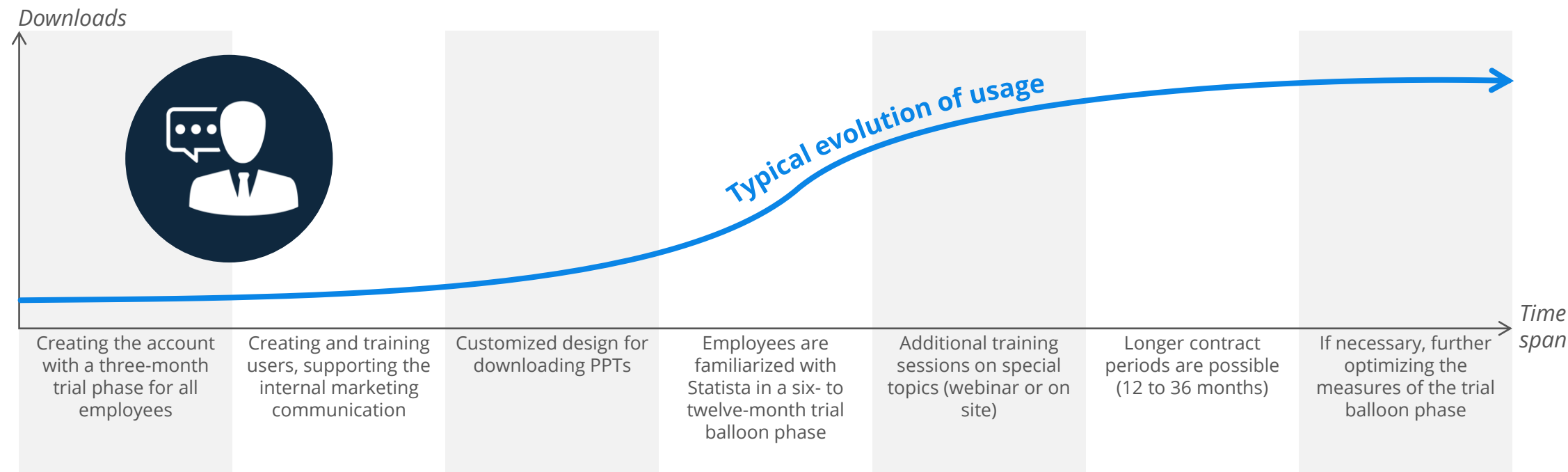
Access to the Global Consumer Survey

Basic customization

Graph displays are automatically customized to the corporate identity of your company (incl. logo)

Intensive customer support

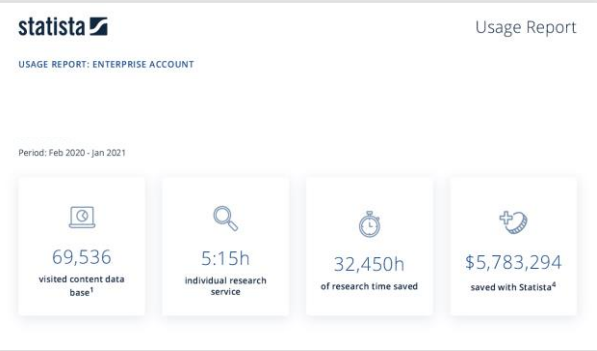
Regular contact and individual updates by phone and via newsletters



Individual usage reporting

Creating transparency

Key figures of individual usage



Which platform is used the most?



What is the value of the services used?*

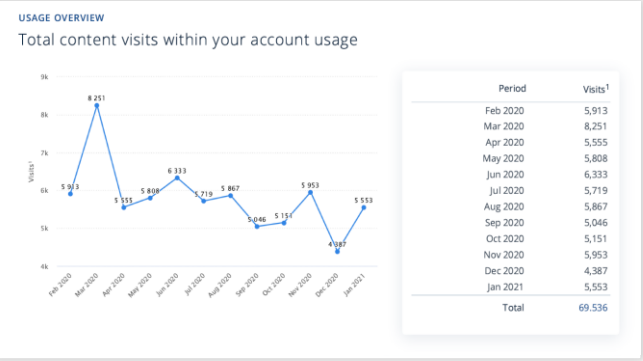
Usage Report

Content type (value)	Visits	Sum
Statistic (\$15)	38,924	\$583,860
Infographic (\$20)	2,488	\$49,760
Topic (\$75)	4,728	\$354,600
Dossiers & Reports (\$349)	7,070	\$2,467,430
External Reports (\$100)	3,496	\$349,600
CMO ⁶ (\$175)	1,600	\$280,000
DMO ⁶ (\$175)	5,835	\$1,021,125
MMO ⁶ (\$175)	1,100	\$192,500
TMO ⁶ (\$175)	650	\$113,750
AMO ⁶ (\$175)	490	\$85,750
Country Outlook ⁶ (\$175)	325	\$56,875
Industry Outlook ⁶ (\$175)	200	\$35,000
Company Database (\$295)	205	\$60,475
Business Plan Export (\$950)	84	\$79,800
Global Consumer Survey (\$250)	73	\$18,250
Across industries ³ (\$15)	2,268	\$34,020
Research service requests (\$95/h)	5:15h	499 \$
Total ⁴		\$5,783,294

What are the top industries?



How has usage evolved?



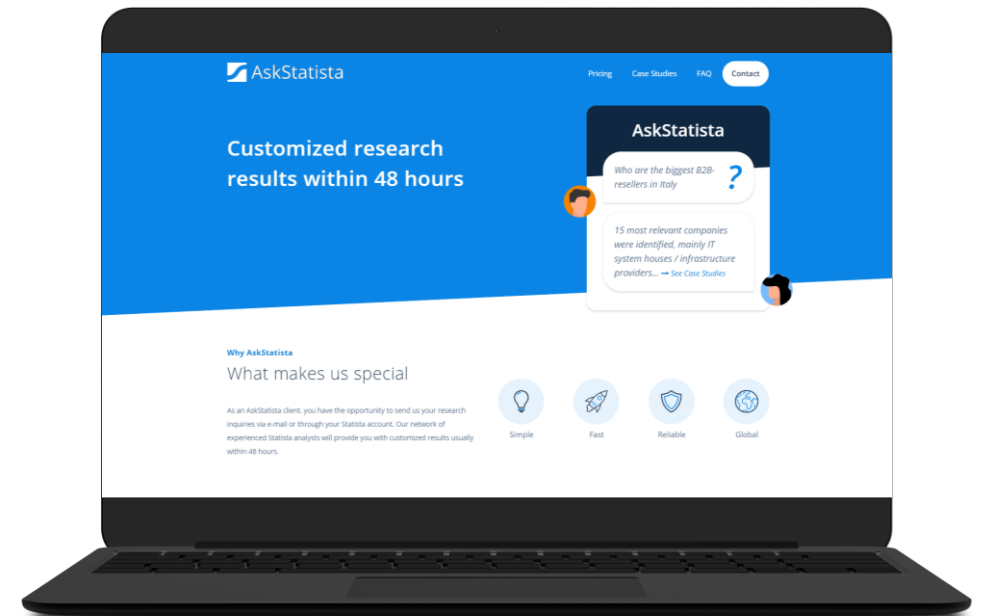
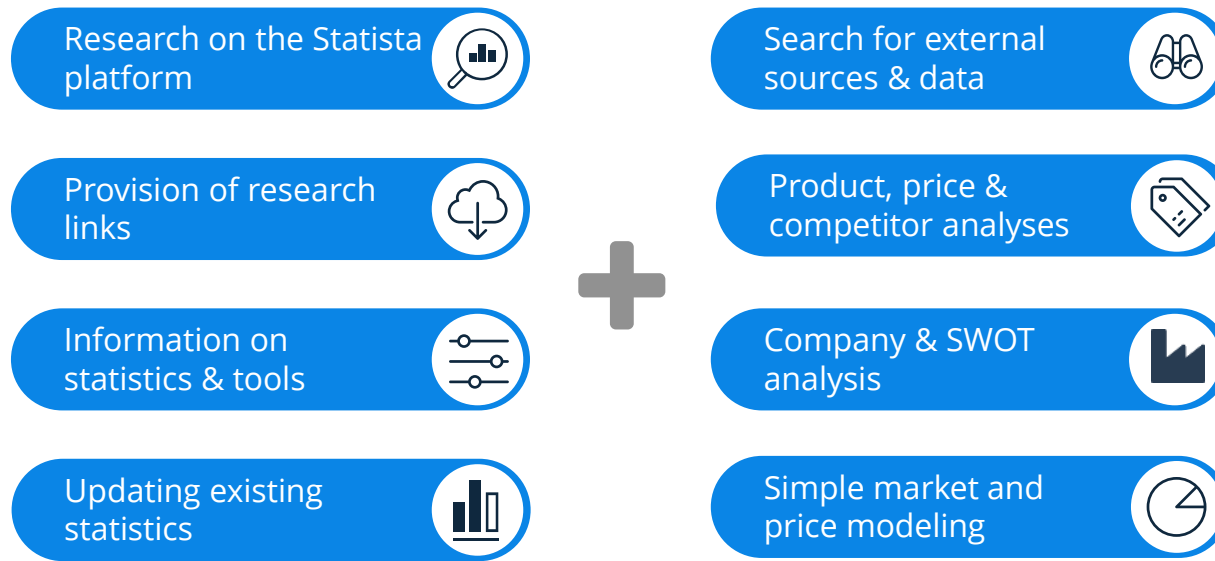


ASK STATISTA

AskStatista – our premium research service

Assistance with individual customer inquiries – research on the Statista platform and beyond

- Answers to individual customer inquiries are provided within **48 hours** on weekdays
- Our in-house AskStatista team carries out research and microprojects **across industries and countries**
- **Customization of results** in the format of your choice, mainly Excel and PowerPoint

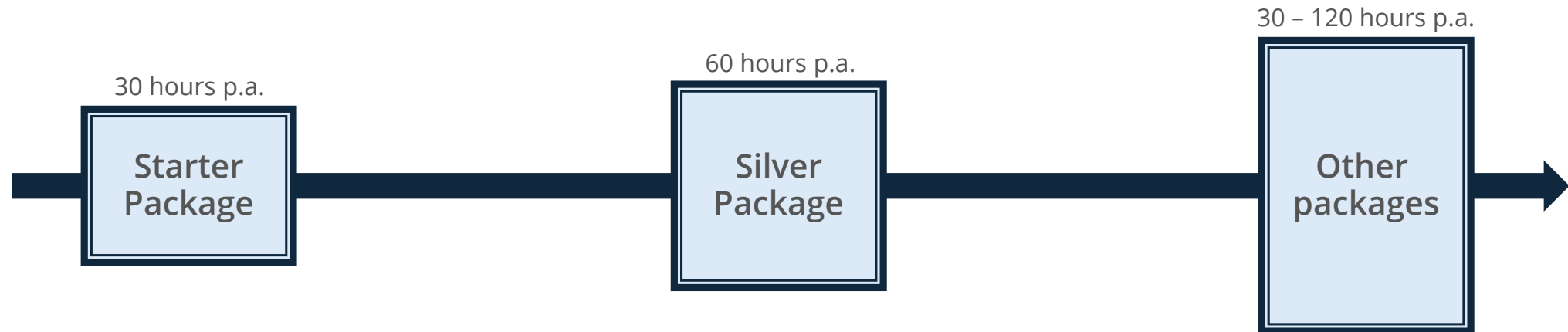


For more information, see <https://ask.statista.com/>

AskStatista – one component of our corporate solutions

Enterprise and Corporate Accounts include AskStatista research hours

AskStatista research hours are available as packages, providing you with prepaid solutions



Corporate Account

- Includes an AskStatista Starter Package per year of contract
- 2.5 hours of research are available per month*
- Value: €3,900

Enterprise Account

- Includes an AskStatista Silver Package per year of contract
- 5.0 hours of research are available per month*
- Value: €6,900

All clients

- Other AskStatista packages can be ordered, tailored to your needs
- Packages with 30 hrs. (Starter), 60 hrs. (Silver), and 120 hrs. (Gold) available
- Upwards of 120 hrs.: custom solutions (Platin)
- Costs: from €3,900 to €12,900