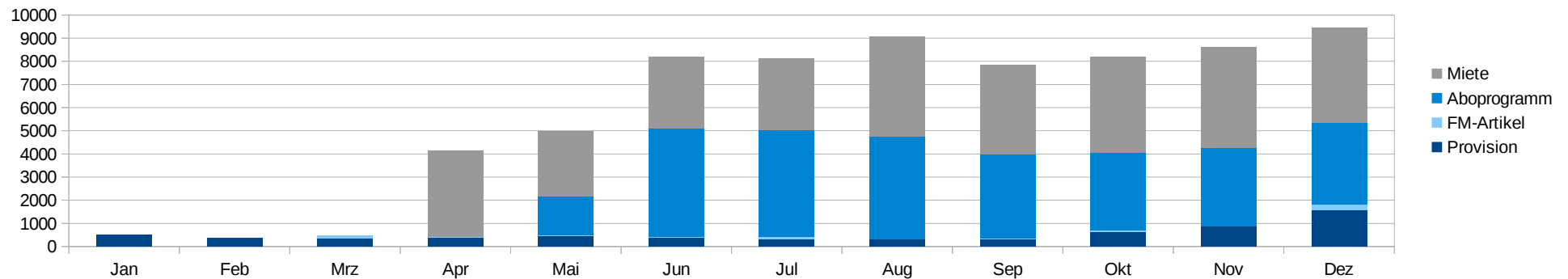




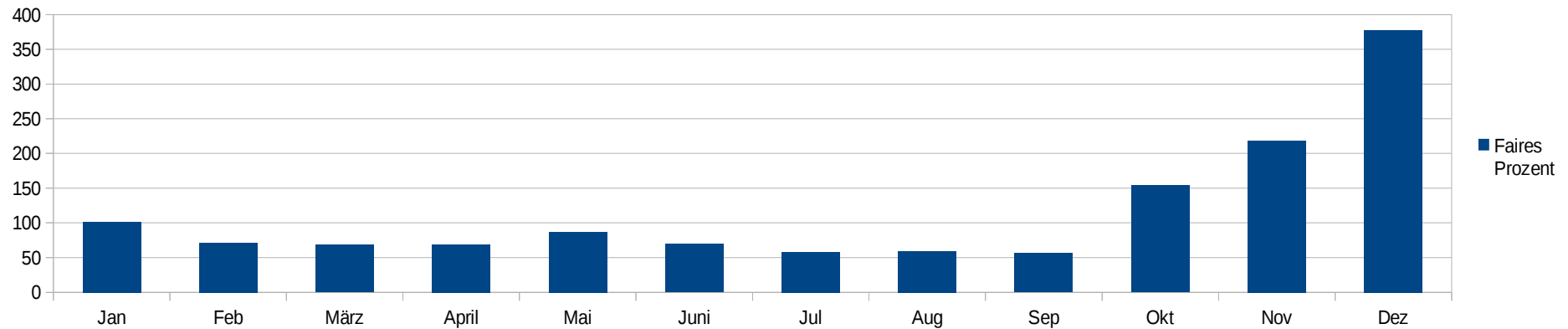
Fairmondo eG Reporting 2015

Umsätze der Fairmondo eG (brutto)



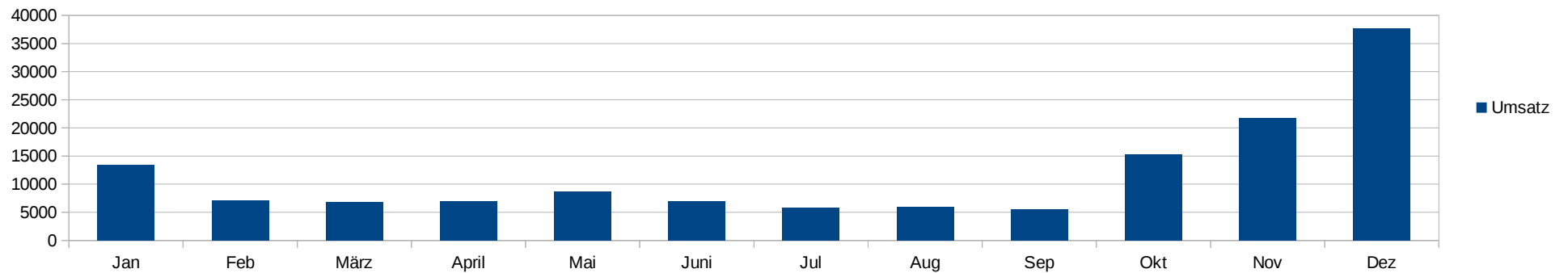
| 2015 | Jan | Feb | Mrz | Apr | Mai | Jun | Jul | Aug | Sep | Okt | Nov | Dez | Summe |
|-------------|-----|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| Provision | 516 | 386 | 367 | 377 | 449 | 390 | 316 | 336 | 309 | 648 | 863 | 1.584 | 6.542 |
| FM-Artikel | 0 | 0 | 121 | 34 | 57 | 52 | 110 | 0 | 46 | 45 | 20 | 227 | 712 |
| Aboprogramm | 0 | 0 | 0 | 0 | 1.683 | 4.679 | 4.613 | 4.411 | 3.615 | 3.356 | 3.372 | 3.546 | 29.275 |
| Miete | 0 | 0 | 0 | 3.720 | 2.800 | 3.090 | 3.090 | 4.310 | 3.880 | 4.160 | 4.360 | 4.100 | 33.510 |
| Summe | 516 | 386 | 488 | 4.131 | 4.989 | 8.211 | 8.129 | 9.057 | 7.850 | 8.209 | 8.615 | 9.457 | 70.038 |

Faires Prozent



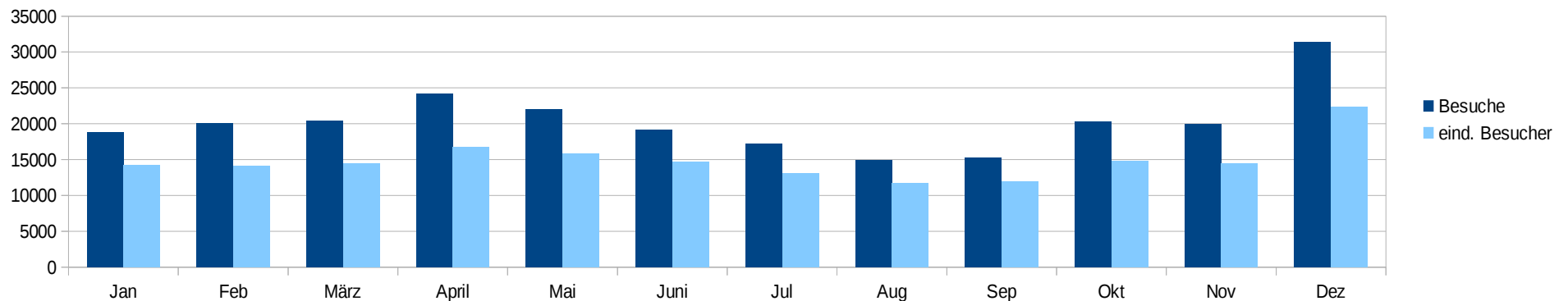
| 2015 | Jan | Feb | März | April | Mai | Juni | Jul | Aug | Sep | Okt | Nov | Dez | Summe |
|----------------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|----------|
| Faires Prozent | 101,69 | 71,53 | 68,41 | 69,45 | 86,69 | 69,61 | 57,75 | 59,48 | 56,21 | 153,83 | 218,08 | 377,48 | 1.390,21 |

Umsatz der Marktplatzhändler (brutto)



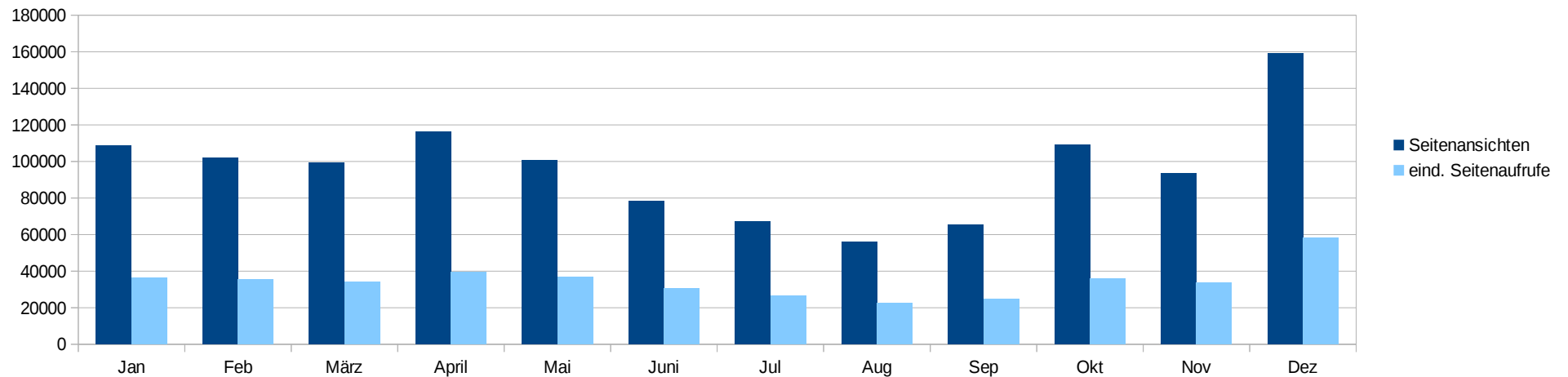
| 2015 | Jan | Feb | März | April | Mai | Juni | Jul | Aug | Sep | Okt | Nov | Dez | Summe |
|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|---------|
| Umsatz | 13.343 | 7.118 | 6.814 | 6.892 | 8.651 | 6.940 | 5.746 | 5.923 | 5.580 | 15.323 | 21.747 | 37.660 | 141.738 |

Traffic auf www.fairmondo.de



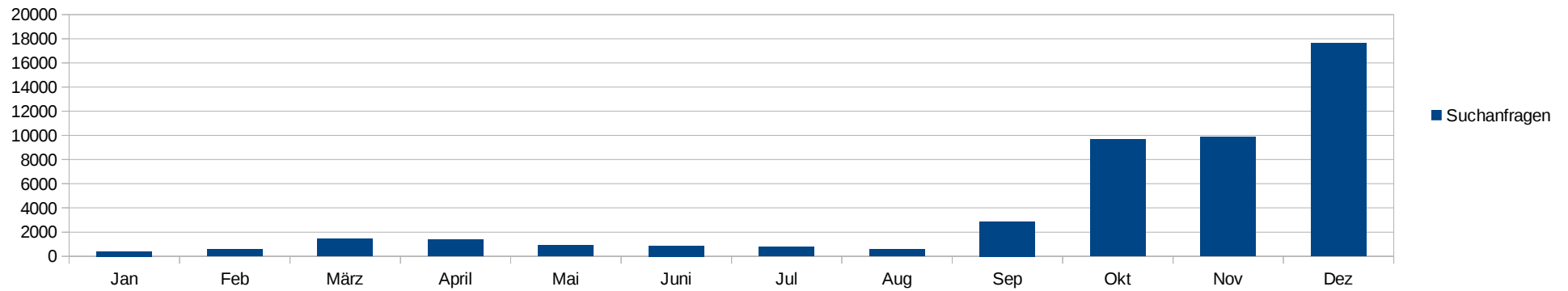
| 2015 | Jan | Feb | März | April | Mai | Juni | Jul | Aug | Sep | Okt | Nov | Dez | Summe |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Besuche | 18.740 | 20.067 | 20.471 | 24.161 | 21.958 | 19.176 | 17.153 | 14.958 | 15.315 | 20.347 | 19.946 | 31.401 | 243.693 |
| eind. Besucher | 14.192 | 14.154 | 14.495 | 16.750 | 15.851 | 14.632 | 13.104 | 11.732 | 11.920 | 14.836 | 14.416 | 22.369 | 178.451 |

Traffic auf www.fairmondo.de



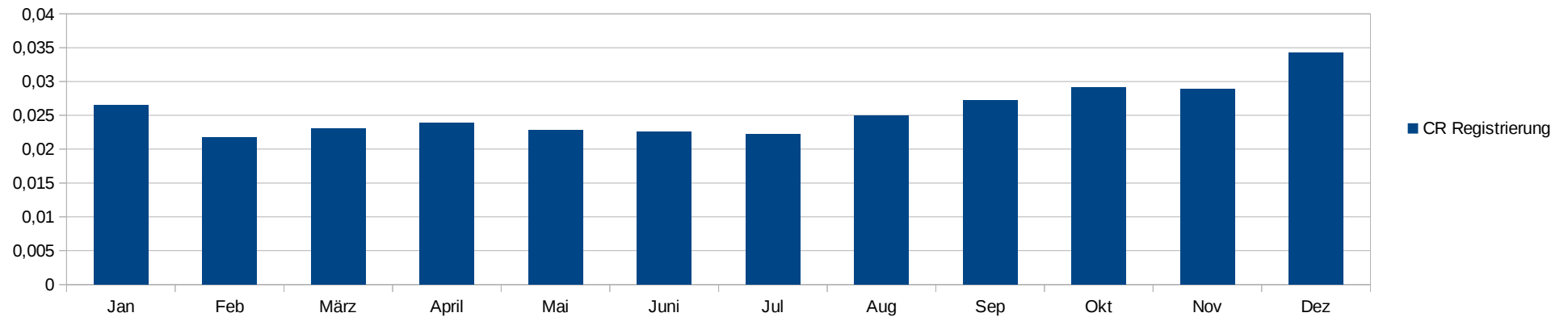
| 2015 | Jan | Feb | März | April | Mai | Juni | Jul | Aug | Sep | Okt | Nov | Dez | Summe |
|---------------------|---------|---------|--------|---------|---------|--------|--------|--------|--------|---------|--------|---------|-----------|
| Seitenansichten | 108.847 | 102.083 | 99.186 | 116.228 | 100.791 | 78.161 | 67.353 | 55.756 | 65.341 | 109.000 | 93.368 | 159.256 | 1.155.370 |
| eind. Seitenaufrufe | 36.214 | 35.467 | 34.194 | 39.211 | 36.653 | 30.386 | 26.530 | 22.560 | 24.677 | 35.870 | 33.688 | 58.152 | 413.602 |

Suchanfragen auf www.fairmondo.de



| 2015 | Jan | Feb | März | April | Mai | Juni | Jul | Aug | Sep | Okt | Nov | Dez | Durchschnitt |
|--------------|-----|-----|-------|-------|-----|------|-----|-----|-------|-------|-------|--------|--------------|
| Suchanfragen | 411 | 558 | 1.414 | 1.346 | 889 | 876 | 759 | 572 | 2.892 | 9.674 | 9.871 | 17.652 | 3.910 |

Conversion Rates auf www.fairmondo.de



| 2015 | Jan | Feb | März | April | Mai | Juni | Jul | Aug | Sep | Okt | Nov | Dez | Durchschnitt |
|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|
| CR Registrierung | 2,65% | 2,17% | 2,30% | 2,38% | 2,28% | 2,26% | 2,22% | 2,50% | 2,73% | 2,92% | 2,89% | 3,43% | 2,60% |