

## Key Facts

# HSE24



## The Company

<b>Company Headquarters:</b>	<b>Home Shopping Europe GmbH Münchener Strasse 101 h D 85737 Ismaning Germany</b>
<b>Shareholder Structure:</b>	AXA Private Equity 88 % HSE24 Management 12 %
<b>Corporate Management:</b>	Richard Reitzner (CEO) Ralph Brugger (Finance & HR) Koen Verbrugge (Service & Operations) Norbert Paulus (Broadcast & IT) Sonja Piller (Merchandising & Planning)
<b>Station Name:</b>	HSE24
<b>TV Channels:</b>	HSE24 (since 1995) HSE24 EXTRA (since 2009) HSE24 TREND (since 2010) HSE24 Italy (since 2011)
<b>Number of Employees:</b>	Direct (including Italy) 640 Indirect (Call Center and Logistics) 2,200 <b>Total</b> 2,840
<b>Call Centers:</b>	Ismaning, St.Gallen, Salzburg, München, Görlitz, Berlin, Cottbus, Emden, Frankfurt Oder, Magdeburg, Rome
<b>Warehouses:</b>	Greven, Löhne, St. Gallen, Rome
<b>Net Sales 2010:</b>	Euro 441 mill. ( + 12 % to the previous year)

## Broadcasting

Approximately 40 million households are able to receive HSE24, roughly 36 million thereof in Germany, 3 million in Austria, and 1 million in Switzerland.

- **Satellite:** Analogue: Astra 1KR /Digital: ASTRA 1H – signal free-of-charge
- **Cable:** HSE24 covers almost all of Germany, Austria and German-speaking Switzerland.
- **DVB-T:** HSE24 is available on this channel in the Greater Munich and Berlin-Brandenburg Areas.
- **IP-TV:** Coverage provided by various providers
- **HSE24 EXTRA** is available on ASTRA 1L and can also be received by cable through Kabel BW, Kabelkiosk, NetCologne, Unitymedia NRW and Unitymedia Hessen.
- **HSE24 TREND** is available on ASTRA 1H and can also be received by cable through NetCologne, Unitymedia NRW and Unitymedia Hessen.
- **HSE24 HD** can be received through ASTRA 1KR since September 2011.
- **HSE24 Italy** can be received on channel 37 (digital terrestrial) in 16 million households (80 percent).

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## Products and Services Offered

**Programs:** One-hour sales shows presenting specific product categories broadcast 24 hours per day

**Range of Products (GER/AUT/SUI):** Over **19,700 different articles** in the jewellery, fashion, beauty, wellness, do-it-yourself, household and home & living assortments. **More than 50 percent of the products sold on HSE24 are first-time offers.**

### Best Sellers 2010 (GER/AUT/SUI):

(Number of sold items)

<b>Most sold item</b>	Bärbel Drexel Astaxanthin Capsules	> 80,000
<b>Best „Joker of the Week“</b>	Bärbel Drexel Astaxanthin Capsules	> 70,000
<b>Best „Offer of the Day“</b>	Schlankstütz V-Top	> 29,000

<b>Highest/ Lowest Price Products:</b>	Harry Ivens bracelet yellow gold 585 sapphire with diamonds	4299.99 EUR
	Tape dispenser set with double sided tape for crafts	7.99 EUR

<b>Demand for Product Groups:</b>	Beauty/ Wellness	28%
	Fashion	24%
	Home & Living/ Household	21%
	Jewellery	18%
	House/Garden/Hobby/Home Electronics	9%

**Product Sourcing:** 63 per cent of the products sold come from German distributors,  
14 per cent are from Europe,  
17 per cent from Asia,  
6 per cent from USA and Canada.

## Customers

More than **7.5 mill. people** shopped already with HSE24 – which is **over 10%** of all German citizens over the age of 18. In 2010 HSE24 had about **1.5 mill. active customers**. HSE24 customers are **56 years old on average** and reflect the German average in terms of their socio-demographic attributes.

<b>Age:</b>	-29	4 %
	30-39	8 %
	40-49	21 %
	50-59	29 %
	60+	38 %

<b>Gender:</b>	female	83 %
	male	17 %

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## Services Offered

<b>Calls in 2010 (GER/AUT/SUI):</b>	Average 35,000 per day; maximum 63,000; round 13 mill.										
<b>Consignments 2010 (GER/AUT/SUI):</b>	Average 28,000 per day; maximum 69,000; round 8.5 mill.										
<b>Highest demand per day:</b>	EUR 4.3 mill.										
<b>HSE24 can be reached by:</b>	<table><tr><td>TV</td><td>HSE24, HSE24 EXTRA, HSE24 TREND, HSE24 Italy</td></tr><tr><td>Telephone</td><td>HSE24's Customer Service is available 24 hours a day: <b>0800 29 888 88</b> Germany, Austria, Switzerland <b>EASY 0800 29 888 29</b> in Germany, Austria <b>00800 29 555555</b> all across Europe (HSE24 EXTRA) <b>0800 29 000 00</b> Germany, Austria, Switzerland (HSE24 TREND)</td></tr><tr><td>Internet</td><td><a href="http://www.HSE24.de">www.HSE24.de</a>/<a href="http://www.HSE24.at">www.HSE24.at</a>/<a href="http://www.HSE24.ch">www.HSE24.ch</a> <a href="http://www.HSE24.net">www.HSE24.net</a> <a href="http://www.hse24.it">www.hse24.it</a></td></tr><tr><td>Teletext</td><td>HSE24 text is offered as an additional form of customer service, including special shopping offers, detailed information on HSE24, general terms</td></tr><tr><td>Print Media</td><td>"HSE24 Magazine" is published once a month, presenting the station's complete program, backstage reports and special shopping offers. A monthly television program appears additionally.</td></tr></table>	TV	HSE24, HSE24 EXTRA, HSE24 TREND, HSE24 Italy	Telephone	HSE24's Customer Service is available 24 hours a day: <b>0800 29 888 88</b> Germany, Austria, Switzerland <b>EASY 0800 29 888 29</b> in Germany, Austria <b>00800 29 555555</b> all across Europe (HSE24 EXTRA) <b>0800 29 000 00</b> Germany, Austria, Switzerland (HSE24 TREND)	Internet	<a href="http://www.HSE24.de">www.HSE24.de</a> / <a href="http://www.HSE24.at">www.HSE24.at</a> / <a href="http://www.HSE24.ch">www.HSE24.ch</a> <a href="http://www.HSE24.net">www.HSE24.net</a> <a href="http://www.hse24.it">www.hse24.it</a>	Teletext	HSE24 text is offered as an additional form of customer service, including special shopping offers, detailed information on HSE24, general terms	Print Media	"HSE24 Magazine" is published once a month, presenting the station's complete program, backstage reports and special shopping offers. A monthly television program appears additionally.
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<b>Delivery:</b>	Germany: within 4 - 7 days Austria: usually within 10 days Switzerland: within 10 days Italy: within 4 – 7 days										
<b>Postage and packaging charges:</b>	Germany EUR 5.95 Austria EUR 5.95 Switzerland CHF 7.95 Italy from EUR 5.95										
<b>Terms of payment:</b>	Purchase per invoice, bank collection, installment, credit card, cash on delivery										
<b>Right of return:</b>	HSE24 guarantees a <b>full and free of charge right of return</b> (without specifying any reasons) within four weeks										

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