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PRODUCT AND SERVICES DESCRIPTION

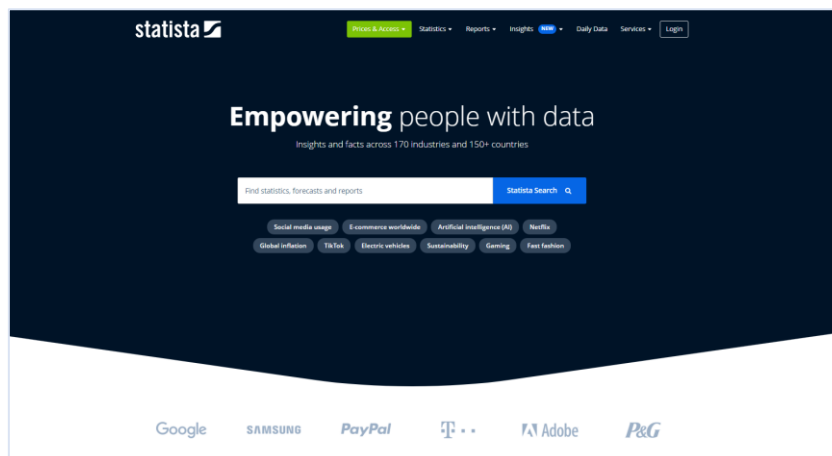
# Campus License

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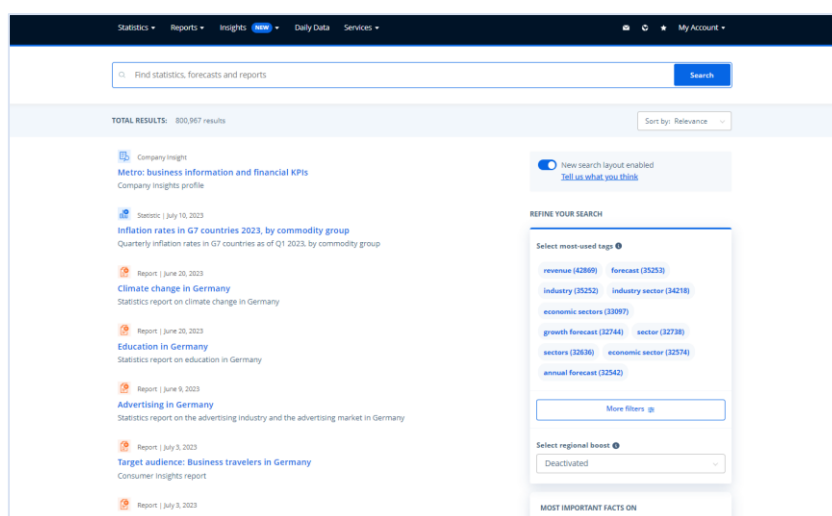
## Introduction

Statista is one of the world's leading portals offering access to statistics and studies on 80,000 topics and 170 industries via its website. Statista enables users to quickly and conveniently access relevant market and consumer data and to easily process it. The data is available in English, German, Spanish, and French and is expanded and updated daily.



## Search

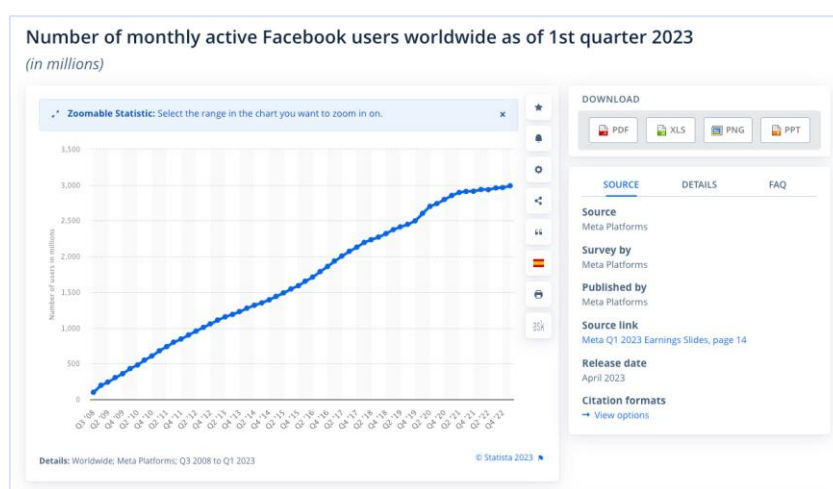
Statista's search function has been specifically designed to provide users with an easy and efficient way to find the information they need. With features like auto-completion and the display of synonyms and alternative search terms, users can quickly and accurately locate the desired information. Additionally, the search function offers various filter options, including selecting relevant tags, filtering by content type, region, industry, or year, and sorting by relevance or publication date. A regional boost feature ensures that users receive the most relevant search results from their preferred geographic location.



## Content & sources

Statista's data comes from two areas: Statista collects relevant market data from third parties and makes it available to its customers in the form of statistics and studies. Sources include government institutions, such as statistical offices and ministries, international organizations, market research institutes, and trade journals. Statista bundles data from a total of 22,500 different sources.

Around 50 percent of the portal's content is based on surveys carried out independently by Statista. An international team of experienced analysts develops its own market models, conducts surveys and in-depth analyses, and uses them as the basis for forecasts and key figures for various markets and industries. Statista's own content includes exclusive survey data from the Consumer Insights and market models and calculations which can be accessed in our Market Insights. All available information on a source, such as survey data, methodology, as well as place and date of publication, is listed on the portal.



## Download formats

Statistics and studies can be downloaded and stored in various formats. Depending on the type of product chosen, Statista makes the data available to its customers in the form of XLS, PPT, PNG, and PDF files. Thus, the researched statistics can be directly processed and integrated into your own analyses and presentations without any detours.

## Rights of use and publication rights

Customers with a Campus License are granted the right to use downloaded content for non-commercial purposes.

Customers with a Campus License acquire the right to publish downloaded statistics within the context of their own institution. Publication rights do not extend to the right to act as a reseller of Statista products. Furthermore, they do not extend to the content of third-party links on the Statista platform.

The automated read or extraction of our data is impermissible, including its use for the purpose of training artificial intelligence.

## Possible changes

Due to technological development as well as possible changes in the legal, fiscal or economic environment, Statista will occasionally adapt this product data sheet. You will be informed about these changes in due time. If the changes are economically neutral, we assume your consent.

## Services included in the Campus License

With the Campus License, universities and colleges make Statista's services available to their students and staff. Unless contractually agreed otherwise, the Campus License provides its users with access to

- All statistics, forecasts, and surveys of the German, international, Spanish, and French platform
- All studies & reports of the German, international, Spanish, and French platform<sup>1</sup>:
  - Statistics reports
  - Spotlight reports
  - Overview reports
  - Trend reports
  - Market Insights reports
  - Consumer Insights reports
  - Company Insights reports
  - Data tables
  - External studies
- Market Insights:
  - Content for 1,000+ markets across various topics, including Advertising & Media, Consumer, Economy & Society, Digital, Financial, Health, Industrial, Mobility, and Technology
  - Interactive data visualization tool
  - Up to 20 KPI's per market
  - Proprietary forecast data
  - Country comparison & custom regions
  - Qualitative insights in the form of analyst opinions and reports
  - Download in XLS, CSV, or PNG format
- The Publication Finder
- The Business Plan Export

Statista offers Campus License users various citation functions. These include APA, Harvard, MLA, Chicago, and Bluebook, and they can be selected via a dropdown menu next to the respective statistics and inserted into your own reports or homework using Copy & Paste.

In addition, Campus License customers have the possibility of storing their PowerPoint slide master in their account so that all statistics can be downloaded directly as CI-compliant presentations. Moreover, Statista offers to adapt the platform to the corporate design of the academic institution (colors and logo).

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<sup>1</sup> Not included are the studies created by Statista that can only be purchased separately. These studies are currently as follows: Arbeitgeber-Studie, Online-Shop-Studie, Stromkunden und -anbieterstudie, Gaskunden und -anbieterstudie, E-Commerce Markt Deutschland, E-Commerce-Markt Österreich/Schweiz, Benchmark Studie Service-Apps, Benchmark Studie -Digitaler Kundendialog, Etude: Les meilleurs employeurs en France, Report: Employers in the U.S., Report: Employers in the UK, Internet-Markt Deutschland, as well as the ecommerceDB Reports.

The library administration of the tertiary institution / university activated for the Campus License has the possibility of using the following services:

- Annual usage overview of the account
- Participation in webinars and training courses

Statista offers academic institutions various access options with a Campus License. Within the academic network, Statista can be used via an IP activation or an SSO link. Outside the campus network, students and staff can access the university via Shibboleth, OpenAthens, or EZ Proxy.

Unless contractually agreed otherwise, the Campus License subscription is valid for a period of 12 months. The subscription will automatically renew each time for an additional 12 months at the end of the subscription term unless canceled by you three months prior to the end of the subscription term. The agreed license fee will increase every 12 months by eight percent, starting with the second term.

The total price (invoice amount) is invoiced in one sum when both parties formally enter into the contract. The Campus License offer is aimed at academic users.<sup>2</sup>

Statista will keep the user informed about innovations by e-mail so that the user is able to use the most up-to-date functions of the statistics portal at any time.

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<sup>2</sup> An acquisition by private users is not possible. The purchase process includes confirmation that the purchase is for academic users.

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