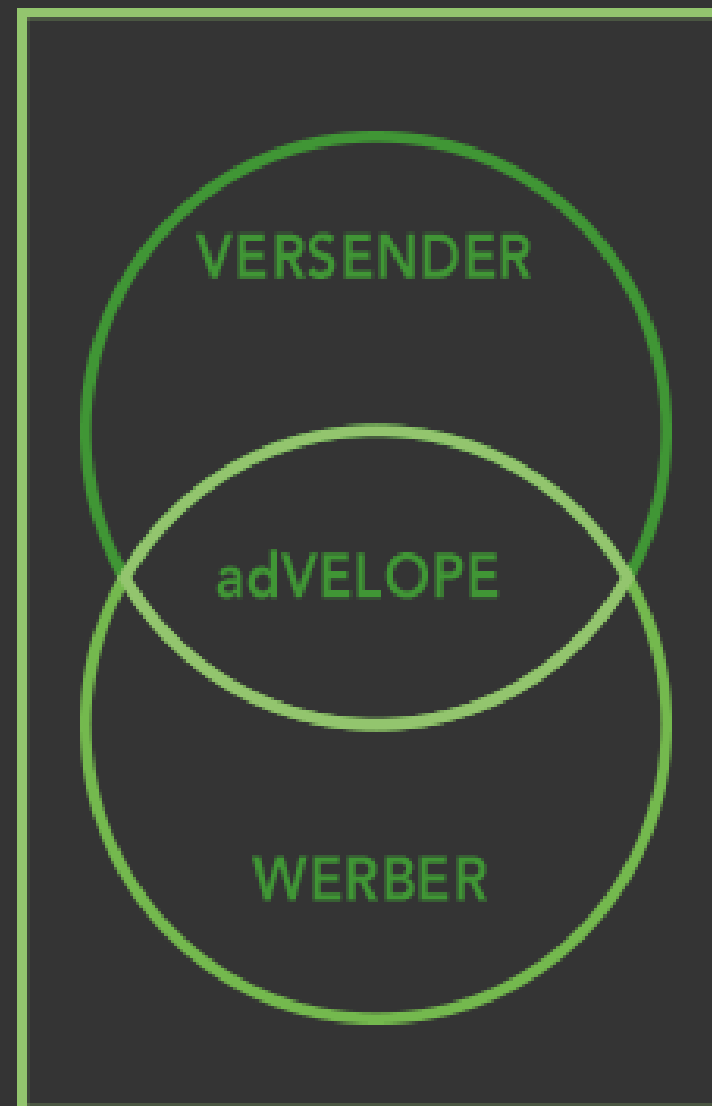
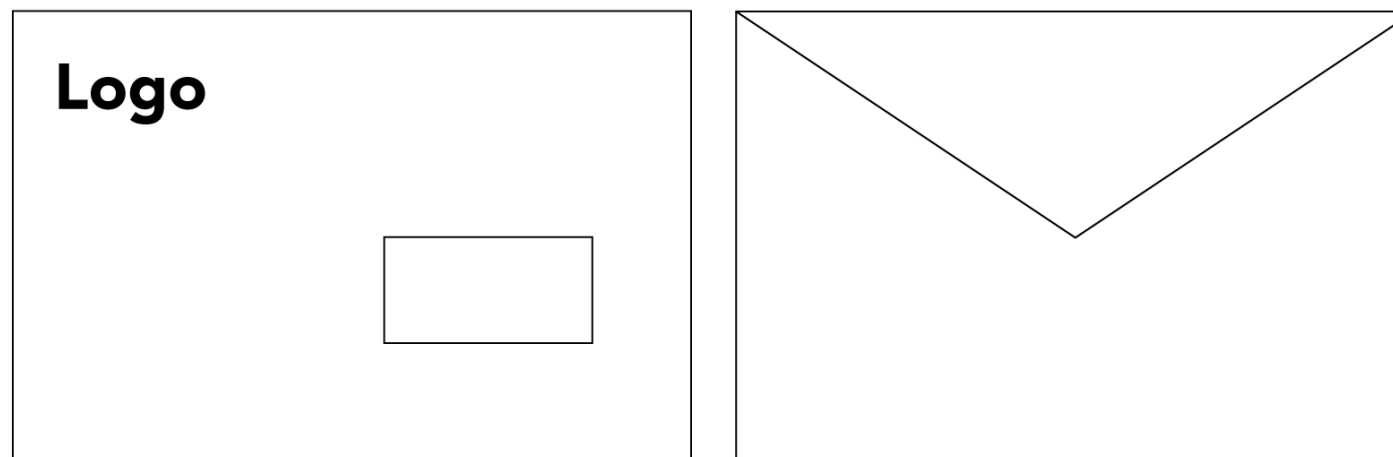


A CONCEPT THAT BRINGS TWO TOGETHER



Starting point for sending a letter

- Front side of the envelope with address window – recipient's address on the enclosed letter and possibly the sender's company logo. Other areas of the envelope remain free or unused.



For data protection reasons, placing third-party advertising messages on one's own envelope is not permitted.

The concept of adVELOPE

Through a patented process by adVELOPE, the utilization of the available advertising space on envelopes is now feasible.

With adVELOPE, the sender generates additional income by marketing this new advertising space.

adVELOPE provides the sender with an attractive advertising space for industry-related partners, precisely reaching its intended recipients.

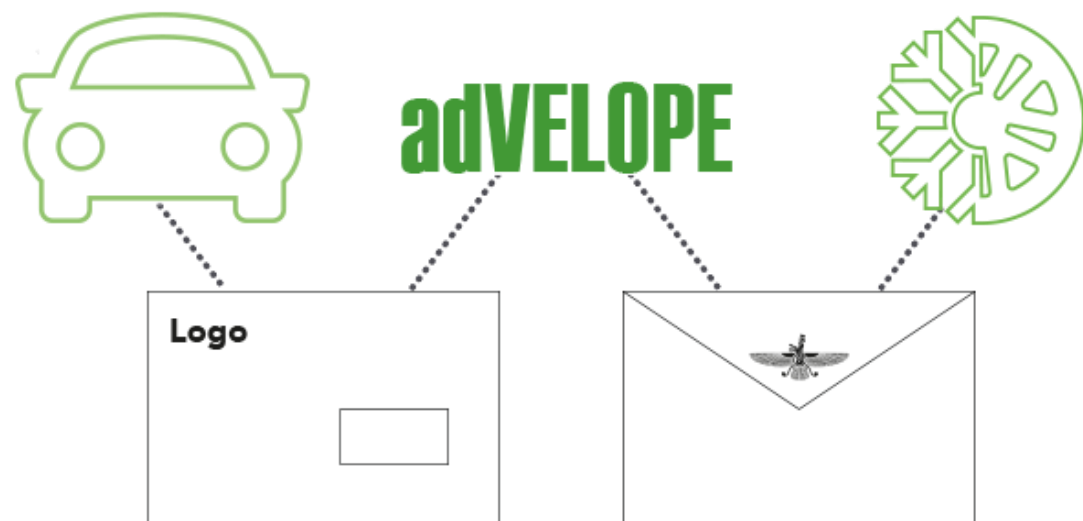
Our Idea

adVELOPE connects an appropriate advertiser to the target audience of the sender. The advertiser utilizes the available advertising space on the envelope.

As the owner of the envelope, adVELOPE places the advertiser on the envelope, usually on the backside, and provides it to the sender for their mailing.

For instance:

An automobile insurer sends out various letters to its customers during the autumn. A winter tire provider places their offer on the back of the envelope.



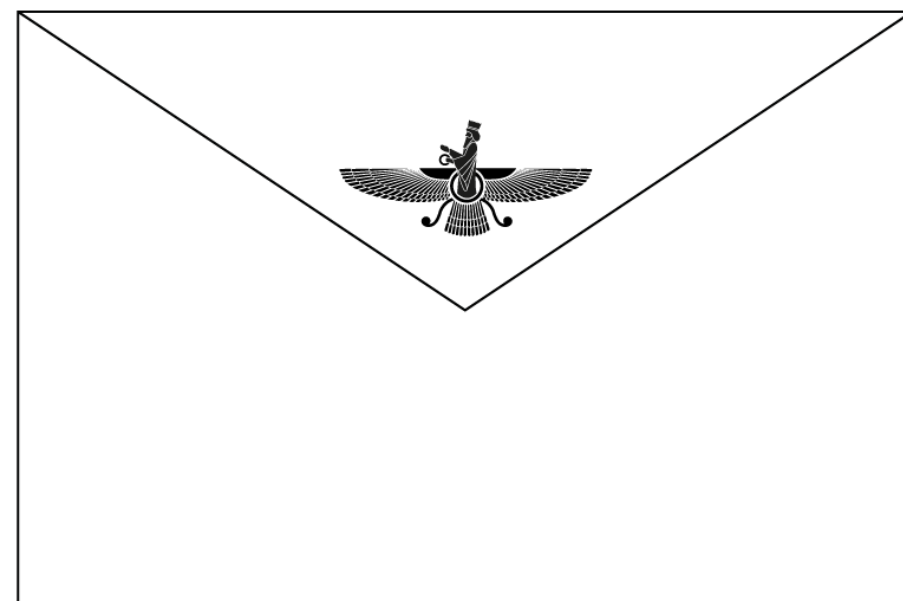
THE PROCESS

1. adVELOPE identifies a mailing campaign by a sender with a high volume.
2. adVELOPE approaches suitable companies for their advertising to the sender.
3. adVELOPE handles all coordination between the sender and advertisers.
4. Contract negotiation between the sender and advertiser facilitated by adVELOPE.
5. adVELOPE delivers the branded envelopes to the sender.
6. If desired by the sender, the packaging and shipment processing also involve alternative postal services and DPAG (Deutsche Post AG)."

PROTECTED PROCESS

To implement this innovative and strategic advertising process, adVELOPE utilizes its patented method.

adVELOPE is the owner of the envelope and provides it to the sender for targeted advertising to specific audiences at no cost.



Reference - Example of a Sender

The company Arco has previously worked successfully with adVELOPE envelopes.

The data center Arco Verrechnungssysteme GmbH specializes in managing private billing in the healthcare sector as its core business.

Arco's customer base includes general practitioners, chief physicians, hospitals/private clinics.

The invoices for the aforementioned clients are primarily sent to privately insured individuals as well as civil servants.

These individuals are, on average, 60% female, aged 45 or above, and approximately 80% of them reside in the Baden-Württemberg region.

Conclusion: These are very valuable 'addresses'.

adVELOPE handles the entire process!

- Advantage for the advertiser

A new channel for targeted messages.

The available advertising space on envelopes can now be utilized using adVELOPE's patented process.

adVELOPE finds a product-related partner for the appropriate advertising message. The industry circle around adVELOPE largely encompasses sectors such as finance, energy, insurance, car dealerships, authorities, and many more.

The advertiser provides the print template in the desired format.



-Advantage for the advertiser

-Advantage for the advertiser

- Advantage for the advertiser

Additional income through the marketing of an advertising space, which has always held high attractiveness for advertisers.

With a distribution of 160.000 envelopes, we are talking about additional income ranging from approximately €8.000,00 to €15.000,00.

No extra effort with marketing, as adVELOPE handles the entire process.



EXCERPT OF SOME LICENSE PARTNERS

Compador Dienstleistungs GmbH understands the challenges of the postal market like few others and is well aware of the user's demands. Compador has extensive experience in processing large volumes of mail. The solution and implementation of complex sorting processes have always been its core business.

For over 30 years, VSP has been a competent service provider in the field of direct marketing. VSP guarantees comprehensive service in the production and delivery of personalized advertising mailings.

CAVICOM, Francesco Cavaliere, an excellent partner who provides consulting services for many mail senders.

Matthias Klug ist; Senior Director Brand Differentiation Marketing Communications Event, PR & HR Marketing Specialist

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