



Customer FAQ

Awin – affilinet Merger

1. How will this merger impact me as an advertiser/publisher?

The merger will not impact you as a publisher or advertiser, however, we will be working on migrating to one global platform on a territory basis over time and will naturally keep you informed.

2. What do I stand to gain from the deal? What are the benefits for my company?

- i. Increased global reach through combining Awin and affilinet publishers
- ii. Streamlined and improved processes
- iii. Over time, reducing the need to manage multiple platforms
- iv. International expansion to new markets
- v. Investments into growing new business models
- vi. Overall improved service offering

3. Will my current conditions still be in effect?

Yes, all current conditions and T&Cs will remain in effect following the merger.

4. Will service quality/policies change?

In the short term, nothing will change. In the long term, we aim to further improve the quality of our dedicated service levels. One of the core deal rationales is to create an unrivalled value proposition for our clients.

5. Will I need to migrate my programme to another platform?

Yes, in due course all affilinet programmes will be migrated to the Awin platform. For Awin clients, nothing will change.

6. What happens to my terms if I have programmes on both networks?

Both terms will continue to apply until affilinet programmes migrate to the Awin platform.

7. My programme has not started yet - will the quote you gave me still be valid?

Yes.

8. Will the legal name of either company change?

- i. AWIN AG will continue operating as AWIN AG.
- ii. affilinet GmbH will continue to operate as affilinet GmbH until the merger is completed.

9. Where will the merged company be headquartered?

The merged company will be headquartered in Berlin.

10. Will the Munich location remain?

Yes the Munich office is a great addition to all the local operations within the group.

11. Who will be the CEO of the merged company?

Mark Walters, current CEO of Awin.

12. Who should I contact if I have a problem or concern?

Initially please contact your account manager if you have a problem or a concern and this will be escalated internally if required.