

History

The eis.de limited company was established in 2006 in Bielefeld and started its brand new Internet shop via www.eis.de online in June of the same year. From the first week, eis.de rocked the boat of the German erotic industry more than its competitors had done in many decades before. eis.de held up a mirror to the whole industry from the very start and surprised and overran the market with a totally new innovative concept. In less than 3 years, compared to virtually all of its competitors, eis.de took the number one position in practically all individual areas. A success story in E-Business such as this is also almost unique and is a long way from ending.

Facts

eis.de has after 7 years market presence already achieved the following results:

- More than 5 Million customers.
- Only certified online providers of erotic items.
- According to alexa.com, eis.de is the world's most viewed German online provider of erotic products.
- The growth since the establishment of the business operations is a 3 figure sum per year.
- At the beginning of 2013 eis.de had more than 59,000 objective customer reviews via the most important user portals in the internet, for example ciao.de and dooyoo.de.
- In the same year, the number of customer reviews in the eis.de shop has already exceeded 4 million.
- The exclusive distribution of some premium brands, such as Waterglide ToySteril, Natural Massage Oil, etc.
- The entire German trade and daily press, radio and television have already widely reported on the eis.de success story.

AND eis.de has **MANAGED** to expand the advancement and development without interruption.

From the very start, eis.de was able to set completely new standards in virtually all technical and content features of one of the most successful internet shops. Alongside customer reviews concepts, 3D product views and a completely new and technically fully developed demonstration of the extremely high number of more than 8000 products, eis.de was able to convince all customers especially from the start with a practically superior value for money. Savings of up to 95% compared to rival company 's products and a direct price comparison option on the internet sites, was evidence of a new self confidence of the perceived Start-Ups. In particular the numerous active price comparisons, whose demonstration and comments for the customers and visitors of the internet shops during the time before eis.de joined the erotic internet industry, were apparently inconceivable.

In 2009, eis.de set an additional newer standard that the entire industry had to measure up to: with the launch of more than 50 product videos, developed for individual product groups and presented by Lilo Wanders, eis.de raised the industry's bar once again a good deal higher. The head start that eis.de had over virtually all of its competitors from the beginning, means that it is near enough too far ahead of its competitors to be caught in 2013.

Concept

eis.de's idea surpassed virtually all of its customer's expectations, as besides the outstanding prices and associated huge savings compared to other companies, they also offered a low price guarantee: if a customer finds an identical product available at a lower price from a rival company, he would not only receive a refund of the price difference, but also an additional bonus.

This offer can only be guaranteed by a provider, who already has outstanding prices and also honestly and responsibly stands by them. Additional genuine discounts together with high valued free products, adds even more to the offer.

From the start of 2013, every day more than 250 users are busy taking orders, approving and accepting products and then quickly and reliably arranging the delivery of these products.

Speed and reliability are not merely promises but a reality, which can be verified by the extremely high number of customers and the extremely high number of enthusiastic customers who use the consumer portals.

eis.de continues to set the standard and only they are able to match the performances, eg variable sender addresses of other bigger and existing online providers, 3D product views and video fade in, consistently low price guarantee and up to now, due to the fact that none of our rival companies have made a saving as a whole, eis.de have therefore rightly become one of the Online supplier market leaders in the erotic industry.

The screenshot shows the eis.de website interface. At the top, it displays '4.500.000 Kunden vertrauen uns' and '90 Tage Geld-Zurück-Versprechen | 10 Jahre Produkt-Garantie | freudlos! (Kundenstimme)'. A prominent banner reads 'Tiefpreise garantiert bis Sonntag, 03.03.2013'. Below this, several product listings are visible:

- Doppelt Vibrator, inkl. Fernbedienung:** Preis EUR 1,99. Beschreibung: Lindert auf 17.500 Stück! Statt 30,00 Euro (UVP) heute über 92% sparen (jedes auf ein Stück pro Bestellung limitiert). Deluxe Vibro-Ei und penetrator Vibrator, die via Kabelfernbedienung vaginal und anal massieren. Mit fester, gleitfähiger Oberfläche. Genuss nur in Verbindung mit Gleitgel!
- Amor Nature Kondome, 100er Pack:** Preis EUR 7,99. Beschreibung: Stiftung Warenezel getestet! Keine Kondome Besser! Note 1,5 im Qualitätscheck (04/09) Amor Nature im 100er Beutel mit glatter, befeuchter Oberfläche. Jedes Kondom erfüllt deutsche Qualitätsnormen und wird einzeln geprüft. Verwendbar bis 2017. (UVP 30,90 € (79,0% sparen!))
- 0,00 € Vibrator, 13 cm, weiß:** Preis EUR 0,00. Beschreibung: 14,99 Euro geschleckt! Kein weiterer Kaufzwang oder Mindestumsatz! Natürlich können Sie auch alle Geschlechte nehmen (jedes auf ein Stück pro Bestellung limitiert). Edler Klassiker aus sehr hochwertigem Glatmaterial! Die feststrukturierte Oberfläche macht den Gebrauch zum Genuss.
- Wasserigle Gleitmittel Motone, 150 ml:** Preis EUR 3,99. Beschreibung: Qualität made in Germany! Medizinisches Premium Gleitmittel der Marke Motone! Dermatologisch getestet und bischof beverfekt. Oralsex geeignet mit hervorragenden Gleiteigenschaften. Hohe Empfindung! 100% latexunempfindlich, wasserlöslich und fettfrei. (UVP 14,90 € (73,22% sparen!))
- 0,00 € Liebeskugeln, 3,4 cm, weiß:** Preis EUR 0,00. Beschreibung: 14,99 Euro geschleckt! Kein weiterer Kaufzwang oder Mindestumsatz! Natürlich können Sie auch alle Geschlechte nehmen (jedes auf ein Stück pro Bestellung limitiert). Edler Klassiker aus sehr hochwertigem Glatmaterial! Die feststrukturierte Oberfläche macht den Gebrauch zum Genuss.
- Natural Massageoil 'Touch', 125 ml:** Preis EUR 3,99. Beschreibung: Qualität made in Germany! Medizinisches Premium Gleitmittel der Marke Motone! Dermatologisch getestet und bischof beverfekt. Oralsex geeignet mit hervorragenden Gleiteigenschaften. Hohe Empfindung! 100% latexunempfindlich, wasserlöslich und fettfrei. (UVP 14,90 € (73,22% sparen!))

Support

From the start eis.de has alongside the actual core business, also set a strong impetus. Eroticism must be freed from the sexual offers with grubby depiction or internet sites bombarded with sexual displays, in order to eventually become what it rightly was for the majority of people again – something totally natural.

eis.de has in a unique way practiced this since the existence of the internet in Germany, within the industry of online providers of erotic goods and hence have always depicted erotic goods in a correspondingly utterly clean context.

eis.de however, shows also responsibility in a unique standard for the erotic industry. eis.de has always supported the organisations, clubs and associations in the area of health care. In the area of Aids prevention, eis.de was able to increase its 2009 commitment once again. On 3 September 2009, eis.de gave 2 million condoms to the German AIDS Foundation, as well as a significant cash donation and assured the association that the requirements would be provided for a very long period of time. eis.de is able to further show an active responsibility towards the support of large important organisations on a daily basis.

Due to these donations, eis.de was able to accomplish an additional very important contribution in order to reduce the spread of Aids. It has been established that eis.de will continue to strongly support this in the future.



Interview with Mr Lars Funck, press officer for eis.de Ltd

Frage: Mr Funck, what is so special about eis.de?

Lars Funck: I believe that it is no overstatement, that eis.de is really very special and in some ways even unique. The erotic industry in Germany, particularly in the areas of internet supported businesses, was prior to the start of eis.de shaped by the frequent, practical, exchangeable internet offers. Internet sites strewn with sexual displays, predominantly naked women, countless webcam or sex offers and hotline numbers, determined the image of the erotic industry.



Eroticism however, is our idea of something different, something that deserves not always to be brought up in relation to such offers. Therefore eis.de has practically done everything in a different way to that of our competitors.

Our internet sites do not display naked people or other products such as those available via hotlines, sex films or via similar outlets. Our customers require excellent product choices that with over 8000 products we are able to offer them, as well an attractive, highly professional and consistently respectable presentation, that with a 3D view we also have as near as perfectly just completed. Outstanding prices combined with a really low price guarantee, quick and reliable deliveries, optional also through sender addresses of other online providers. Everything that is noticeable, that helps people to buy erotic products, without the immediate fear of coming into contact with the providers of the hardcore scene. The absolute seriousness and the reliability and speed of the deliveries, without the fear that postal workers, neighbours or some other third party will know that customers have ordered erotic goods, appeal greatly to the people of Germany.

Question: Why is eis.de different to all the other erotic suppliers?

Lars Funck: This question is easy to answer, because one would only have to ask once what we ourselves would like to see, when we for example would be interested in erotic clothing or something similar. Most people do not want sex proposals, hotlines, sinfully expensive text messages or mobile phone contacts, when one only wishes to see erotic clothing or erotic items. If for example a woman wanted to buy erotic clothing, it is often the case that innumerable downright abhorrent web sites, place pushy offers from the hardcore sex industry that are very unpleasant.

It is in our opinion obviously natural to buy these kind of products. Therefore, the purchasing process should not be abhorrent or even cause an abhorrent reaction while visiting the online erotic shops. With a percentage of over 85 % women and couples as customers, in our view we would clearly confirm this. There are people who would call an erotic goods internet provider and may then wish to see additional sex and hardcore products or are already prepared to order them. eis.de clearly distances itself from these providers and would therefore not tolerate any adverts or anything similar on our internet websites.

Question: You have achieved so much in such a short period of time, what aims do you still have for the future?

Lars Funck: eis.de was from the very start of its online shop in mid 2006, in virtually all areas always innovative, serious and also simply better than virtually all of our rivals. We have established so many new characteristics and functionalities in the industry, that a list would break the scales.

We would verify in our view, that mostly in the first month, or partly even years later, competitors using similar methods try again to find the connection to eis.de. They will not succeed, because eis.de is once again already far ahead of its competitors setting new standards.

As an example, I would like to cite the production videos and 3D photographs, which are once again in the number 1 position and show what can be achieved. We do not claim to be the best all the time, that would be presumptuous. We work however, 24 hours a day, 7 days a week in order to be the best in every field. And the feedback, the TV and radio coverage, as well as the fantastic customer numbers show us, that we are heading in the right direction in this industry.

Virtually everything that eis.de does is new and generally does not yet exist in this way in the market. Furthermore, it is essential that all and every novelty on eis.de has only one target, to allow the customers under normal pleasant conditions, to obtain outstanding products at virtually unrivalled prices, without the need to feel ashamed. The eroticism itself is not grubby, merely the displays of most providers. Therefore, we always have for example, free items for our customers in our product line.

Question: Many providers are based abroad. As E-business providers, surely you would have numerous advantages if you were to leave Germany, just as the other providers have?

Lars Funck: It goes without saying that we wish to continue to spread our business further in Germany, with our head office remaining in Bielefeld and have no intention of moving to another country in order to enjoy any possible legal regulations and financial advantages. Alongside our active support for the numerous aid organizations for example, we also take our responsibilities for the German market and in particular also the German employment market very seriously.

Question: It sounds as if you are satisfied with what you have achieved so far?

Lars Funck: We are really happy that our concept and hard work has in such a short period of time, manifested itself into the success that we now have, but we still have a long way to go before we reach our target. eis.de will expand further and will soon win over even more European markets with our accomplishments. We will, and this is surely no surprise when one looks at the superior success of our concepts, also progress into a healthy and established growth also worldwide.

Many thanks for the interview Mr Funck.

Here are a few of the most important information about eis.de.

Founded:

2006

Portals online start under www.eis.de:

June 2006

Growth since the start:

three figures yearly

1 million customers achieved:

end of 2007

4,5 million customers achieved:

after 5 years

Gain in customers per year:

high six-figure range

Number of employees at Eis.de:

currently more than 250 (including logistics employees)

Company Headquarters:

Bielefeld, Germany

Customer reviews via consumer portals (as of March 2013):

more than 59.000

Customer reviews via www.eis.de (as of March 2013):

already more than 4 million

Worldwide ranking by alexa.org (as of March 2013):

the most visited German online internet supplier for erotic toys worldwide

Target:

to establish eis.de as the worldwide market leader.

Responsible for the contents of the press files:

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