

Key Facts



The Company

Company Headquarters:	Home Shopping Europe GmbH Münchener Strasse 101 h D 85737 Ismaning Germany
Shareholder Structure:	AXA Private Equity 88 % HSE24 Management 12 %
Corporate Management:	Richard Reitzner (CEO) Ralph Brugger (Finance & HR) Koen Verbrugge (Service & Operations) Norbert Paulus (Broadcast & IT) Sonja Piller (Merchandising & Planning)
Station Name:	HSE24
Start of Broadcasting:	October 1995 as a joint venture of ProSieben Media AG and Quelle Schickedanz AG & Co.
Number of Employees:	Direct 560 Indirect (Call Center and Logistics) 2,020 Total 2,580
Call Centers:	Ismaning, St.Gallen, Salzburg, Hamburg, Lübeck, München, Berlin, Cottbus, Emden, Ettlingen, Frankfurt Oder, Magdeburg, Schutterwald
Warehouses:	Greven, St. Gallen
Net Sales 2009:	Euro 394 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 (transponder 62, 10,906 GHz, vertical polarisation)
Digital: ASTRA 1H (transponder 104, 12,480 GHz, vertical polarisation) – 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
- The second station **HSE24 EXTRA** is broadcast free-of-charge via ASTRA 1L (transponder 91, 12,226 GHz, horizontal polarisation) and in the cable BW Digital Cable Network.

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Products and Services Offered

Programs: One-hour sales shows presenting specific product categories broadcast 24 hours per day, more than 16 hours per day live broadcasting (8 a.m. to midnight.)

Range of Products: HSE24 sells over **20,500 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 2009:

(Number of sold items)

Most sold items	<i>Blaues Wunder</i> Orangenreiniger mit Tuch Mikrofaser Verwandlungskissen-Set	> 105.000
Best „Joker of the Week“	<i>M. Asam</i> Vino Gold Tages- und Nachtcreme Duo	> 70.000
Best „Offer of the Day“	Schlankstütz Top <i>Judith Williams</i> Phytomineral 24-h Aufbaucreme Duo	> 16.000

Highest/

Lowest Price Products:

Harry Ivens Ring Gelbgold 585 Brillant	4999 EUR
Drysole-Einlegesohle mit Schurwolle	7.99 EUR

Demand for Product Groups:

Fashion	28%
Jewellery	23%
Beauty/ Wellness	22%
Home & Living/ Household	19%
DIY/ Home & Garden/ Sports/ Technics	8%

Product Sourcing:

62 per cent of the products sold come from German distributors,
13 per cent are from Europe,
19 per cent from Asia,
6 per cent from USA and Canada.

Customers

More than **7 mill. people** have already purchased at HSE24, which is **over 10%** of all German citizens over the age of 18. **Currently HSE24 has more than 2 mill. active customers.** These are customers who have ordered a product at least once during the past 24 months. HSE24 customers are **58 years old on average** and reflect the German average in terms of their socio-demographic attributes.

Age:	-29	4 %
	30-39	8 %
	40-49	20 %
	50-59	29 %
	60+	39 %
Gender:	female	82 %
	male	18 %

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Services Offered

Calls in 2009: Average 28,000 per day; maximum 69,000; round 10,2 mill.

Consignments 2009: Average 28,000 per day; maximum 59,000; round 8,4 mill.

Highest demand per day: EUR 4 mill.

HSE24 can be reached by:

TV HSE24, HSE24 EXTRA

Telephone HSE24's Customer Service accepts orders and provides information 24 hours a day on the following numbers:
0800 29 888 88 Germany, Austria, Switzerland
EASY 0800 29 888 29 in Germany, Austria
00800 29 555555 all across Europe (HSE24 EXTRA)

Internet www.HSE24.de
www.HSE24.net

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.

Delivery: Germany: within 4 - 7 days
Austria: usually within 10 days
Switzerland: within 10 days

Postage and packaging charges: Germany EUR 5.95
Austria EUR 5.95
Switzerland CHF 7.95

Terms of payment: Purchase per invoice, bank collection or C.O.D., installment, credit card (Visa, Mastercard)

Right of return: HSE24 guarantees a **full and free of charge right of return** (without specifying any reasons) within four weeks

Contact:
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