

## PRESS RELEASE

### **New mandate: boerse.de strengthens businessAD's financial channel**

Düsseldorf, January 24, 2024      As of January 1, 2024, businessAD has taken over the exclusive mandate for the online marketing of the financial portal boerse.de from Ad Alliance. With boerse.de, businessAD has one of the widest-reaching business and finance channels in Germany. The channel achieves more than 81 million page impressions, almost 23 million visits and around 4.2 million unique users every month. Further information can be found here <http://www.businessad.de/channel/wirtschaft-finanzen>

boerse.de, Europe's first financial portal and online since 1994, is visited by more than one million investors every month, generating around 30 million page impressions. boerse.de was awarded first place in 2001 by the German Share Institute DAI as "Germany's best investor portal" for its quality and reliable information and investors can create their own financial page in mein.boerse.de and use outstanding securities account functions.

boerse.de Finanzportal GmbH is a boerse.de Group company and investors have now invested more than 400 million euros in the investment alternatives "Made in Rosenheim".

**"We are delighted that BOERSE.DE, another high-caliber player on the German financial scene, has placed its trust in us, allowing us to prominently strengthen our business and finance channel," says Gerd Bielenberg, Marketing Director and member of the management board of businessAD.**

**"The average boerse.de visitor is an educated and wealthy stock investor who accordingly wants high-quality product information. It goes without saying that it is important for us as boerse.de Finanzportal GmbH to display upmarket ads from the financial sector and not dubious advertising. That is why we are pleased to**

**have found a strong partner in businessAD, which specializes in marketing in this area and provides the right technology," says Thomas Müller, Managing Director of boerse.de Finanzportal GmbH.**

**About businessAD**

Business Advertising GmbH ([www.businessad.de](http://www.businessad.de)), based in Düsseldorf, is the leading publisher-independent online marketer in B2B with a focus on business, finance, smart living, careers and education. Its customers - primarily medium-sized companies - benefit from a cross-media range of services to address opinion-forming and financially strong user groups within thematically relevant channels with top-class content. Business Advertising focuses exclusively on media that are characterized by well-founded content and a high level of acceptance among specialist users.

**Business Advertising GmbH**

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