

## **Partner Information of the Auto1 Group Partner Program**

### **General**

1. The partner will receive monetary remuneration based on the successful generation of leads and/or bookings in the Auto1 Group websites.
  - a. Lead: is hereby defined as a completed online request for the price evaluation of the customer's vehicle.
  - b. Booking: is hereby defined as a completed online request for an appointment by the customer with one of the Auto1 Group branches.
2. The partner has an entitlement of commission against Auto1 Group in regards to his cooperation and participation.

### **Generation of Leads**

1. Based on the agreed commission, a four-week test period will be initiated. Afterwards, payment may be adjusted according to overall performance, i.e. well-converting traffic.
2. Auto1 Group reserves the right to halt any campaigns with 24 hours notice. Any further leads generated after the stoppage of the campaign will not be remunerated.

### **Procedure**

1. Tracking of results will be done by Auto1 Group through the use of CIDs (campaign IDs) supplied by the Auto1 Group.
2. The partner received a CID, plus target URL for each transmitted advertising medium. All tracked valid unique user leads and bookings are reported in a performance overview.
3. At the beginning of each month, Auto1 Group releases this report and the resulting invoice amount.
4. Promptly, the partner sends his invoice to the billing address: "Auto1 Group GmbH, z.Hd. Robert Grüneberger, Bergmannstraße Str. 72, 10961 Berlin, D – Germany" or alternatively to [aff@wkda.de](mailto:aff@wkda.de).
5. Payment processing is within 30 business days.
  - a. All non-valid, abusively generated leads and/or bookings that come through techniques not agreed will be cancelled. No payment will be issued by Auto1 Group.
  - b. Payment will be processed after deletion of cancelled leads and/or bookings

### **SEM Keyword Bidding**

1. SEM in search engines, i.e. Google, Yahoo, or Bing, is only permitted after agreement between both Auto1 Group and the partner.
  - a. It has to be taken into account that bidding on keywords that are relevant to rating, buying or selling vehicles is not allowed at any time.

b. Similarly, keywords that are directly related to the company's brand name are not allowed at any time. For specific information or any keyword related questions can be sent to [aff@wkda.de](mailto:aff@wkda.de).

#### **Paid Search:**

1. The partner is not allowed to send direct traffic from search engines to Auto1 Group websites.
2. The partner is not allowed to show ads in search engines when the branding of Auto1 Group websites is entered as the search term.
  - a. This also applies to misspellings of the brand name (i.e. wirkaufendeinautos), and/or for other terms combined with the brand name (i.e. wirkaufendeinauto voucher).
  - b. Additionally, the partner must not use the brand name of any Auto1 Group websites in either their URL, ad title, or ad description.

#### **Transactions:**

1. Tracked leads and/or bookings can be declined for the following reasons:
  - a. Attempted fraud
  - b. Internal leads / booking resp. test leads / bookings
  - c. Violation of partnership requirements aforementioned
  - d. Duplicated leads
  - e. Unclaimed email addresses
  - f. Incomplete registration of appointment booking

#### **Traffic Policy**

1. Hereby, without approval from Auto1 Group all additional advertising measures such as incentivized traffic, pop-ups and –unders, layers, site-unders, toolbars (or similar), loyalties and/or cash-back options.
  - a. If traffic has been optimized by the aforementioned advertising without Auto1 Group's approval, then no leads and/or bookings will be paid in this month, and will result in the agreement's immediate termination.
  - b. Stand-alone email campaigns, marketing, or social media activities are permitted. However they should be discussed and arranged with wirkaufendeinauto prior to activation.