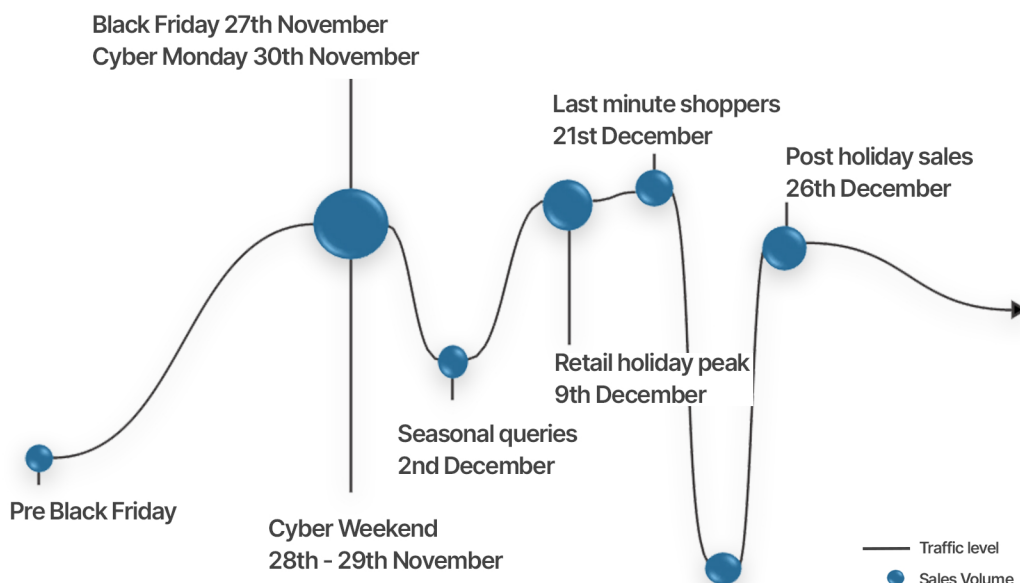


2020 Traffic Pits & Peaks



KELKOO GROUP YoY % TRAFFIC INCREASE

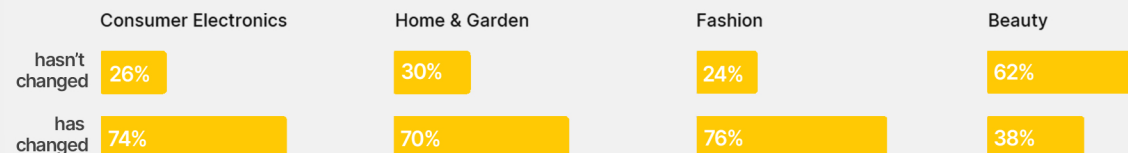
TRAFFIC INCREASE VS Q3



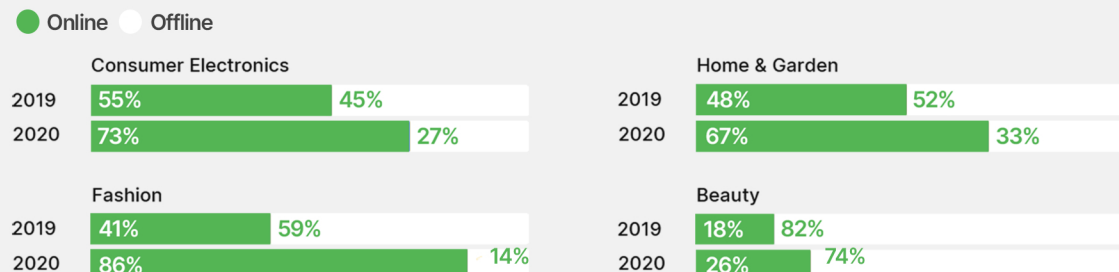
BEST PERFORMING KELKOO GROUP CATEGORIES

1. Fashion
2. Electronics
3. Games
4. Home & Garden

BEHAVIOUR SHIFT TO E-COMMERCE*



CATEGORY SHIFT TOWARDS E-COMMERCE*



DRIVERS OF ONLINE PERFORMANCE*

2019 vs 2020



Maximise Visibility, Optimise ROAS

Black Friday

Set bids & budgets for high user demand

November 27th

Cyber Weekend

Keep budgets & campaigns switched on

November 28 - 29th

Cyber Monday

Shoppers may search for extra online deals

November 30th