



 **NetDoktor**

PROFILE

QUOTE FROM THE EDITOR-IN-CHIEF

The NETDOKTOR brand



“For over 20 years, **NETDOKTOR** has stood for reliable, independent online health information. All of our content is designed according to a strategy that consistently aligns with the informational needs of the user. Plus, interactive tools developed by medical professionals, such as the Symptom Checker or the Lab Result Checker, help our users to understand health problems and use our portal find the best possible information. By the way: Doctors also trust the quality of our content and therefore happily recommend it to their patients.”



Jens Richter, Editor-in-Chief and Chief Operating Officer (COO)
Source: Survey by the IFAK Institut Taunusstein 2021

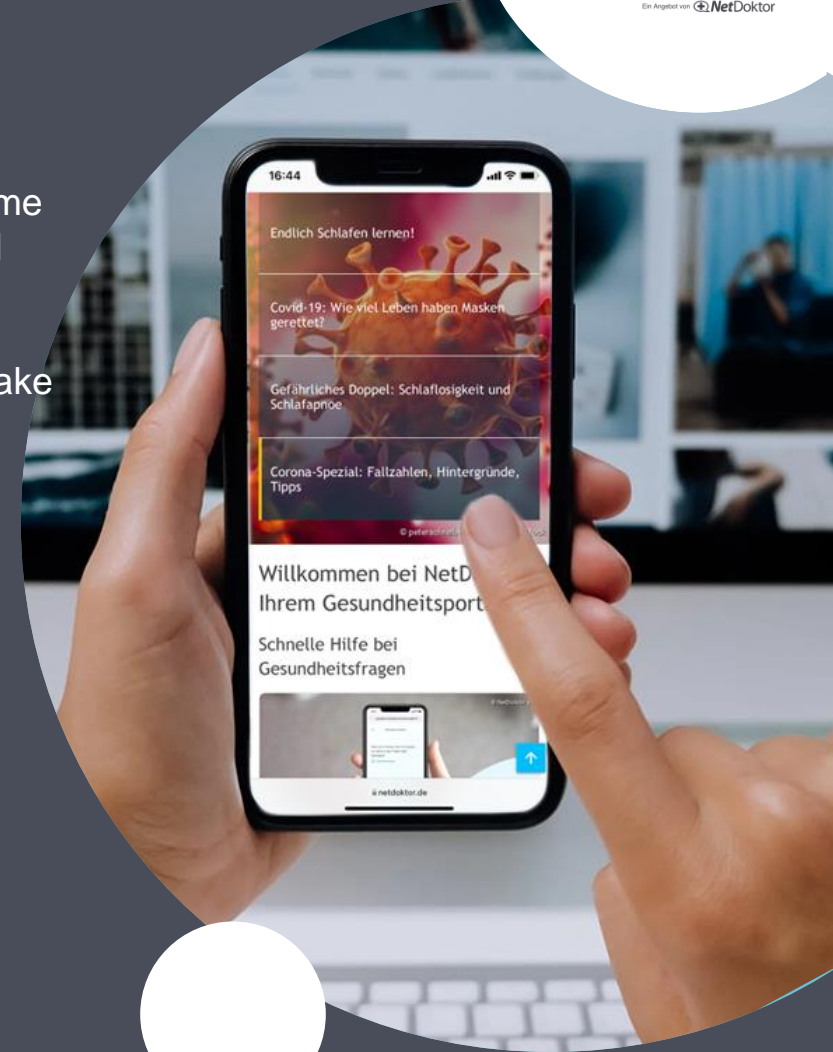


Jens Richter

NETDOKTOR'S WORLD OF PORTALS AT A GLANCE

A brief look at the brand

The **NETDOKTOR** portal world is the high-reach health platform on the German-language Internet. Medical journalists and doctors provide evidence-based, independent, well-researched and, at the same time, easy-to-understand medical information on the most important diseases, symptoms, studies and medications. Thanks to its consistent user-centred content approach, **NETDOKTOR** provides readers with targeted content that matches the search entries they enter into the search engine. As part of its SEO strategy, **NETDOKTOR** includes individual verticals that are available for specific content and make optimal use of the user's search intent. **MYLIFE.de** is the new vertical for the topic of active health. **NETDOKTOR.at** and **NETDOKTOR.ch** both belong the world of portals.



DIGITAL NETDOKTOR.DE + MYLIFE.DE

SOCIAL GERMANY

Visits ¹	9.11 million	Facebook NETDOKTOR	approx. 40,000
Unique users	5.14 million	Facebook MYLIFE.de	approx. 185,000
PIs ¹	16.11 million	Newsletter NETDOKTOR.de + MYLIFE.de	approx. 48,000 Subscribers

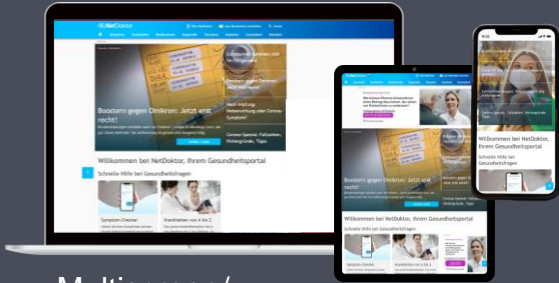
NETDOKTOR stands for reputable, high-quality medical journalism delivered in the form of up-to-date, independent articles.

Sources: IVW ¹: 2023-05 NETDOKTOR.de incl. MYLIFE.de, Social: in-house survey conducted by MYLIFE: Total from the main channel and MYLIFE.de Health (May 2023), Agof Daily Digital Facts 10/2022 NETDOKTOR.de incl. MYLIFE.de

BRAND FAMILY

EFFECTIVELY INFORMED VIA NETDOKTOR'S WORLD OF PORTALS

NETDOKTOR – VERTICALS



Multiscreen/
Mobile first

GERMANY
NETDOKTOR.de

AUSTRIA
NETDOKTOR.at

SWITZERLAND
NETDOKTOR.ch

ACTIVE HEALTH
PLATFORM
MYLIFE.de



Multiscreen/
Mobile first



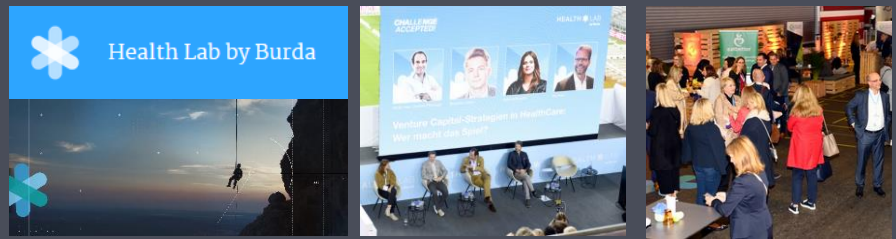
GERMANY
NETDOKTOR.de
AUSTRIA
NETDOKTOR.at
SWITZERLAND
NETDOKTOR.ch



ACTIVE HEALTH
PLATFORM
MYLIFE.de

SOCIAL MEDIA

HEALTH LAB



BurdaVerlag's health event/
once annually with selected guests

EVENT

NETDOKTOR.DE AND MYLIFE.DE

Target group

Digital

56% of the target group
are between
20 and 49 years of age



67%
are women



54% have a
monthly net household
income of over €3,000



Well-educated:
79% attended a secondary school



Performance values
of the German
domains:

NETDOKTOR.DE
and MYLIFE.DE



NETDOKTOR – REPUTABLE MEDICAL CONTENT

Topical overview of the health portal



Symptoms/illnesses

Information on the most important symptoms, illnesses and causes



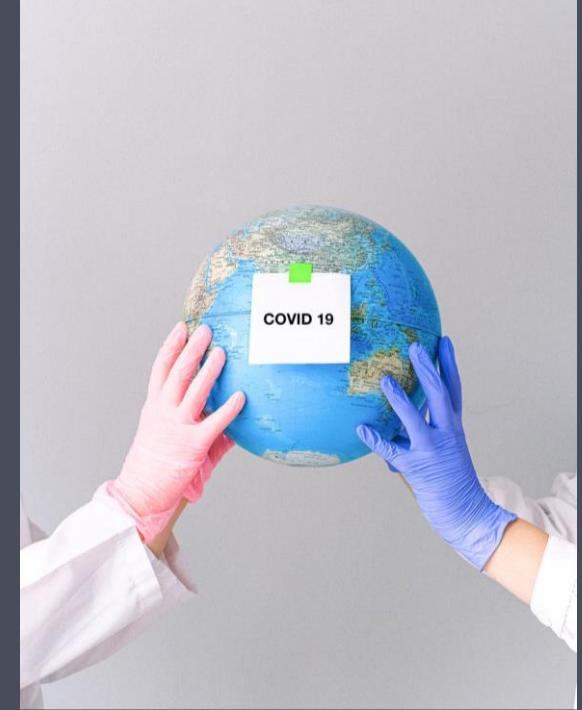
Medication/diagnostics

Information on intake, interactions, package inserts, placebos and diagnostic procedures



Treatments/anatomy

Information on medical treatments and overview of the composition of the human body



Health/Current events

Information on prevention and check-ups, as well as current health topics, news and tips

Source: NETDOKTOR.de

MYLIFE.DE – THE ACTIVE HEALTH PLATFORM

A vertical from NETDOKTOR: Topic overview



Personal care

Numerous tips and information on health care from head to toe



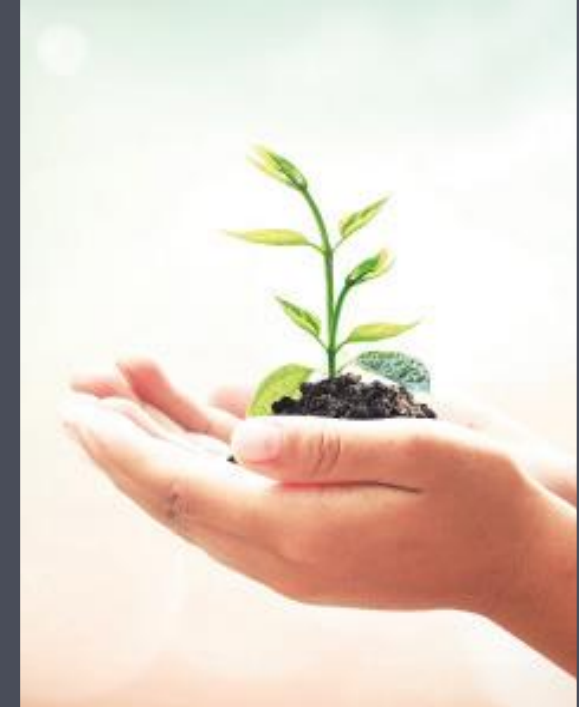
Fitness and nutrition

Information and suggestions on fitness, sports and healthy nutrition



Well-being

Inspiration for mindfulness, relaxation and an active lifestyle



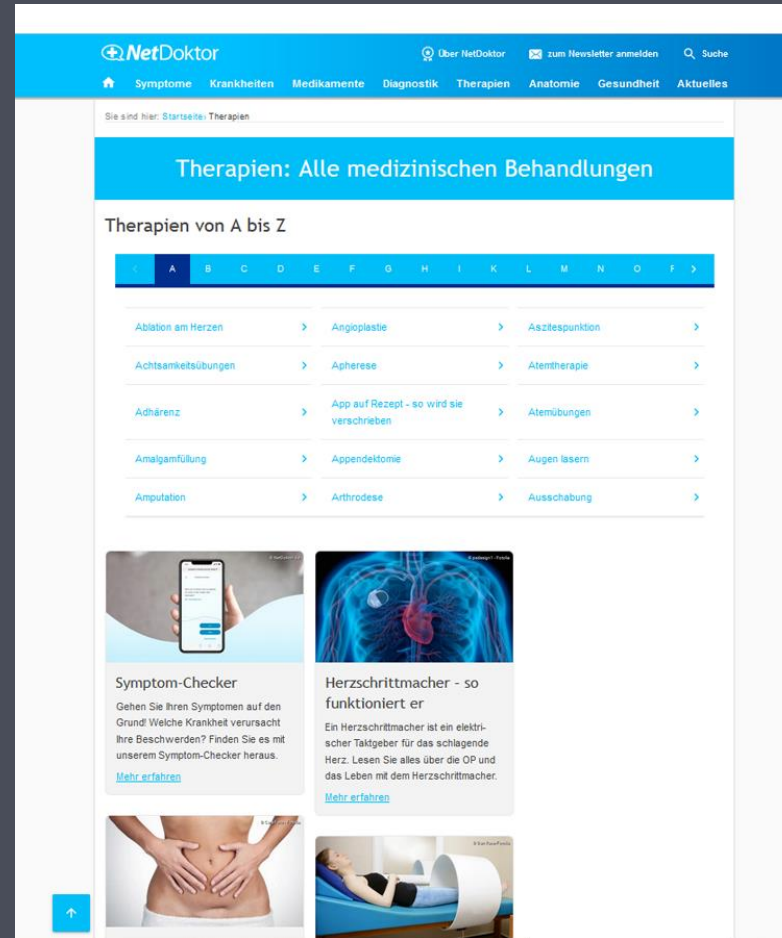
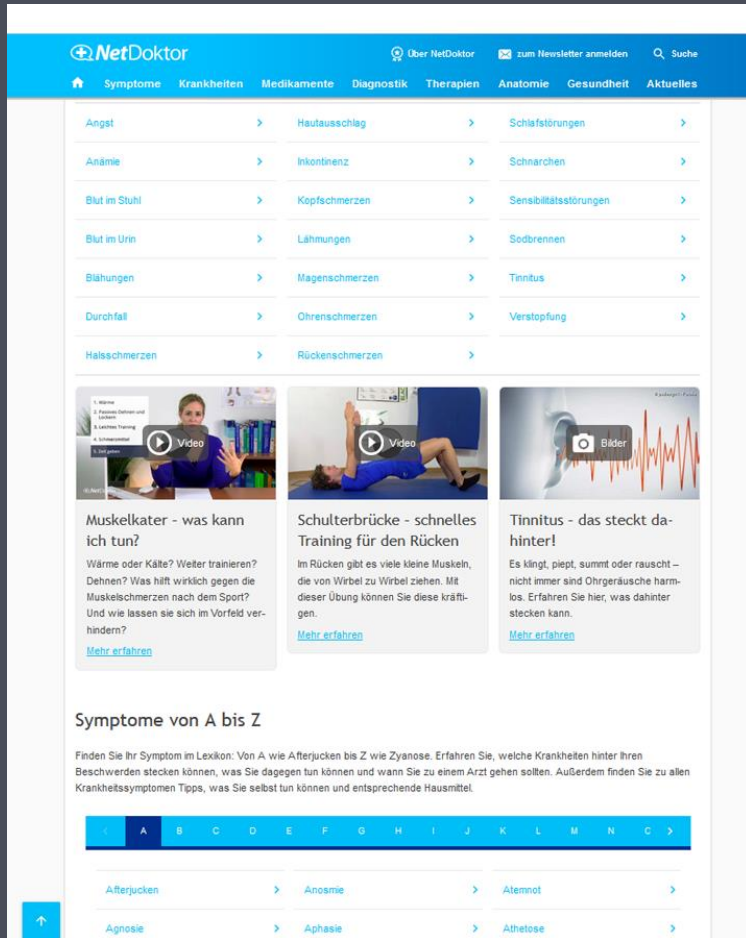
Alternative medicine/family

Information on medicinal plants, homeopathy and traditional Chinese medicine, as well as a balanced lifestyle

Source: mylife.de

A LOOK AT THE PORTAL

Symptoms, illnesses and treatments

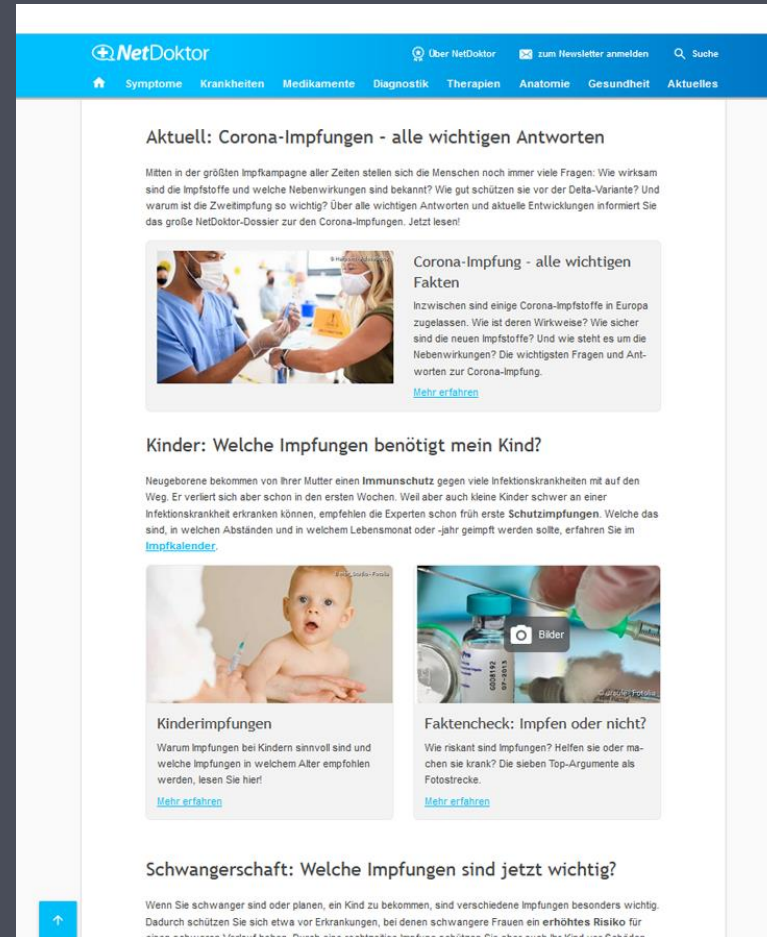
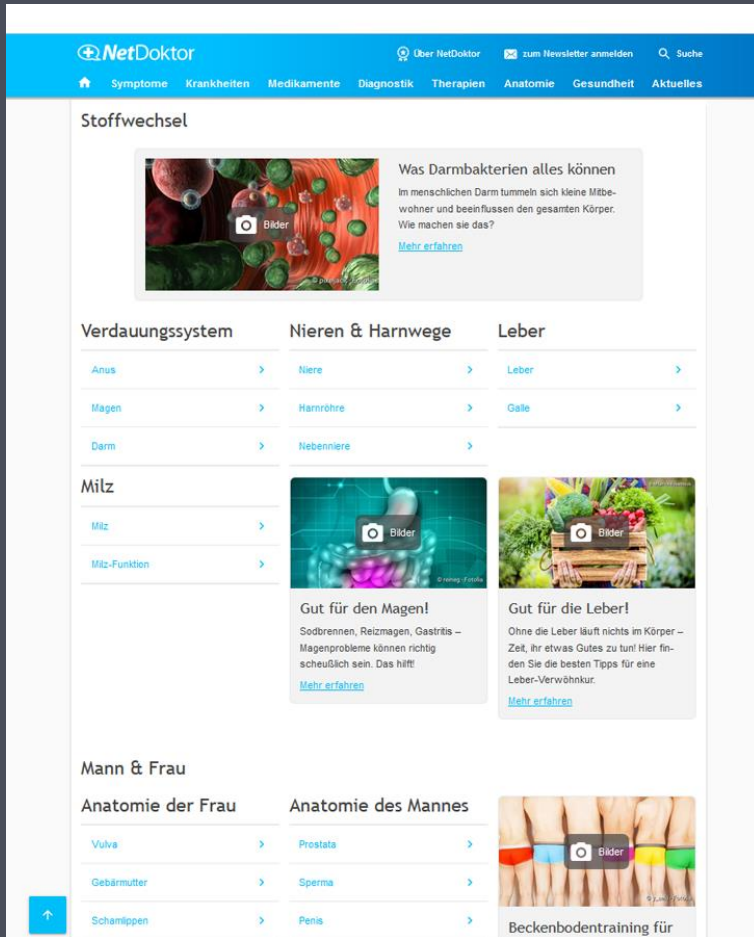


Knowledge for your health

- As a pioneer of German-language online portals on the topic of health, we're the experts when it comes to preparing medical information in a way that is easy for everyone to understand.
- This is how we make you an informed conversation partner when talking with your doctor or benefactor.
- Quality is our top priority here.
- We're constantly working with a young and innovative team of doctors, journalists and Internet specialists to make your health portal even better.

A LOOK AT THE PORTAL

Anatomy and current health topics



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A LOOK AT THE PORTAL

Medicines and active ingredients – video content

The screenshot shows the NetDoktor homepage with a blue header containing navigation links like 'Symptome', 'Krankheiten', 'Medikamente', 'Diagnostik', 'Therapien', 'Anatomie', 'Gesundheit', and 'Aktuelles'. Below the header, there are three featured articles: 'Placebo - wirksam ohne Wirkstoff', 'Off-Label-Use', and 'Rezept'. A section titled 'Wirkstoffe von A bis Z' follows, with a grid of medicine names and their active ingredients, such as Acetylcystein, Amisulprid, and Aripiprazol.

This screenshot shows a video player on the NetDoktor portal. The video title is 'Schulterbrücke - schnelles Training für den Rücken'. The video content shows a person performing a shoulder bridge exercise. Below the video, there are three smaller video thumbnails: 'Was ist eine Hypothyreose?', 'Verklebte Faszien lösen mit der Rolle', and 'Richtig Puls messen'.

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PERFECT FOR YOUR PLANNING

Reasons why

No ad waste

NETDOKTOR reaches every relevant user without ad waste. By taking a user-centred approach and due to its SEO-optimised thematic orientation, NETDOKTOR consistently delivers the best content matches for what users are searching for – and with them, the perfect advertising platform! NETDOKTOR's URLs are compiled in a communication-specific manner and tailored to the product and area of specialisation (keyword targeting).

Strong brand credibility

NETDOKTOR enjoys an enormous amount of credibility as a market leader and highly credible platform that has been established for decades. The high quality of the content achieved through independent, well-researched medical journalism also ensures high branding performance and long viewing times.

Excellent user satisfaction with NPS 8.8

NETDOKTOR continuously determines the Net Promoter Score (NPS) of its users, an internationally established standard for determining customer satisfaction. NETDOKTOR's lexical indication offering generates an excellent score of 8.8.

https://en.wikipedia.org/wiki/Net_promoter_score

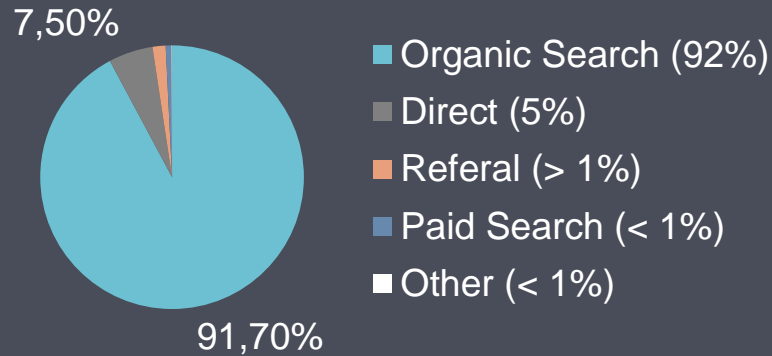
BCN.



NETDOKTOR: TOP

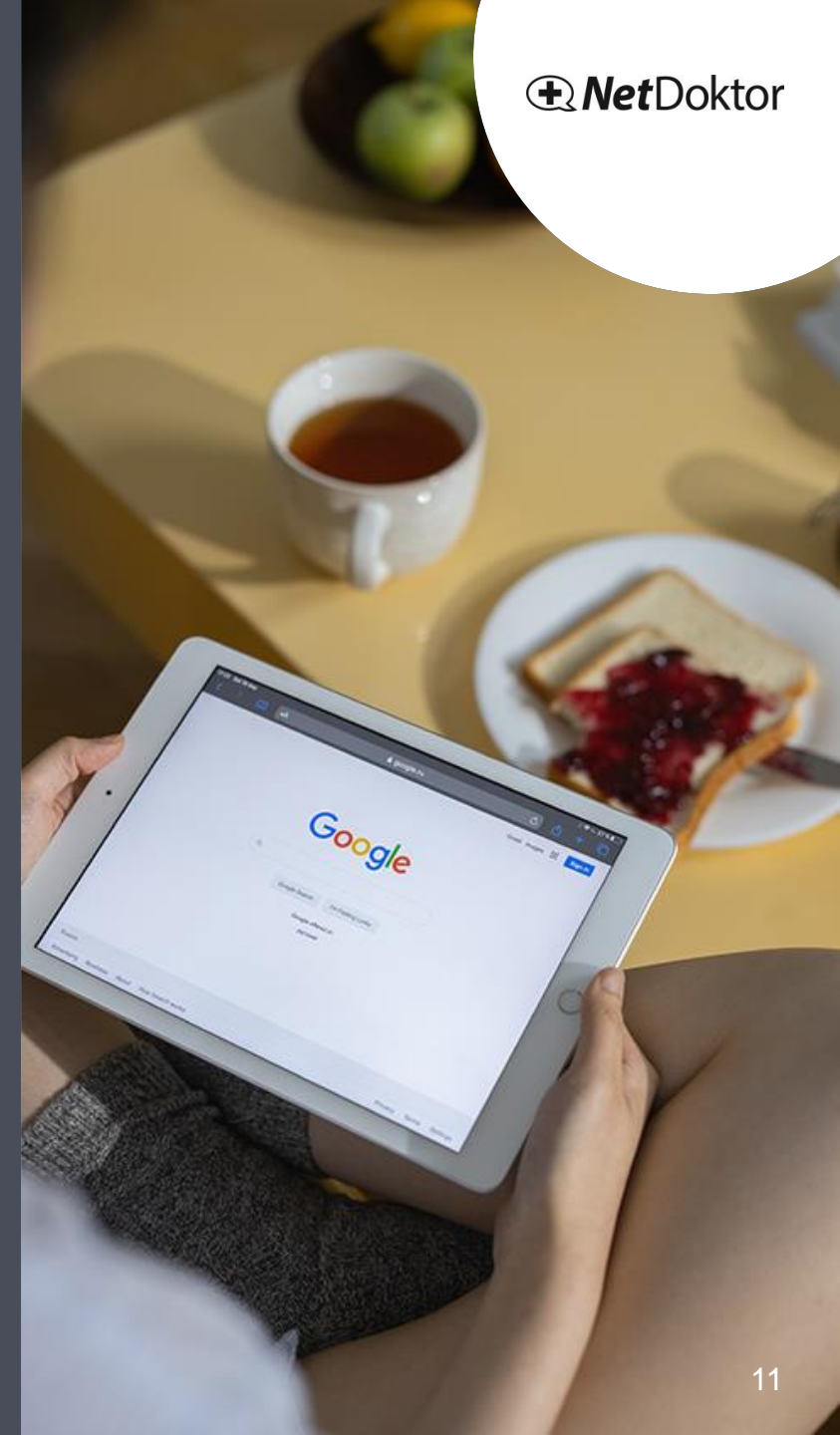
in Google search results

Around 92% of NETDOKTOR users come to the platform via Google with a specific search query related to a specific area of specialisation. NETDOKTOR content provides you with information on severe individual health issues. Advertisers are perfectly integrated into the platforms using a thematic reference. We therefore offer our customers access to a very personal area of our users' lives – their health.



NETDOKTOR's world of portals delivers content that ranks on Google's first search result page for more than 1.16 million search entries.

Source: Google Analytics, Google Search Console, May 2023
 The following are included in NETDOKTOR's world of portals: NETDOKTOR.de, NETDOKTOR.at, NETDOKTOR.ch and MYLIFE.de



USER-CENTRED CONTENT APPROACH

NETDOKTOR's competitive content superiority

Over 90% of NETDOKTOR users access the platform via Google search

NETDOKTOR incorporates a large number of other user accesses from a wide range of different contexts and expectations in addition to the main search term by engaging in extensive search engine research when creating the content. Long-tail keywords as well as specific search intents are taken into account in the optimised content display and account for a significant part of the total traffic.

No other platform yields more health-specific searches on Google's first search result page.

NETDOKTOR is significantly more widely established than its competition in terms of accessibility via search engines.

The overall visibility of an area of specialisation is often even greater than that of the competition's if the main keyword doesn't result in NETDOKTOR being displayed at the top of the search results. NETDOKTOR is a consistent market leader in visibility in marketing-related health platforms.

Outstanding content quality

Highly relevant multimedia content (video, image galleries) and medical tools within NETDOKTOR's content help users to understand health problems even better and hone upper-funnel searches in a targeted way.

NETDOKTOR enjoys the highest level of visibility on the healthcare market and reaches users in regard to their search queries in a targeted and wide-reaching way.

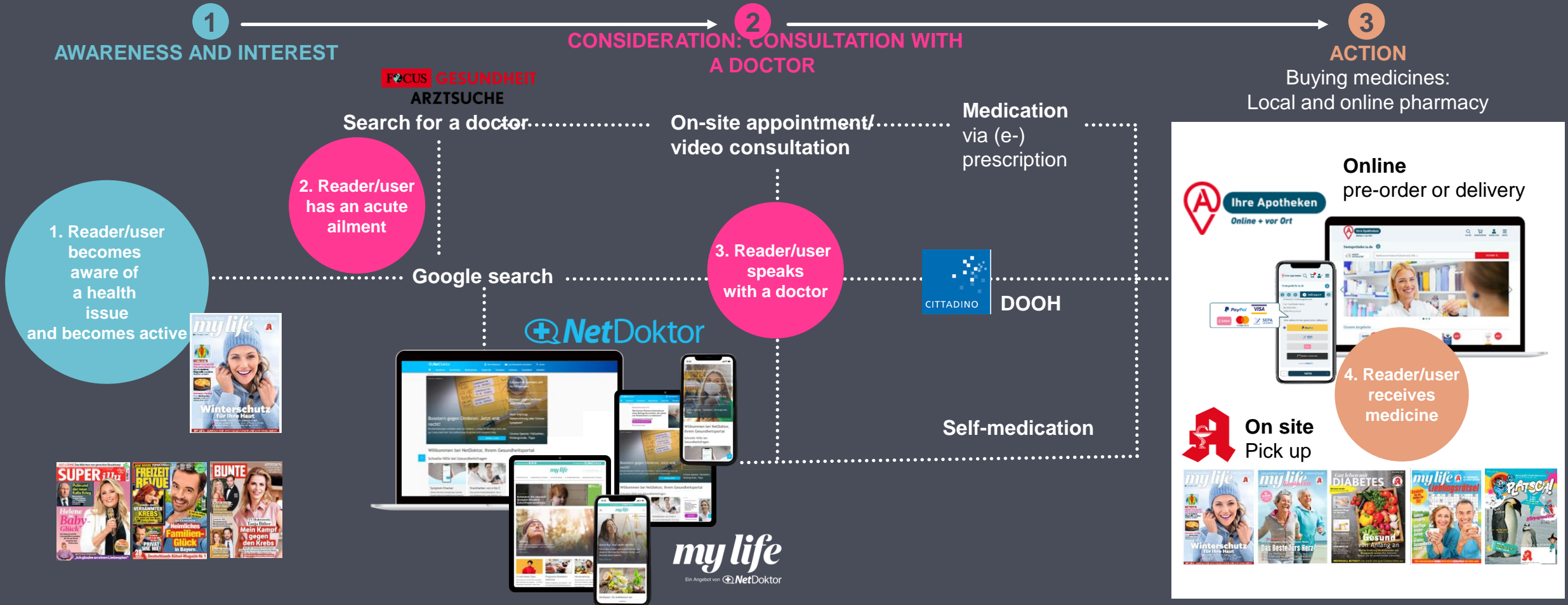
Source: SISTRIX

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PATIENT JOURNEY

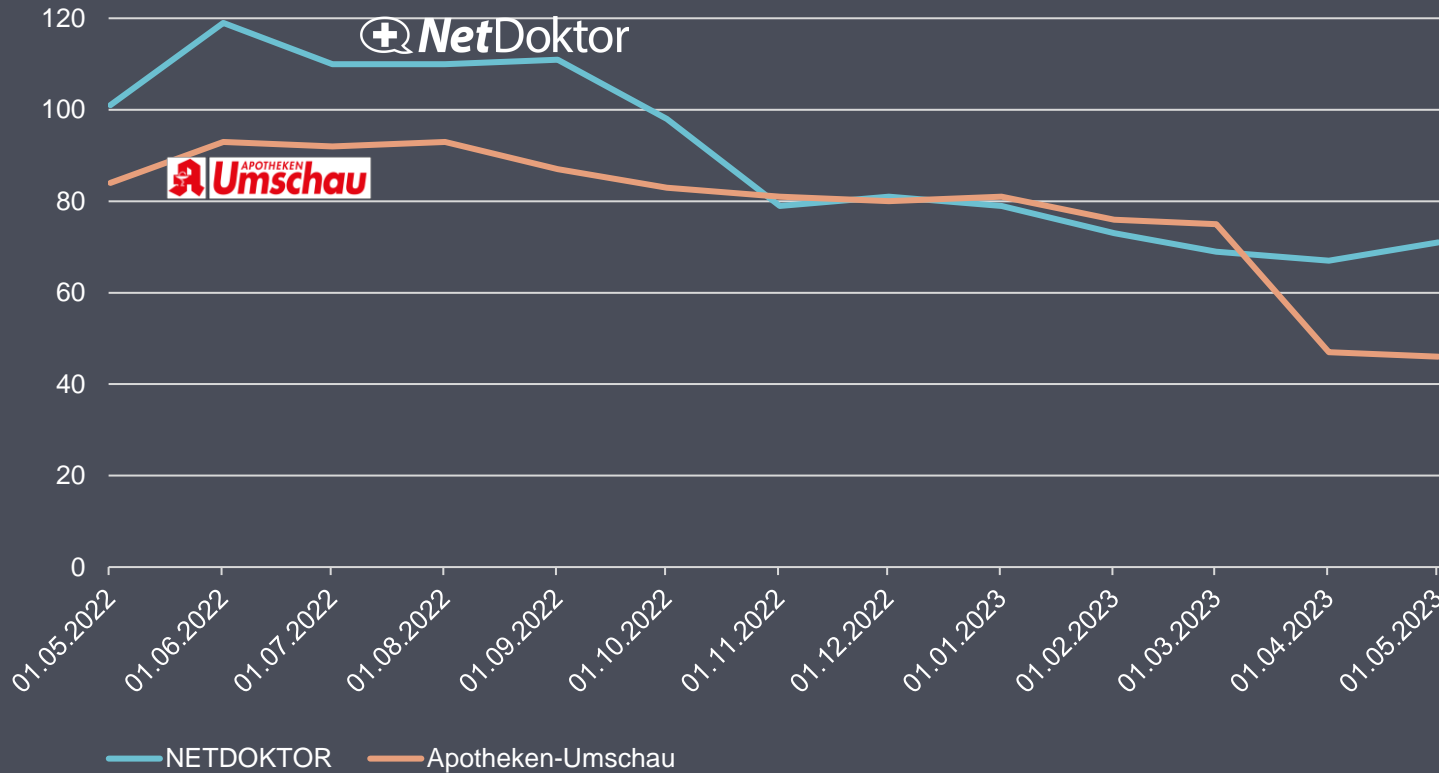
Cross-media customer integration along all our users' touchpoints



NETDOKTOR IS THE MARKET LEADER IN VISIBILITY

in the relevant 'illnesses and symptoms' marketing platform

Comparison of the visibility points of the contents in the area of specialisation (illness and symptoms)



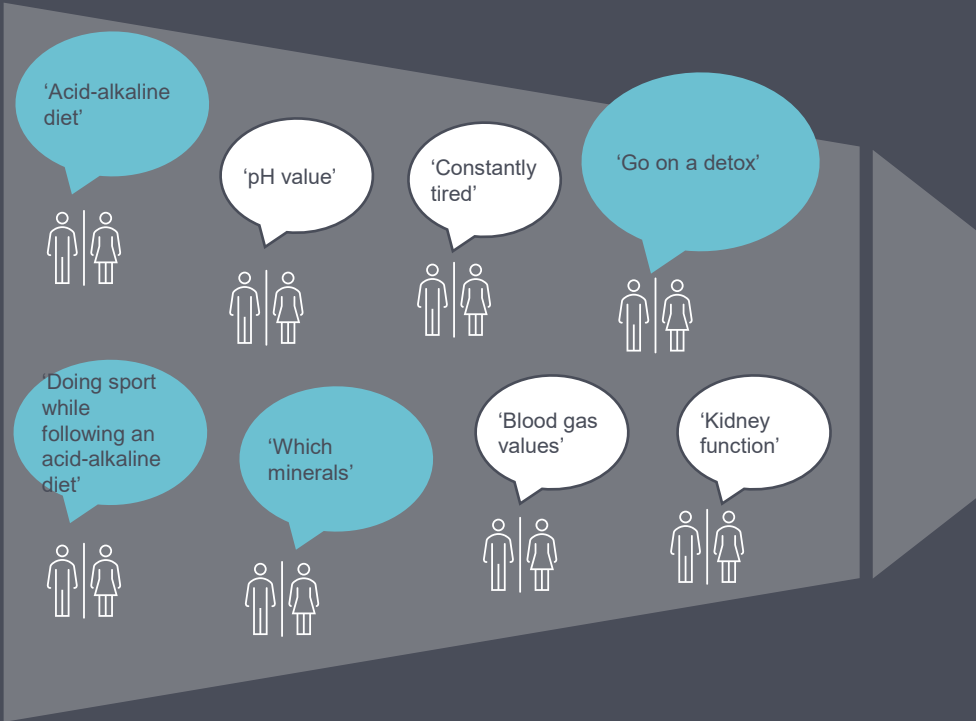
NETDOKTOR continues with high relevance in the advertising-relevant Google directories, achieves high visibility there.

Source: SISTRIX, comparison of the indications from the pharmacy survey <https://www.apotheken-umschau.de/krankheiten-symptome/> and the sum of the NETDOKTOR indications from <https://www.netdoktor.de/krankheiten/> and <https://www.netdoktor.de/symptome/>

USER-CENTRED CONTENT APPROACH

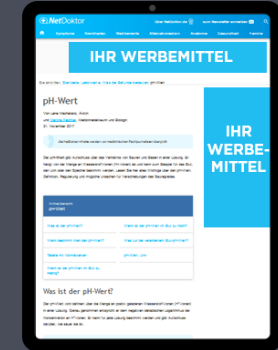
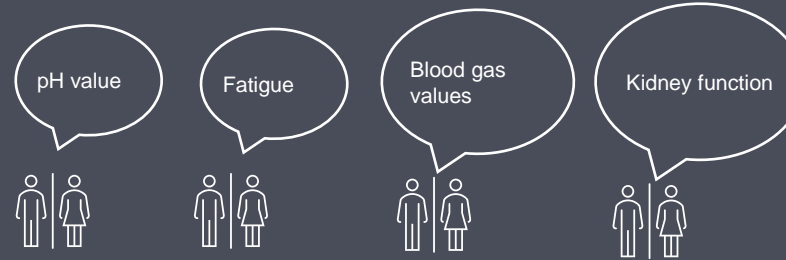
Precisely tailored content for the specific search intention per vertical in the world of portals

EXAMPLE – ACID-ALKALINE BALANCE:



NetDoktor

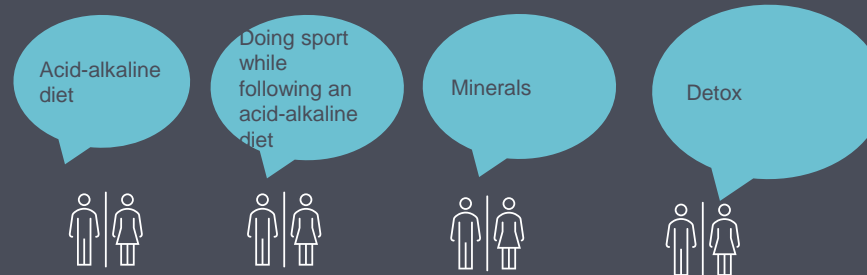
Understand the medical backgrounds.



my life

Ein Angebot von NetDoktor

Learn all about nutrition.



1 **Google-SEARCH**

2 The best result for the search intent refers to the content that best matches the platform

3 Your product message on a high-quality and reputable platform