



asknet to manage Affiliate Marketing for Sage

Sage selects asknet as its partner for the German market

Karlsruhe, September 18, 2015 – Sage Software GmbH, part of the Sage Group, assigned Karlsruhe-based asknet AG to set up and manage its affiliate marketing program.

The business software manufacturer is going to benefit from asknet's many years of experience and extensive expertise in this segment. Sage plans to take advantage of affiliate marketing as an important marketing channel for acquiring new customers. asknet will establish the Sage affiliate program, provide strategic advice to the company, develop exclusive campaigns for affiliates and successfully promote them through the top affiliates. The focused and selective buildup of the affiliate partner network enables Sage to benefit from the particular trustability and familiarity of every single affiliate among customers.

"We are thrilled to have an experienced partner such as asknet to help us in the German market with affiliate marketing, since the importance of this tool continues to grow in today's sales landscape," says Stefan Kleine, Head of Marketing, Business Unit Startup & Small Business.

About Sage:

Sage energizes the success of businesses and their communities around the world through the use of smart technology and the imagination of our people. Sage has reimaged business and brings energy, experience and technology to inspire our customers to fulfill their dreams.

We work with a thriving community of entrepreneurs, business owners, tradespeople, accountants, partners and developers who drive the global economy. Sage is a FTSE 100 company with 14,000 employees in 24 countries. We have been in the German market for 30 years.

For more information, visit www.sage.de.

About asknet AG:

asknet, a pioneer in the development of global e-commerce solutions, offers extensive expertise and individual shop solutions to ensure worldwide electronic distribution of products of all kinds 24/7 in more than 190 countries. Customers benefit in selling digital and physical goods from both the possibility of handling a variety of international payment and logistic processes as well as the extensive experience of the company in the development and operation of successful e-commerce platforms.

Founded in 1995 as a spin-off of the Karlsruhe Institute of Technology (KIT) the company is also a partner of around 80 percent of German universities and research institutions. Here asknet offers as a large account reseller for manufacturers such as Adobe and Microsoft a comprehensive range of software licenses and services related to the procurement and distribution of software. In addition, asknet distributes via the established internet platform "studyhouse.de" a wide range of software to students. In



2014 the company generated transaction revenues of more than 100 million euros. For more information, visit www.asknet.com.

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