









Product presentation

February 2013

-  1. **What is erovie?**
-  2. **Who's behind erovie?**
-  3. **erovie in the world**
-  4. **erovie vs C-date**
-  5. **The positioning**
-  6. **How erovie works: the 6 steps**

What is erovie?



Founded in **November 2012** by **Heinz Laumann**, one of the “creators” of casual dating, erovie is a **casual matchmaking** product addressed to open minded adults looking to satisfy their mutual desire for **sexual adventure** with new people.

It's a place for exploration and discovery with few limits and where diversity is respected and enjoyed. Whatever you're into, you can find like minded play mates at erovie.

Who's behind erovie?



Founder Heinz Laumann

- Founder of erovie (2012)
- Founder of C-date (2008)
- 4 years as Director of International Business at FriendScout24
- Extensive knowledge of the international dating market



Behind erovie there is **a team of 150 online dating specialists**, that are making the product a great success story

Founded in November 2012, Erovie is already a success in 15 countries and available in 12 languages



Germany



Norway



UK



Switzerland



Sweden



Spain



Austria



Denmark



Czech Republic



France



Finland



Poland



Italy

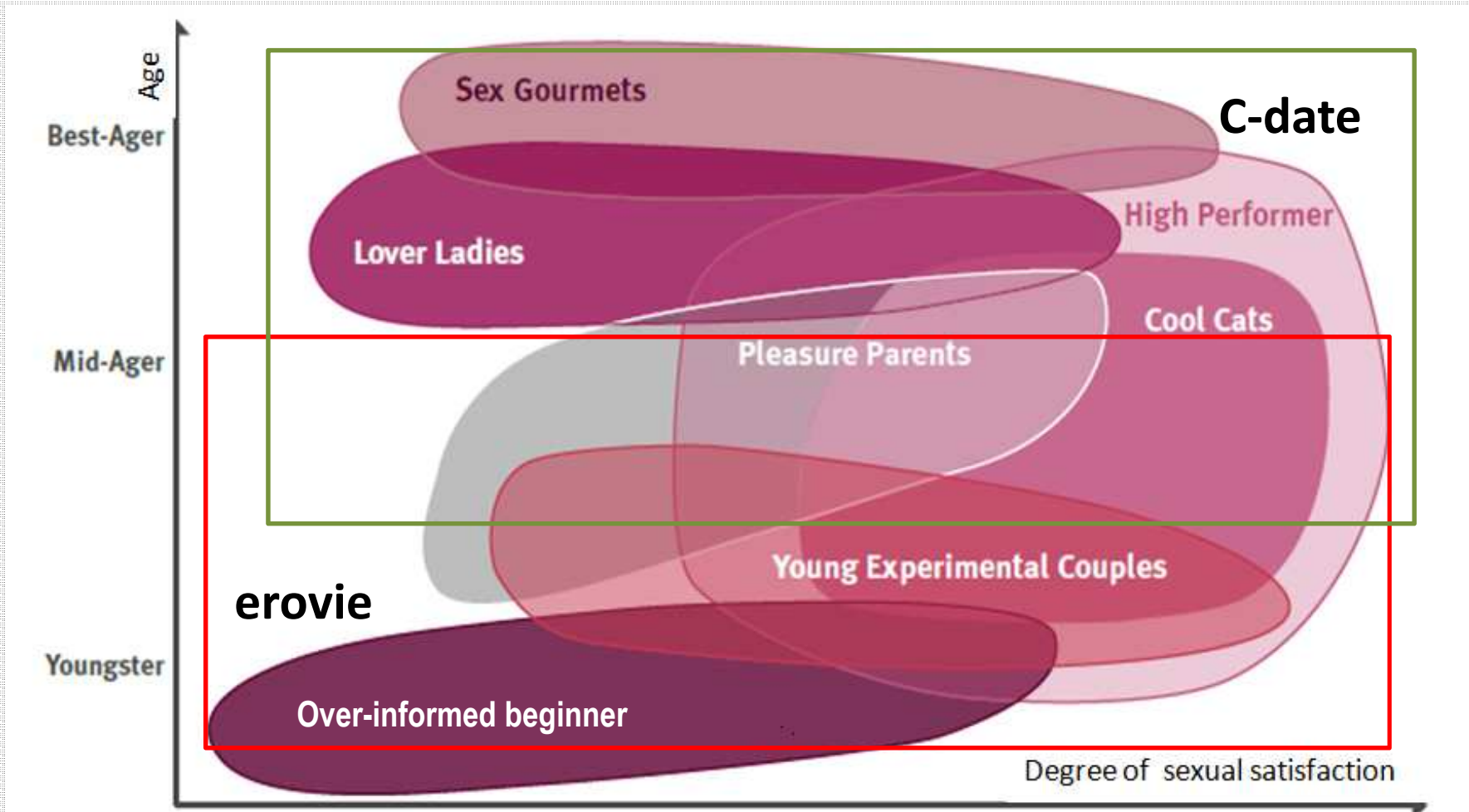


Netherlands



Singapore

Erovie vs C-date



The trend study “**Sexstyles 2012**”, from the Zukunftsinstitut, identifies **7 sex styles**:

- **Over-informed beginner:** teenager aged 14-20, pretty much informed about sex and looking forward to putting into practice all the theory learned, especially on the Internet.
- **Young Experimental Couples:** sexually curious and active couples aged 20-30, who would like to experiment with new erotic adventures
- **Cool Cats:** educated , emancipated, self-confident women aged 21-35, with a hedonistic attitude towards life. They use sex toys, take the initiative with men and find pleasure whenever they like.
- **Pleasure Parents:** Parents aged 30-45 with an experimental mindset. They are open to sex-toys, role games, to fetish and so on.

- **High Performer:** Singles and couples aged 30-50, with a very active life. They are sporty, care a lot about their looks and shape and keep themselves young. They always look for more and better sex.
- **Love Ladies:** well-off women aged 40+ who, in the second part of their life, want to enjoy new erotic freedom. They seek style and quality in their sex adventures. They are very conscious and proud of their own beauty and power to attract men of all ages.
- **Sex Gourmets:** Men and women aged 50+ with a lot of sexual experience. Among all groups, they are the real Sex connoisseurs and amateurs. They are not looking for fast sex but for the quality of a more intimate relationship.

erovie and C-date have a **lot in common**: same business model, same team behind them, very similar product. So what's the **difference** between the two products?

erovie

➤ **Target group: men and women aged 18 – 55**

- ✓ Overinformed beginners (18+)
- ✓ Young Experimental Couples
- ✓ Cool Cats
- ✓ Pleasure Parents
- ✓ High Performer



➤ **The matching algorithm is very much focused on erotic fantasies**

C-date

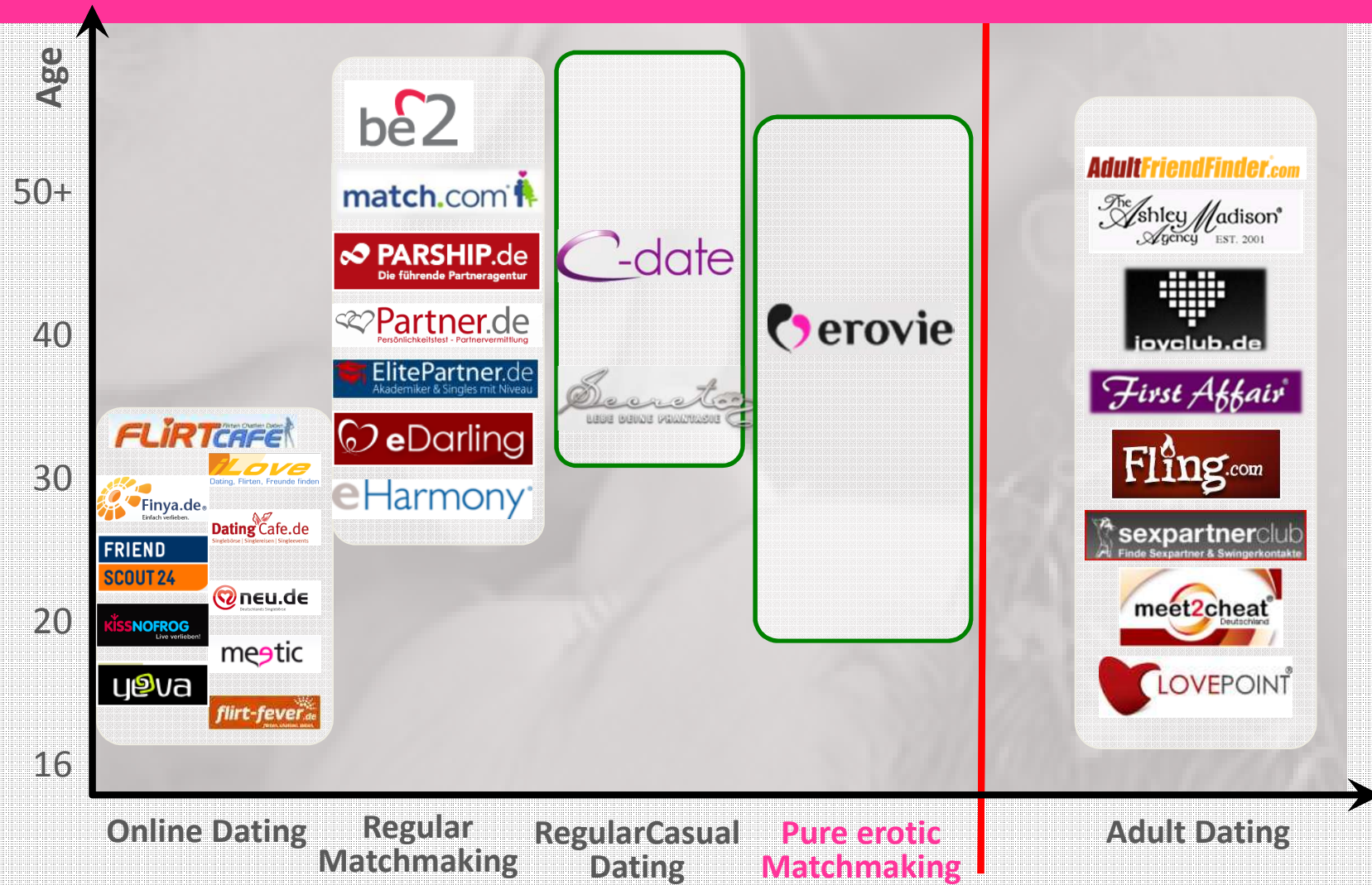
➤ **Target group: men and women aged 30+**

- ✓ Cool Cats
- ✓ Pleasure Parents
- ✓ High Performer
- ✓ Lover Ladies
- ✓ Sex Gourmets



➤ **Besides erotic fantasies, the matching algorithm takes into consideration softer factors, like location, age, etc**

The positioning



How erovie works: the 6 steps



1. Register for free

Enjoy. Real. Erotic Adventures

Start meeting new people now!

If you want to meet real women and men with an appetite for no strings attached sexual encounters, you're in the right place. Erovie is a growing community of open minded adults looking to satisfy their mutual desires for sexual adventures with new people. Complete the quick registration and see who is online in your area today. Its free! Just try it.... Start your adventure now.

REGISTER

2. Confirm your email address

Simply click the link to complete your registration.

Hello dear erovie Member!

Thank you for joining erovie.

Important:
To complete your registration and to confirm your E-Mail address.

>> Please click here

If your E-Mail system should not display the link accurately, please copy & paste it into the address field of your browser:
https://app.erovie.com/login?target=/confirmemail.htm&dl=C158EC8E3A17859540F18EDA71E6B1D8&confirmation=ef9fb1ea-5ae7-46c9-94b7-eb08dc67e7d&MID=uk_EN:NF:00:00:RegCo&ds=20130218&uid=6D2RVK5RAVJAAXAGISWQ

3. Get your Instant match

erovie

Home Fees Contacts Mailbox My Profile Help

Thank you. Your E-Mail address has now been confirmed.

What's new?

- 0 New messages
- 0 New matches
- 0 New visitors

My matches

QX6XWC43 **INSTANT MATCH** Received: 18-Feb-2013

Age: 26
Search region: England
Sexual preferences: Straight sex ...

Write Message

View profile

Become a premium

4. Buy a Premium Membership

erovie Welcome page

Become a Premium Member now in just 30 seconds!

Become a Premium Member now to write unlimited messages, see profiles in full and save your most interesting matches on your favourites list.

Continue

3 months 34,90 GBP	Best choice 6 months 24,90 GBP	12 months 14,90 GBP
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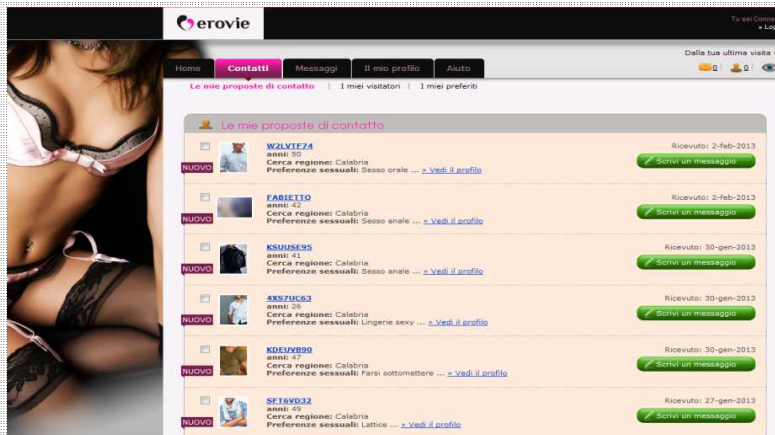
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Your Premium Membership will be renewed automatically at the end of your original subscription period. Should you not wish to renew, please

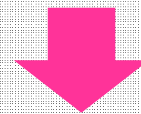
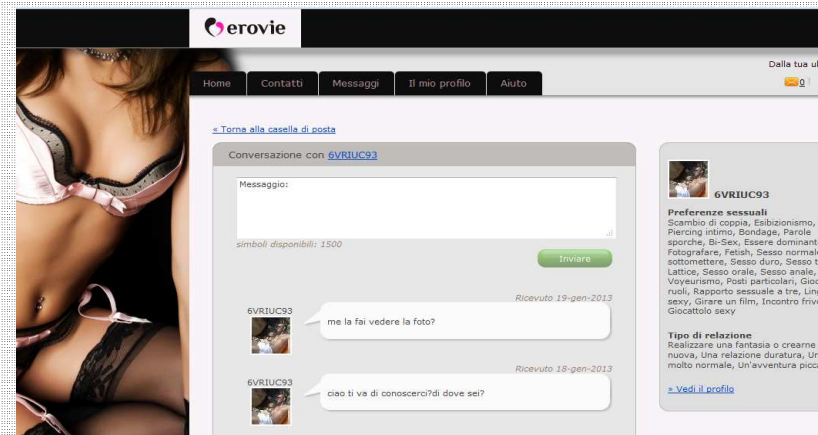
How erovie works: the 6 steps



5. Go through your contact list and select the partners you like



6. Send unlimited messages through the internal messaging system



Enjoy your sexual adventures with like minded people and in total privacy!

Thanks for your attention!



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erovie

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