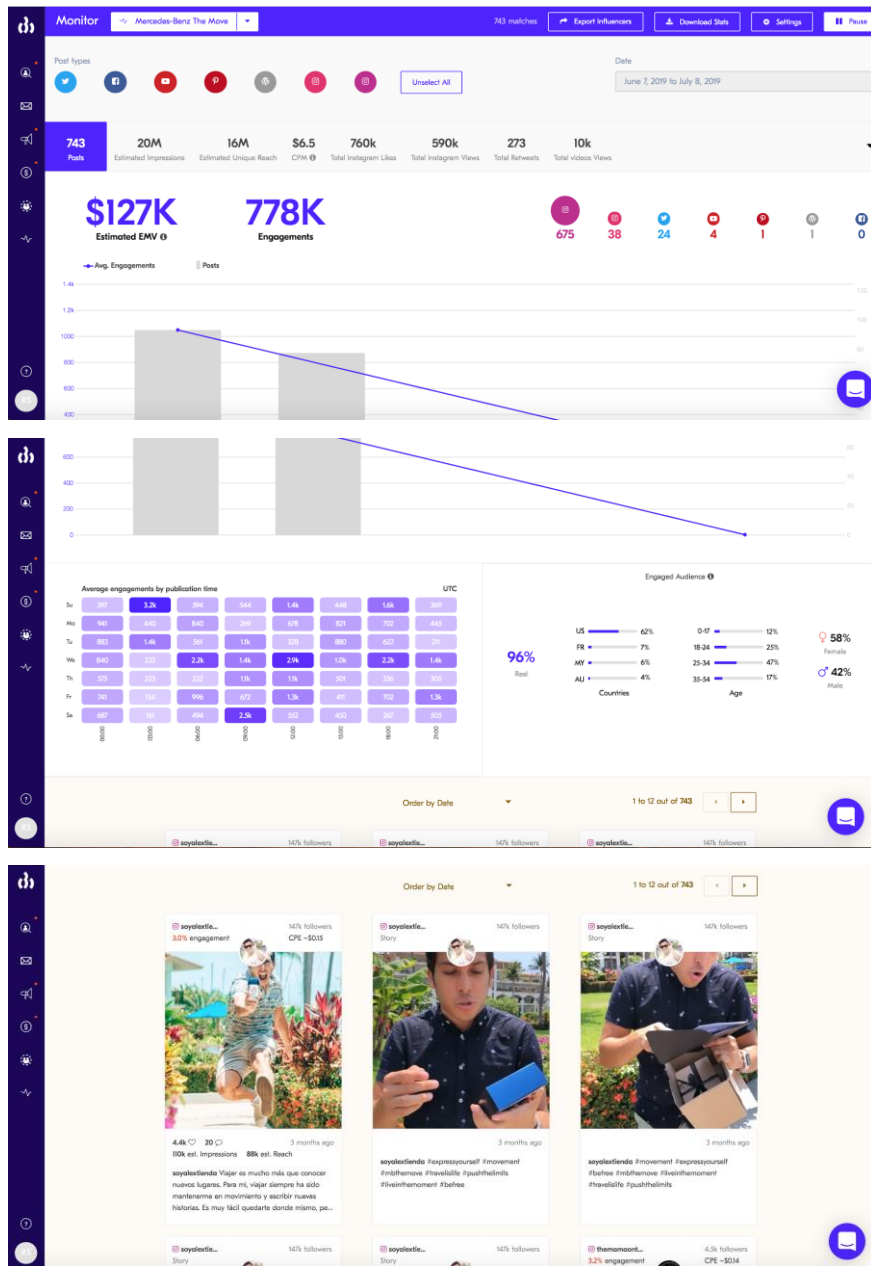


Appendix 1: Screenshots of Upfluence Software

Monitor feature: displaying published posts and performances



How influencer marketing is a strategic ally for European companies in international expansion


Payment feature: to manage cash-out requests

Payment											
0	Mark as read	Set As Paid	Export Payment Requests	Add Filters		1 to 20 out of 23 payment requests					
<input type="checkbox"/>	Company	Campaign	Media Name	Billing Name	Influencer Number	Authorized At	Submitted At	Amount	Invoice Type	Payment Mode	Has Been Paid
<input type="checkbox"/>	Mercedes Benz Fragrance	MBTHEMOVE_PL_LN	Jakub Janikowiak	Jakub Janikowiak	585413	Jun 21, 2019	Aug 13, 2019	400.00 EUR	Other	Other	<input type="checkbox"/>
<input type="checkbox"/>	Mercedes Benz Fragrance	MBTHEMOVE_AKK_Ln	Bernardo Pavon	Bernardo Ernesto Pavon Gomez	5136260	Jun 12, 2019	Jun 12, 2019	450.00 USD	Other	Other	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Mercedes Benz Fragrance	MBTHEMOVE_AKK_Ti	ALEX TIENDA	Jose Alejandro Tienda Ramirez	515329	Jun 12, 2019	Jun 19, 2019	550.00 USD	Other	Other	<input type="checkbox"/>
<input type="checkbox"/>	Mercedes Benz Fragrance	MBTHEMOVE_AKK_Ti	MANOLO CICE	Manolo Ciceo Arends	516332	Jun 12, 2019	Jul 29, 2019	400.00 USD	Other	Other	<input type="checkbox"/>
<input type="checkbox"/>	Mercedes Benz Fragrance	MBTHEMOVE_AKK_Ti	Baladetri		590365	Jun 12, 2019		100.00 USD			<input type="checkbox"/>
<input type="checkbox"/>	Mercedes Benz Fragrance	MBTHEMOVE_PL_Ln	DAMIAN REZLESKI	Damian Rezselski	585401	Jun 12, 2019	Jun 25, 2019	480.00 EUR	Other	Other	<input checked="" type="checkbox"/>

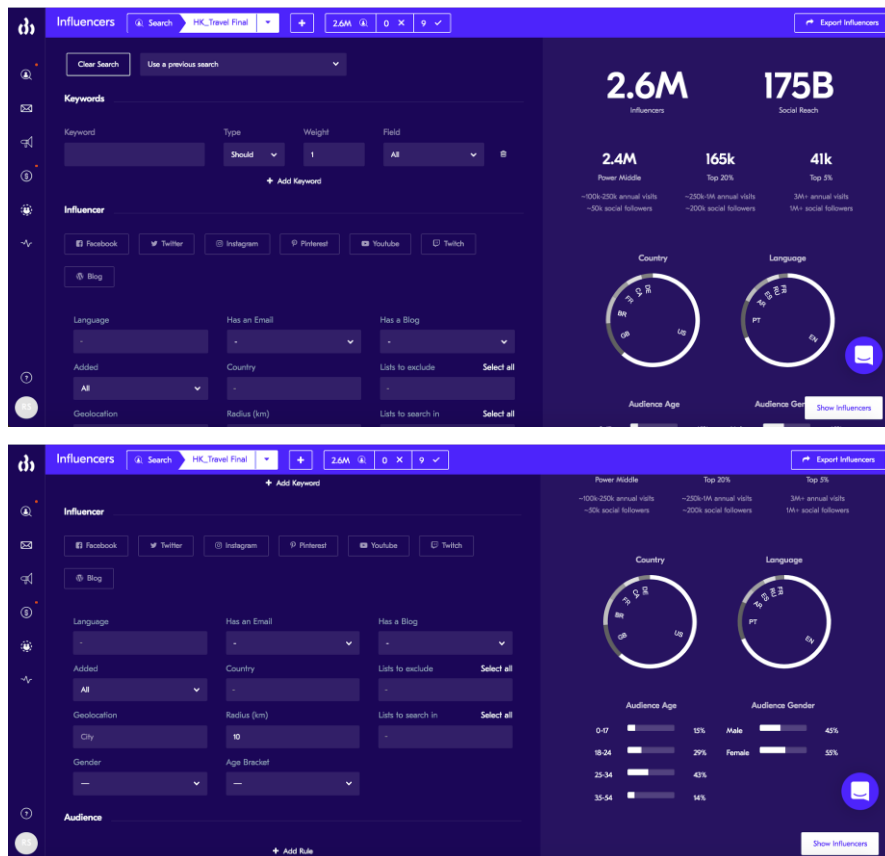
Workflow: to manage campaigns and influencers

Workflow											
Invited		Shortlisted		Drafted		Published		Paid		~\$10,500 a month	
0		9		0		0		0		Budget Engaged	
Out of 50		Out of 50		Out of 50		Out of 50		Out of 50		RunTime	
0	Export all Influencers	Import Influencers									1 to 16 out of 16
<input type="checkbox"/>	Media Name	Status	Action	Your Offer	Influencer Price	Comment	Monthly Visits	Facebook	Instagram	Twitter	
<input type="checkbox"/>	Rafik El Zain	Influencer Applied	Approve	\$2,300	\$2,300		—	—	—	73,908	—
<input type="checkbox"/>	Michael Kabbaji	Influencer Applied	Approve	\$1,200	\$1,200		—	—	—	124,444	—
<input type="checkbox"/>	unknown	Influencer Applied	Approve	\$700	—		—	—	—	66,409	—
<input type="checkbox"/>	Ali Ghazizadeh	Draft requested		\$1,500	—		—	—	—	145,367	—
<input type="checkbox"/>	Babak Rahimi	Influencer Applied	Approve	\$750	—		—	—	—	61	—

Mailing: to contact and email influencers

Mailings											
Influencers		Scheduled		Sent		Opened		Replied		Engaged	
7		7		7		6		5		0	
100%		100%		100%		86%		71%		0%	
 <p>Eric Fit Train With Eric</p> <p>In GOD WE TRUST Personal trainer & models on my free time</p> <p>89k 1.4k</p> <p>1.47k -/post</p>		<p>Last email 2 days ago</p> <p>Re: Re: Mercedes Benz Parfums: You're selected!</p> <p>Hello Eric! We're getting back to you regarding the campaign. Unfortunately, because of budget restrictions, the campaign won't take place in October this year. I'll let you know if the brand decides to work in Emirates Area United later. Sorry for this cancellation. We'll keep your profile in mind for future collaborations. Have a nice day/Romeo..</p> <p>8 emails</p>		<p>Last email 3 days ago</p> <p>Re: Re: Mercedes Benz Parfums: You're selected!</p> <p>Hello! Casual or normal would be perfect! We never pay upfront but within 30 days after the publication. With the post, we also need 3 stories. Have a nice day/Romeo..</p> <p>5 emails</p>							

Search: to identify relevant influencers



Appendix 2: Results of Mercedes-Benz Parfums campaigns

Father's day 2018

Key results	Germany	USA	Total
<u>Budget</u>	€8,900	€8,900	€17,800
<u>Audience</u>	919,454	1,609,154	2,528,608
<u>Impressions</u>	441,001	428,468	869,469
<u>CPM</u>	€20	€20	€20
<u>Reach</u>	327,668	178,131	505,799
<u>Engagements</u>	34,211	20,295	54,506
<u>Clicks</u>	80	81	161
<u>CTR</u>	10%	4%	7%

Father's day 2019

Key results	Poland	Mexico	Total
<u>Budget</u>	€9,295	€4,830	€14,125
<u>Audience</u>	825,151	291,938	1,117,089
<u>Impressions</u>	660,240	227,193	887,433
<u>CPM</u>	€21	€21	€21
<u>Reach</u>	361,099	134,467	495,566
<u>Engagements</u>	62,993	12,633	75,626
<u>Clicks</u>	2,302	373	2,675
<u>CTR</u>	0.64%	0.44%	0.54%

Appendix 3: Results of Mayoral campaigns

Winter 2018

Key results	Poland	Germany	USA	Total
<u>Budget</u>	€7,215	€7,215	€7,215	€21,645
<u>Audience</u>	336,024	291,673	369,868	997,565
<u>Impressions</u>	340,704	173,340	76,342	590,386
<u>CPM</u>	€21	€42	€94	€52
<u>Reach</u>	285,673	163,336	64,962	513,971
<u>Engagements</u>	15,676	14,617	11,800	42,093
<u>Clicks</u>	487	379	368	1,234
<u>CTR</u>	0.17%	0.23%	0.56%	0.32%

Spring 2019

Key results	UK	Italy	Total
<u>Budget</u>	€9,624	€9,624	€19,248
<u>Audience</u>	362,704	481,046	843,750
<u>Impressions</u>	346,766	448,708	795,474
<u>CPM</u>	€28	€21	€24
<u>Reach</u>	265,784	324,121	589,905
<u>Engagements</u>	16,810	38,414	55,224
<u>Clicks</u>	554	467	1,021
<u>CTR</u>	0.21%	0.14%	0.17%