

# krautinvest.de Advertising Guidelines

We pay great attention to the quality of our advertising content. We attach great importance to the identification of advertising content. As advertising partners, we jointly ensure that all content complies with the advertising regulations of the respective division. The customer is liable for any violations.

The goal: to deliver added value through ad content.

Our advertising guidelines:

- krautinvest.de has a B2B focus. Therefore, mainly B2B customers are to be addressed. Ad content must also offer the readership added value, but may be promotional compared to editorial content.
- Companies are allowed to make statements about their brand. This includes, for example, brand structure, team, organizational structure, know-how, technical setup, etc.
- Pharmaceutical companies: companies are not allowed to make statements about the specific effect of the products they offer. Product-specific information for specialist groups must be made available separately via the customer. References to the company's closed specialist area login are permitted.
- For listed companies: We do not make investment recommendations. As a customer, you ensure that only content is communicated that is compliant with the respective requirements for a listed company.
- For CBD products: No statements about the effects of CBD and other cannabinoids may be made that are in a promotional context. The presentation of a study without product reference is permitted.
- Brands and company names are written out according to the wishes of the companies e.g. all CAPITAL, specific spelling
- Backlinks are possible and will be set accordingly. Call-to-actions are also possible. Tracking is done according to our website terms and conditions. A tracking link can be provided.
- English articles can also be republished on the company's website after agreement with the editorial team with a Canonical=DE

## We generally do not advertise for:

- Stock investments, crypto investments, etc.
- Alcohol, tobacco, intoxication, etc.
- illegal drugs, legal highs, cannabis mimetics e.g. HHC, etc.
- MLM business models, etc.
- casino, XXX, etc.
- as well as other dubious business practices