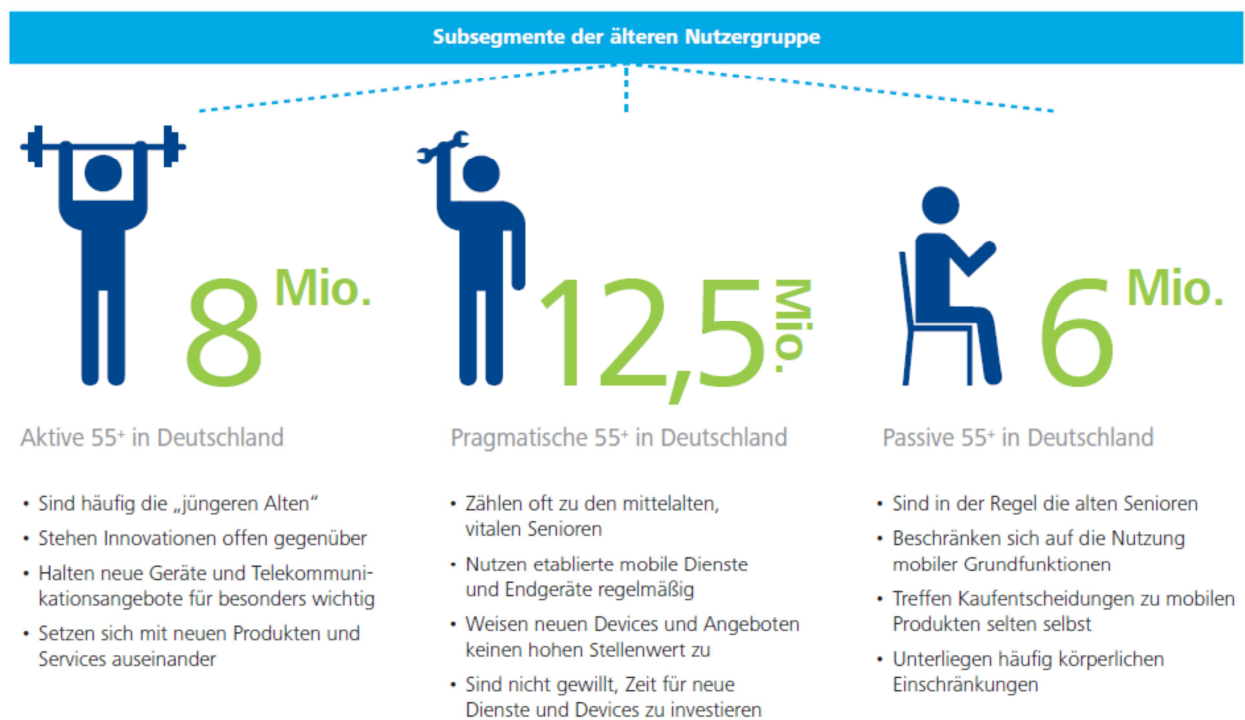


## FACTSHEET Target Group

The products of emporia Telecom are aimed at **all those** who **would simply like to make calls** and desire **orientation instead of multi-functionality**. This group primarily consists of the **senior citizens**. As current studies demonstrate, this group is **heterogeneous** and has **different demands** on mobile phones.



Quelle: Deloitte, Statistisches Bundesamt

For these different demands, emporia offers **different terminal devices**.

The **digital divide** between the generations and more or less digitised human beings is becoming increasingly larger. What emporia would like to do is to contribute towards **bridging** the gap and has expanded its sights of the target group to the entire family.

The **web-based service emporia4CARE** is oriented at support and safety, and the **app emporiaME** is aimed at connecting the generations with the help of photos, appointments and service.