

## Visual Meta is expanding to Asia and South America

Berlin, 26<sup>th</sup> of June 2014. The Visual Meta GmbH, operator of the online shopping platforms ShopAlike and LadenZeile, is going to kick off its services in Asia and South America after they successfully established themselves in Europe. Visual Meta now runs its shopping platforms in 19 countries and presents a wide range of products from various online shops within categories such as fashion, furniture or lifestyle.

Since the beginning of 2014 ShopAlike is online in India and Russia. On [www.ShopAlike.in](http://www.ShopAlike.in) and [www.ShopAlike.ru](http://www.ShopAlike.ru) Indian and Russian online shoppers now can easily choose between the latest fashion trends, the hippest furniture or the greatest lifestyle products and will instantly find the best offers with just one click.

By the 23<sup>rd</sup> of June as well South American online shoppers can benefit from the extensive product offerings and the reliable service. On the shopping platform [www.UmSóLugar.com.br](http://www.UmSóLugar.com.br), translated “a place for everything”, Visual Meta now operates an online shopping center for Brazil.

### Visual Meta GmbH on the road to success since 2009

In January 2009 Robert M. Maier and Johannes Schaback jointly founded the Visual Meta GmbH. According to the motto “All shops, one site” the first online shopping center [www.LadenZeile.de](http://www.LadenZeile.de) was launched in April 2009 in Germany. Since then the company was taking the road to success.

By the end of 2009 already 14 employees from three different nations worked at Visual Meta. Today there are over 175 colleagues from 23 countries all over the world supporting the team. Managing Director Robert M. Maier is proud to work together with his team:

*“Our international team and the therefore mostly different mentalities are offering new opportunities and creative ideas for a successful development of our company every day.”*

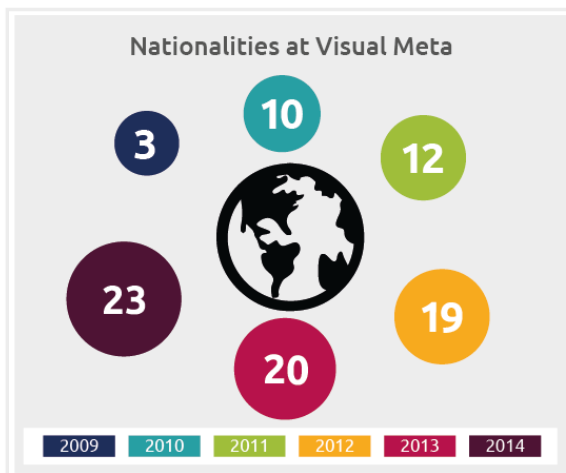
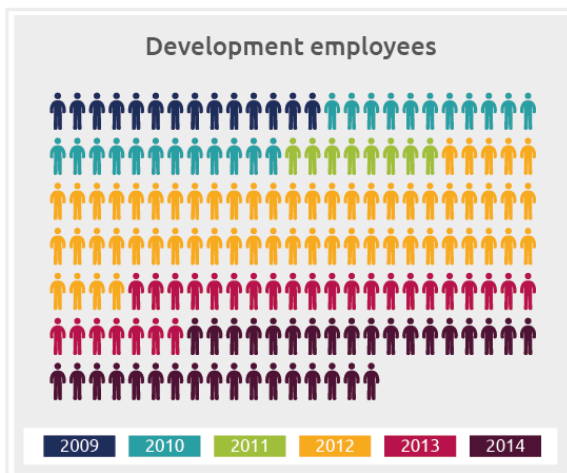
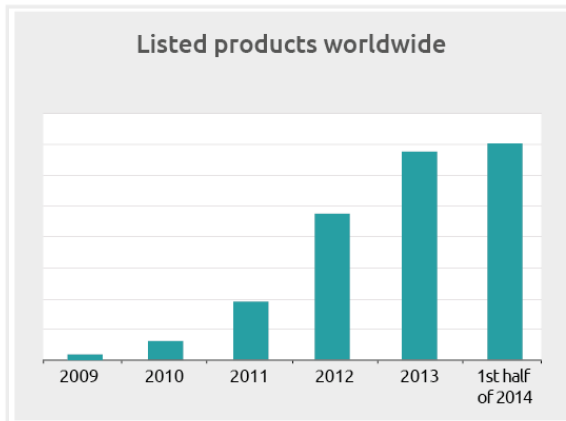
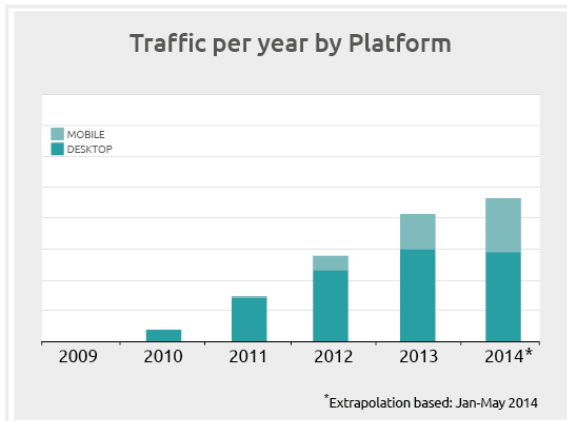
The concept of the shopping platforms is based on a Meta search engine. Users are able to search for a specific product or can just rummage in the diversity of the different categories and products. They will always be shown the latest offers from all cooperating online shops completely without laborious searching through different online shops easily on one site.

The continually growing number of users, whether from home or on the move, via PC, tablet or smartphone, justifies the founders’ business idea.

Besides the establishment of the service in many European, Scandinavian South American and Asian countries Robert M. Maier and Johannes Schaback are also focusing on the improvement of the offer on the existing platforms. This mainly takes the optimization of the product categories, the number of partner shops and the offered diversity of products into consideration as well as the usability friendliness for the user of the platforms.

According to Johannes Schaback "it is especially important to continuously develop the services and offerings provided as well as to steadily optimize the user-friendliness of the pages in order to allow an easy and fast possibility for users to find their desired product."

### Visual Meta's development since 2009



**About Visual Meta:**

“All shops, in one place” – Founded in 2009, Visual Meta GmbH today operates multiple shopping platforms under the brands LadenZeile and ShopAlike across Europe, Asia and South America. On its websites, Visual Meta presents products from thousands of online shops with the focus on fashion, furniture and lifestyle. The advanced product search and filter options allow users to not only find what they are looking for very quickly but also to compare prices across shops.

Visual Meta – based in Berlin, Germany - is part of the Axel Springer SE, a leading European Media Company. The company employs approximately 175 people and operates its services in 19 countries across the globe.

**Press Contact:** Cindy Richter | [presse@visual-meta.com](mailto:presse@visual-meta.com)