

- 1. Provision of content:** Will ASCER/Tile of Spain provide the content, including technical information and images, for the lookbook, newsletter and social media channels, or is it planned that the commissioned agency will create this content?

Tile of Spain will provide the graphic and technical content, including images and technical information.

It is expected that the selected agency will work on the basis of the materials provided, filtering, adapting and editorialising them for the development of the lookbook, newsletters and social media posts.

The objective is to ensure that all content is properly adapted to the needs and expectations of the different target audiences in the German market.

- 2. Website redesign:** Will the agency be granted access to the website hosting so that it can customise the design independently, or will Tile of Spain continue to handle the technical implementation and maintenance directly? We would also appreciate information about the website's current hosting provider.

Yes, the agency will be granted access to the website hosting in order to carry out the necessary modifications and updates independently.

The domain is registered with Strato in Germany, while the hosting is contracted in Spain with company **Desenlace**,

- 3. Social media strategy:** How many social media platforms should be included in the strategy? Will the agency be given access to these platforms so that it can implement the content strategy independently, or should the agency first coordinate the content plans it has developed with Tile of Spain/ASCER?

Tile of Spain Deutschland is currently present on Facebook, Instagram and Pinterest, although the number of followers varies significantly across these platforms.

However, the agency is welcome to propose the social media strategy it considers most appropriate to achieve the objectives in the German market. This strategy does not have to be based on these three platforms and may also exclude one or more of them if the agency considers this more effective.

The agency will be able to implement the strategy independently and will be granted access to the existing accounts, as well as to any new

accounts that may be created. That said, at the beginning of the collaboration a higher level of coordination is expected in order to ensure the successful execution of the overall plan.

**4. Press activities at international trade fairs:** Is there already information available about which Tile of Spain partners will be participating in which trade fairs? This information would help us to select the right trade fairs for our planned activities and to better assess their feasibility.

For 2026, the only international trade fair of major relevance for the sector is Cersaie in Italy. Almost all Tile of Spain member brands participate in this fair, and to date, specific press activities for the German media have always been carried out there.

Other trade fairs of interest in Germany where some Tile of Spain brands are usually present include BAU and ISH; however, due to their biennial nature, neither of these fairs will take place in 2026.

The Spanish trade fair Cevisama will not be held in 2026. However, at the end of February, Tile of Spain organises press activities in Castellón (Spain) for international sector and architecture media, in parallel with open showroom days hosted by the main Spanish manufacturers.

At present, the participation of four German journalists has already been confirmed. If, by the time this initiative takes place, the contract with the selected agency has already been signed, the agency's participation could be considered, allowing it to gain first-hand insight into the Spanish ceramic tile industry.