

## **Transcript Björn Servig – Shopping Today 2017**

I think it's very timeconsuming to buy. I think it's quite, it makes me quite, it's a tricky process. I mean, I want the best price, so I Google a lot where I can find it the cheapest. You have such an enormous selection of products. You really don't know what to buy and on top of that you actually have the, so you actually drown in the information. So I think what we are trying to do with Kijkshop is actually emphasising on that, because I think it's quite interesting what's happening now, but we want to emphasise on that and actually use the knowledge out in the communities among everyone, because you are a user and a lot of people are users from products I want and I want to connect them, so I actually want to use the phenomena of the social part and bringing social shopping into a new level. That's what we want to do with Kijkshop.