



Aupair World in facts and figures

- What is Aupair World?** ▶ Aupair World is the world's leading au pair agency on the Internet.
- What does Aupair World do?** ▶ Aupair World gives people easy-to-use, web-based tools for finding an au pair or host family directly and independently. Aupair World also helps au pairs and host families with their au pair planning by providing comprehensive information and support services from a highly experienced multilingual staff.
- Operator** ▶ a.n.d. Internet Services GmbH & Co. KG (a.n.d)
- Head office** ▶ Wolfsschlucht 27, 34117 Kassel, Germany

The history in facts and figures

- 1998** ▶ Company founder and web pioneer Uwe Regenbogen comes up with the first idea of a website with specific search functions for au pairs and host families after looking for an au pair to serve in his own family.
- 1999** ▶ The website www.aupair-world.net is launched free of charge in English and German.
- 2001** ▶ *19 February:* Uwe Regenbogen establishes the company "and-is Information Solutions" (nowadays: a.n.d. Internet Services GmbH & Co. KG), which runs Aupair World.
- 2002** ▶ First payment model for Aupair World is initiated.
▶ *15 December:* The Premium Membership is introduced.
- 2003** ▶ Aupair World launches its first advertising campaign.
- 2004** ▶ First employees are hired. The Aupair World Team begins to offer multilingual support.
- 2005** ▶ *May:* Our 100,000th au pair registers at Aupair World.
▶ *June:* The French, Italian and Dutch versions of the website are launched.



- 2006**
 - ▶ The Aupair World Team is reinforced by more employees.

- 2007**
 - ▶ *May*: Our 100,000th host family registers.
 - ▶ *July*: Head office relocates to Gudensberg.

- 2009**
 - ▶ *June*: Our 500,000th au pair registers at Aupair World.

- 2010/2011**
 - ▶ Aupair World expands and diversifies staff, hiring specialists for translation, editing, IT, graphic design and marketing.

- 2011**
 - ▶ *February*: Head office relocates to Kassel.
 - ▶ *7 March*: Our 1,000,000th user registers at Aupair World.
 - ▶ A new messaging system allows users to exchange personal messages in a secure environment directly through Aupair World.

- 2012**
 - ▶ *October*: The Spanish version of Aupair World is launched.

- Employees**
 - ▶ There are 24 permanent employees.

- Users**
 - ▶ From its foundation, Aupair World has seen more than 1.4 million users (figure from January 2013). In 2012, 56,700 host families and 206,800 au pairs registered at Aupair World.

- Languages of the website**
 - ▶ *English, French, German, Italian, Dutch, Spanish*

- Support**
 - ▶ *English, French, German, Italian, Dutch, Spanish, Polish*

- Domains**
 - ▶

	www.aupair-world.net
English	www.aupair-world.co.uk
French	www.aupair-world.fr
German	www.aupairworld.net
Italian	www.aupair-world.it
Dutch	www.aupair-world.nl
Spanish	www.aupair-world.es