



**PINKTUM**

## **File Purchase Macro- and Microlearnings**

License Models  
as of 13.08.2025

## File Purchase License Model

Licensing models for delivering standard content as SCORM packages or Tin Can (xAPI) for seamless integration with your LMS.

We offer you our standard content for integration into your own learning management system. We provide the files of the e-training courses as SCORM packages (SCORM 1.2 or SCORM 2004) or Tin Can (xAPI).

### Description of Macrolearnings

PINKTUM offers a broad selection of standard content designed to improve general skills.

For the current range of e-trainings, please refer to the product overview or our catalog, which is available for download on our website.

The e-training courses feature video-based, multimedia, and interactive learning mediums, supported by relevant supplementary materials, to foster sustainable learning success. These courses comprise 2 to 7-minute learning segments meticulously designed as part of a 45 to 60-minute didactic program.

The e-training courses foster sustainable, self-directed learning experiences. Furthermore, classroom training can be replaced with high-quality blended learning scenarios.

### Description of Microlearnings

PINKTUM offers a broad selection of microlearning content designed to improve general skills.

Microlearnings are video-based learning resources to ensure sustainable learning success. They consist of 2 to 4-minute learning units that refresh knowledge and sharpen skills in the "Know-How" and "Challenge" formats. The short learning units are based on traditional e-learning, the macrolearnings, and provide targeted knowledge in just a few minutes. Microlearnings, just like macrolearnings, can also be used independently as stand-alone training.

For the current range of e-trainings, please refer to the product overview or our catalog, which is available for download on our website.

### Description of Microsoft Office courses

"Know-How!" offers a wide range of Microsoft content to develop your specialist skills in a targeted manner. You can find an overview of all currently available Microsoft courses in the corresponding product overview. The Microsoft e-training courses are multimedia-based, video-based and interactive learning opportunities that support sustainable learning success with supplementary materials. The content is organized in clearly structured learning units and didactically designed. These e-training courses promote self-directed learning and ensure that knowledge is anchored in the long term. At the same time, they can replace face-to-face training and optimally complement high-quality blended learning formats.

### Description of Mandatory Training Courses

complies offers a basic portfolio of mandatory training courses, hereinafter referred to as compliyes e-trainings, for the verifiable and efficient fulfillment of a company's compliance obligations (e.g., data protection or occupational health and safety).

The compliyes e-trainings are video-based, multimedia, interactive learning materials with appropriate accompanying resources to ensure sustainable learning success. These courses comprise 5 to 7-minute learning segments meticulously designed as part of a 30 to 40-minute didactic program.

The compliyes e-training courses guarantee sustainable, self-organized learning with a high degree of interaction. A substantial portion of the previously mandatory training requirements may be economically substituted through this method.

## File Purchase E-Training

You can select individual e-training courses from the entire standard content selection. The individual prices remain valid for an unlimited duration of use and an unlimited number of users. Information on price scales can be found below.

Product	Unit Price*
PINKTUM E-Training (Macrolearning)	8,712.00
PINKTUM E-Training (Microlearning)	879.12
Microsoft Office E-Training	8,712.00

\* Prices in GBP plus the currently applicable statutory value-added tax.

\* In the event of widespread use across multiple affiliated companies within a corporate structure, the individual price per e-training course increases by 25 %.

## File Purchase E-Training Price Scale

For the file purchase and file rental license models, we offer pricing scales. The pricing scales are based on the number of selected e-training courses. E-training courses from special promotions are exempt from the pricing scales.

Number of E-Trainings	Discount	Macro-learning*	Micro-learning*	Microsoft Office E-Trainings*
1	--	8,712.00	879.12	8,712.00
3 +	15 %	7,405.20	747.25	7,405.20
5 +	20 %	6,969.60	703.30	6,969.60
7 +	25 %	6,534.00	659.34	6,534.00
10 +	30 %	6,098.40	615.38	6,098.40
15 +	33 %	5,837.04	589.01	5,837.04
17 +	35 %	5,662.80	571.43	5,662.80
20 +	40 %	5,227.20	527.42	5,227.20

\* Prices in GBP plus the currently applicable statutory value-added tax.

\* In the event of widespread use across multiple affiliated companies within a corporate structure, the individual price per e-training course increases by 25 %.

## Prices for Language Versions

If applicable, our e-training courses are available in several language versions. All language versions are meticulously localized to meet high standards.

When purchasing an e-training course in multiple languages, an extra 25% of the original price will apply for each additional language selected. This also applies to quantity-discounted prices. Language versions of a selected e-training course are not taken into account when calculating the quantity discount.

### File Purchase E-Training

Product	Unit Price*
E-Training Course Language Version	25% of the respective individual price, as stated above.
Language Version of a Microsoft Office E-Training	50% of the respective individual price, as stated above.

\* File Purchase Prices in GBP plus the currently applicable statutory value-added tax.

\* In the event of widespread use across multiple affiliated companies within a corporate structure, the individual price per e-training course increases by 25 %.

## Workshop

To kickstart your journey with PINKTUM, you'll receive a complimentary video tutorial. This tutorial will guide you through the essential features of PINKTUM WORLD, our platform for accessing e-training courses, enabling you to utilize them independently from the get-go. In addition, our PINKTUM SUCCESS service offers you individual workshops to support you in the introduction of PINKTUM e-training and the further development of your learning culture.

### In Our Workshops We Can Work with You on the Following Topics:

- Addressing your inquiries regarding PINKTUM WORLD
- Strategies for implementing PINKTUM e-training courses within your company
- Developing an action plan for long-term and sustainable success with PINKTUM e-training
- Outlining specific steps for enhancing your organization's learning culture
- Discovering best practices: How are other clients utilizing PINKTUM?

Find out more about our [PINKTUM SUCCESS](#) on our website.

### Workshop Price List

Product	Unit Price*
Workshop per Hour	245.00
Workshop Starting from 3 Hours per Session	174.60

\* Prices in GBP plus the currently applicable statutory value-added tax.



## PINKTUM Profile

PINKTUM Profile is the scientifically verified online personality test from PINKTUM. The PINKTUM Profile...

- ...reveals personal characteristics through visual preferences.
- ...identifies strengths and core skills.
- ...provides practical descriptions linking personal characteristics to behavior.
- ...offers personalized development insights and learning recommendations for PINKTUM e-training courses

The PINKTUM Profile can be booked per employee in addition to the PINKTUM e-training courses.

PINKTUM Profile	Price*
Price per Employee	10.00

\* Prices in GBP plus the currently applicable statutory value-added tax.



If you have any questions, please get in touch with your contact person / Digital Learning Consultant by calling the following number:



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