

NETINFO IN 2016



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GROWING PRODUCTS

- ✓ 79% REACH
- ✓ 3 422 000 REAL USERS
- ✓ +10% GROWTH IN ALL KEY PRODUCTS



MOBILE EXPLOSION

- ✓ 64% REACH
- ✓ 1 683 000 REAL USERS
- ✓ 560 000 NEW USERS
- ✓ MORE THAN 2 MILLION APP INSTALLS



SOPHISTICATED AD TECH

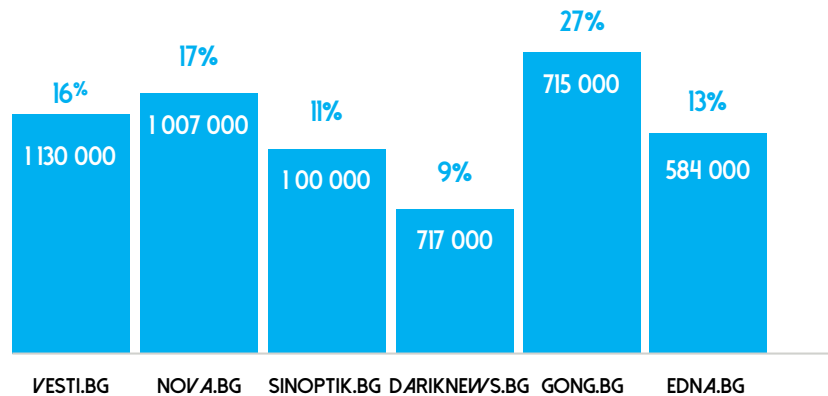
- ✓ NEW DMP
NEW DSP, EXTENDED SSP
- ✓ DATA & PROGRAMMATIC LEADER ON THE LOCAL MARKET



GROWING PRODUCTS

GROWING CONTENT SITES

AVG. MONTHLY REAL USERS
IN 2016 AND YOY GROWTH



GROWING VIDEO CONSUMPTION

AVG. MONTHLY
SAFE ZONE VIDEO VIEWS

2015: 18 275 000

2016: 30 686 000

YoY: 68%

NEW VERTICALS

GRABO.BG
PROMOTIONS

TRENDO.BG
FASHION MARKETPLACE

BROSHURA.BG
PROMOTIONAL LEAFLETS

SRAVNI.BG
PRICE COMPARISON

MOBILE EXPLOSION

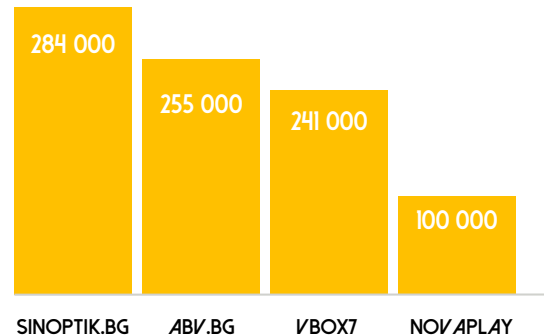
64% REACH
ON MOBILE USERS

MORE THAN
1 683 000
REAL USERS

MORE THAN
2 000 000

APP INSTALLS ON
ACTIVE DEVICES

JAN 2015: 700 000
NOV 2016: 2 121 000
203% GROWTH



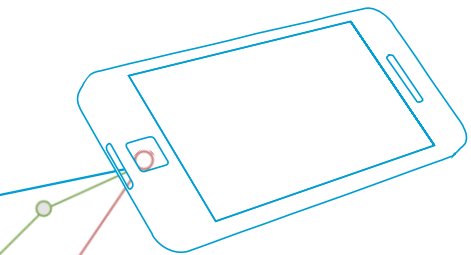
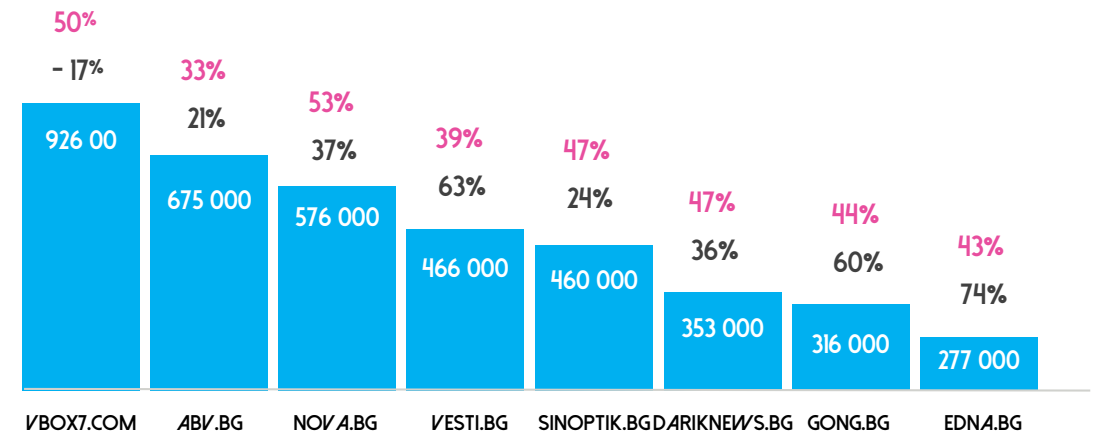
5 MOBILE FIRST SITES

MORE USERS ON MOBILE APPS & BROWSERS
THAN ON DESKTOP

MOBILE USERS

GEMIUS, SEP 2016, WITHOUT APPS

- REAL USERS IN MOBILE
- YOY GROWTH
- MOBILE SHARE FROM TOTAL



ADVANCED AD TECH

DMP INTEGRATION

LEADING DMP PROVIDER

12 BASIC ATL SEGMENTS

ADHOCK SEGMENTS

ADWISE INTEGRATION

NATIVE ADS INTEGRATION

krux

GOOGLE ANALYTICS 360 SUITE

DATA DRIVEN APPROACH IN
PRODUCT DEVELOPMENT

USER BEHAVIOR, USER JOURNEY,
SEGMENTATION, ACQUISITION,
A/B TESTS

DSP BY ADFORM

NEW IMPLEMENTATION FROM SEP 2016

SSP BY SMART AD SERVER

PROGRAMMATIC AND MOBILE
APPS EXTENSION

ADWISE

DYNAMIC RETARGETING AND INCREASED AVG. CTR%

ABV.BG

DATA PROVIDER FOR AGE, GENDER
AND ONLINE BEHAVIOR



PICKUPS

VESTI.BG IS NEWS SITE NUMBER ONE. BLITZ.BG AND PIC.BG BECAME BIGGER IN 2015, BUT WE INCREASED OUR REACH IN MILLENIUMS AND NOW WE LEAD THE NEWS VERTICAL.

NOVA.BG IS THE BIGGEST TV SITE. AFTER VERY SUCCESSFUL REDESIGN AND CONTENT IMPROVEMENTS, NOVA.BG NOW IS ONE OF TOP 10 SITES IN GEMSIUS RATING FOR BULGARIA.

VBOX7 IS SAFE. WE FINISHED THE VERY HARD TRANSITION FROM UGS TO SELF PRODUCED CONTENT AND PARTNERS NETWORK. 7TALENTS DELIVERS NEW VISION ABOUT DIGITAL FIRST VIDEO CONTENT.

ABV.BG IS STABLE. WE HAD DIFFICULT YEAR IN 2014, LOOSING USERS. IN 2015-2016 WE DEVELOPED OUR NEW MOBILE PRESENCE AND NOW ABV.BG IS GROWING. THANKS TO THE APP WE REACHED 3.5 MILLION 3-MONTH ACTIVE USERS.

AD TECH REVOLUTION. THIS YEAR WE CLOSED FULL STACK ECOSYSTEM OF CONTEMPORARY AD TECH TOOLS SSP, DSP, DMP, RTB, ETC. THIS IS UNIQUE SETUP FOR THE BULGARIAN MARKET.

BRANDED CONTENT AND NATIVE ADS ARE HERE. WE POWERED OUR INVENTORY WITH NEW, HIGHLY EFFICIENT FORMATS.

DATA DRIVEN APPROACH. ALL OUR PRODUCTS NOW ARE DEVELOPED THROUGH STRONG INSIGHTS ABOUT USERS AND THEIR BEHAVIOR. WE IMPLEMENTED LOTS OF TOOLS AND PROCESSES AND THAT RESULTED IN GROWING ECOSYSTEM.





THANK YOU