



PRESS KIT: 2010
www.populis.com

ABOUT US

Populis is one of Europe's fastest growing digital media companies (Source: GP Bullhound Media Momentum 2009, 2010) and European leader in content on demand.

With a network of over 500 web properties visited by more than 18 million unique users every month (Comscore), we provide up to the minute content on demand to web users, crowdsourced from a team of expert collaborators and published on our wholly owned and operated websites including Excite Europe, Better Deals, Blogosfere and Nanopublishing.

The Populis team is a dynamic, multinational staff of 125, working across offices in Ireland and Italy.

THE FOUNDERS

Luca Ascani (Co-Founder & Chairman)

A young entrepreneur, Luca launched buycentral.it in 2000 and the company was sold to Lycos in 2004. In 2002, Luca launched ADVance which became one of the top web agencies in Italy and sold it to Netbooster in 2007. Luca was also co-founder and shareholder of First Tuesday Italy, which organised seminars and meetings on Financial and Net Economy topics. He co-founded GoAdv which rebranded to Populis in October 2010.

Salvatore Esposito (Co-Founder & CEO)

Gained his Degree in Business & Finance in 1999. Salvatore started his career as an internet consultant for small & medium enterprises within a project financed by the IBM Italia Foundation. He then held various directorial roles in Internet marketing and advertising with BuyCentral, LookSmart and Altavista. After his experience as Managing Director of Web Agency ADVance, he Co-Founded GoAdv.

FAST FACTS

- European leader in production of multilingual content on demand
- Generates over 15,000 pieces of crowdsourced content per month (articles, videos, guides)
- Counts 500+ websites in its network with a variety of content including shopping, finance and travel
- 18.4 million unique monthly visitors
- 4 main networks: Better Deals, Excite Europe Blogosphere and Nanopublishing
- Rapid international development
- International sales with split between UK, Germany, France, Spain, Italy, Northern Europe, Australia, USA and Russia
- Top tier partners (Yahoo, Ask, and Google)
- More than 50 key clients (including Expedia, Kelkoo, Meetic)
- 125 employees
- Multiple award winners: Red Herring Europe 100 winner 2010, GP Bullhound Media Momentum 4th Fastest Growing Larger Digital Media Company in Europe. Intercontinental Finance Magazine Global Performance Award 2010.

OUR HISTORY: THE STORY SO FAR

2004

- July: Company founded as GoAdv by Luca Ascani and Salvatore Esposito. The start up was profitable from day one.
- August: Activities immediately launched in both Italy and the UK. The company's successful business model enabled it to quickly grow into new markets.

2005

- January: GoAdv launched activities in Germany, France and Spain. With an entrepreneurial approach and international vision, activities were well balanced in each country, giving the start up a multinational edge.

2006

- February: Launched Better Deals, the network of shopping guides designed to help web users make the right buying choices online. The network experienced steady growth from day one.
- November: Relocation of company HQ to Dublin, Ireland. Taking advantage of the innovative business environment and pool of talented internet marketers in the Irish capital, GoAdv successfully moved its operations to support growth.

2007

- August: Listed on the Alternext Market of NYSE Euronext, Paris.
- October: Acquired the Excite Europe group.

2008

- May: Expanded operations to Asia.
- July: Completed successful convertible bond issue raising over €11.5M for the Group.

2009

- March: Reported FY08 revenues doubled for the fourth consecutive year since launch, firmly cementing the Group's success in the online media space
- June: Recognised by GP Bullhound Media Momentum Awards as one of the fastest growing digital media companies in Europe

2010

- January: Acquired Blogosfere, Italy's top blog network, adding over 240 high visibility, high profile properties to the Group's portfolio.
- May: Multiple award wins – GP Bullhound Media Momentum 4th fastest growing larger digital media company in Europe and winner of Red Herring Europe 100.
- June: Delisted from the Alternext Market of NYSE Euronext, Paris.
- October: Rebrands as Populis to reflect the company's position as leader in the production of multilingual content on demand in Europe.**

OUR MEDIA BRANDS

EXCITE EUROPE

With a strong history as a pioneer in online publishing, Excite is establishing its position as a leading brand in the European consumer internet space. With a unique editorial style and fresh, original content crowdsourced from an international team of writers and editors, Excite now publishes thousands of articles every day to over 11 million unique monthly users (source: comscore).

On Excite users will find breaking news, how-to guides, top trends, scoops and hot gossip across over 30 unique channels. Active in all main European countries, Excite continuously reinvents itself to stay ahead of online evolution, social media and user's needs.

History

Launched in the US during the mid 1990s, Excite merged with broadband provider @Home in 1999. In Europe Excite forged partnerships with leading local companies, including BT in the UK and Tiscali in Italy. In 2005 the European properties were acquired by Ask.com, part of the IAC group, and in October 2007, GoAdv (later to be rebranded as Populis Media) announced its acquisition of the European Excite brand.

Key facts:

- Users and Traffic:

12.4 unique visitors for more than 64 million page viewed

- Audience Profile:

51.6% male, 48.4% female, concentration on 35-44

BETTER DEALS

Better Deals is a bespoke network of more than 700 web guides on 95 vertical sites that offer up-to-date and relevant content, products, offers, and services to assist users in their online shopping experience.

Our network is active in the main European countries.

- We create compelling content on our network of websites that captivate and engage web users. We assist consumers in making the right online buying decisions when they search the web.
- Through our promotions and buying guides, Betterdeals has become a trusted service between our wide user base, partners and customers.
- We cover practically every topic under the sun across all of our six markets: travel, shopping, motoring, property, broadband, jobs, dating, finance and seasonal related topics.

Betterdeals now includes a strong personal finance info-commerce area with the inclusion of [Credit.fr](#), [Mutui.com](#) and [Prestiti.com](#).

Key facts

- Users and Traffic:

Please request recent figures.

- Audience Profile:

60% male, 40% female, concentration on 15-34...

NANOPUBLISHING

Nanopublishing.com is a new blog network covering highly topical information launched in 2009.

We produce highly engaged with vertical content and encourage users' interaction and participation by focusing on the most up-to-date topics. Our network includes topics such as Entertainment, Urban blogging, Lifestyle, Sport and Motors, Hightech, News and Travel.

Key facts

- Users and Traffic:

2.270.000 unique visitors (source GA)

4.430.000 page views (source GA)

- Audience Profile:

47% male, 53% female, concentration on 15-44

BLOGOSFERE

Founded in 2005, Blogosfere is the largest Italian network of professional blogs written by some of the country's most notable experts in their field.

With over 240 blogs in its portfolio, Blogosfere is devoted to realtime content covering a wide range of subjects including News, Politics, Media, Entertainment, Sport, Entertainment, lifestyle, Internet and Technology.

Blogosfere has positioned itself in a total new way in the Italian market: between the authority of traditional media and the accessibility of the personal blog.

Providing breaking news, comment and opinion by professionals Blogosfere organizes special initiatives related to important events (World Football Championships, Olympics, Political Elections, Fashion shows) that immediately capture the country's media attention due to the high profile of the bloggers.

Key facts

- Users and Traffic:

2,5 million unique visitors (source GA)

6 million page views (source GA)

- Audience Profile:

55% male, 45% female, concentration on 35-44

DEVELOPING FOR THE SOCIAL WEB

KOEGO

Koego is an international project which offers a unique opportunity to bloggers: become part of a revered online platform in which free expression counts for all.

Koego helps bloggers to unlock their blog potential with its unique mix of innovative social tools and blog aggregator features. Bloggers can give more visibility to their content by sharing their spectrum in a targeted manner.

Koego is an innovative, meritocratic, measurable and transparent tool.

Ego

Koego utilises a set of instruments focused on improving and measuring the content quality and activity of blogs. Registered blogs receive a value (EGO) that will help bloggers monitor and grow their blog potential.

Koego Analytics

Koego Analytics is an advanced web analysis and monitoring tool. Bloggers can make use of over 40 integrated reports and keeping a constant eye on the performance of their blogs.

Social media integration

Koego allows to track blogs and bloggers activity on Twitter and Friendfeed. Analyze the statistics of followers, friends and messages. Enable to see who gets mentioned most, or which are the most popular hashtags. Best of all, Koego will Tweet automatic updates with your Koego score, keywords, hashtags and much more.

OUR APPROACH: THE CONTENT JOURNEY

- A Scientific approach to content production: a rich **database** active since 2004 logs what users in Europe are searching for in 8 languages and then determines keywords for advertisers.
- A proprietary **algorithm** defines the hottest content topics for users.
- News, features, guides and comment are then **crowdsourced** from our network of professional writers, video producers, expert contributors and editors.
- **Published** across our network of wholly owned and operated media brands.
- **Distributed** on the web via our search marketing and social media experts.
- **Organised** by users with our social bookmarking and content tools.
- **Engaged** with and shared by our growing community of passionate users.
- **Monetized** by our proven scientific approach to online content production.

THE POPULIS BUSINESS MODEL

Our strategy is based on the concept of “theming” (or niche) – a website architecture technique used to split the focus of a topic into multiple themes. Every theme represents a website (such as credit.fr) or an area of interest (such as sportscene.excite.co.uk)

Our business model is the monetization of traffic through:

1. Partnerships with tier 1 search/contextual providers including Google and Yahoo! and
2. Direct deals with well known ecommerce players and service providers such as Expedia, Lastminute and eBay.

PRESS CONTACT

For more information and our latest press releases, please visit www.populis.com or contact:

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