

**Triboo Media (ADD):**
**Agreement with TuttoAndroid**

**News:** Triboo Media announced that TuttoAndroid, a website specialised in Hi-Tech, which has around 1.1M monthly unique contacts and approx. 4.5M monthly page views (Source: Google Analytics), will be included in the group's publisher network, Leonardo.it. Furthermore, we highlight that Triboo Media will also manage the advertising sales for TuttoAndroid.

**Our view:** We positively view the agreement that, in our view, strengthens the group's publisher network, both in terms of audience reached and topics covered. **We rate the stock an ADD with a target price of EUR 6.05/share.**

Key data			
Sector	Media		
Target price (EUR)	6.05		
Rating	ADD		
Mkt price (EUR)	4.82		
Mkt cap (EUR M)	77		
<b>Ratios (x)</b>	<b>2014E</b>	<b>2015E</b>	<b>2016E</b>
P/E	27.32	23.55	20.90
EV/sales	2.35	2.05	1.77
EV/EBITDA	16.71	11.48	9.64
<b>Performance (%)</b>	<b>1M</b>	<b>3M</b>	<b>12M</b>
Absolute	-7.04	NA	NA
Rel. to FTSE It. All	-11.53	NA	NA

Source: Intesa Sanpaolo Research estimates and Thomson Reuters

**Gabriele Berti**  
 Corporate Broking Team  
 +39 02 8794 9821  
 gabriele.berti@intesaspaolo.com

**Disclaimer****Analyst certification**

The financial analysts who prepared this report, and whose names and roles appear within the document, certify that:

(1) The views expressed on companies mentioned herein accurately reflect independent, fair and balanced personal views; (2) No direct or indirect compensation has been or will be received in exchange for any views expressed.

**Specific disclosures**

1. Neither the analysts nor any members of the analysts' households have a financial interest in the securities of the Companies.
2. Neither the analysts nor any members of the analysts' households serve as an officer, director or advisory board member of the Companies.
3. Some of the analysts named in the document are members of AIAF.
4. The analysts named in this document are not registered with or qualified by FINRA, the U.S. regulatory body with oversight over Banca IMI Securities Corp. Accordingly, the analyst may not be subject to NASD Rule 2711 and NYSE Rule 472 with respect to communicates with a subject company, public appearances and trading securities in a personal account. For additional information, please contact the Compliance Department of Banca IMI Securities Corp at 212-326-1133.
5. The analysts of this report do not receive bonuses, salaries, or any other form of compensation that is based upon specific investment banking transactions.
6. The research department supervisors do not have a financial interest in the securities of the Companies.

This research has been prepared by Intesa Sanpaolo SpA and distributed by Banca IMI SpA Milan, Banca IMI SpA-London Branch (a member of the London Stock Exchange) and Banca IMI Securities Corp (a member of the NYSE and NASD). Intesa Sanpaolo SpA accepts full responsibility for the contents of this report and also reserves the right to issue this document to its own clients. Banca IMI SpA and Intesa Sanpaolo SpA, which are both part of the Intesa Sanpaolo Group, are both authorised by the Banca d'Italia and are both regulated by the Financial Services Authority in the conduct of designated investment business in the UK and by the SEC for the conduct of US business.

Opinions and estimates in this research are as at the date of this material and are subject to change without notice to the recipient. Information and opinions have been obtained from sources believed to be reliable, but no representation or warranty is made as to their accuracy or correctness. Past performance is not a guarantee of future results. The investments and strategies discussed in this research may not be suitable for all investors. If you are in any doubt you should consult your investment advisor.

This report has been prepared solely for information purposes and is not intended as an offer or solicitation with respect to the purchase or sale of any financial products. It should not be regarded as a substitute for the exercise of the recipient's own judgment. No Intesa Sanpaolo SpA or Banca IMI SpA entities accept any liability whatsoever for any direct, consequential or indirect loss arising from any use of material contained in this report. This document may only be reproduced or published together with the name of Intesa Sanpaolo SpA and Banca IMI SpA.

Intesa Sanpaolo SpA and Banca IMI SpA have in place a Joint Conflicts Management Policy for managing effectively the conflicts of interest which might affect the impartiality of all investment research which is held out, or where it is reasonable for the user to rely on the research, as being an impartial assessment of the value or prospects of its subject matter. A copy of this Policy is available to the recipient of this research upon making a written request to the Compliance Officer, Intesa Sanpaolo SpA, 90 Queen Street, London EC4N 1SA. Intesa Sanpaolo SpA has formalised a set of principles and procedures for dealing with conflicts of interest ("Research Policy"). The Research Policy is clearly explained in the relevant section of Intesa Sanpaolo's web site ([www.intesasanpaolo.com](http://www.intesasanpaolo.com)).

Member companies of the Intesa Sanpaolo Group, or their directors and/or representatives and/or employees and/or members of their households, may have a long or short position in any securities mentioned at any time, and may make a purchase and/or sale, or offer to make a purchase and/or sale, of any of the securities from time to time in the open market or otherwise.

Intesa Sanpaolo SpA issues and circulates research to Major Institutional Investors in the USA only through Banca IMI Securities Corp., 1 William Street, New York, NY 10004, USA, Tel: (1) 212 326 1230.

**Residents in Italy:** This document is intended for distribution only to professional clients and qualified counterparties as defined in Consob Regulation no. 16190 of 29.10.2007, as subsequently amended and supplemented, either as a printed document and/or in electronic form.

**Person and residents in the UK:** This document is not for distribution in the United Kingdom to persons who would be defined as private customers under rules of the FSA.

**US persons:** This document is intended for distribution in the United States only to Major Institutional Investors as defined in SEC Rule 15a-6. US Customers wishing to effect a transaction should do so only by contacting a representative at Banca IMI Securities Corp. in the US (see contact details above).

**Coverage policy and frequency of research reports**

The list of companies covered by the Research Department is available upon request. Intesa Sanpaolo SpA aims to provide continuous coverage of the companies on the list in conjunction with the timing of periodical accounting reports and any exceptional event that affects the issuer's operations. The companies for which Banca IMI acts as sponsor or specialist or other regulated roles are covered in compliance with regulations issued by regulatory bodies with jurisdiction. In the case of a short note, we advise investors to refer to the most recent company report published by Intesa Sanpaolo SpA's Research Department for a full analysis of valuation methodology, earnings assumptions, risks and the historical of recommendation and target price. In the Equity Daily note the Research Department reconfirms the previously published ratings and target prices on the covered companies (or alternatively such ratings and target prices may be placed Under Review). Research is available on Banca IMI's web site ([www.bancaimi.com](http://www.bancaimi.com) or [www.intesasanpaolo.com](http://www.intesasanpaolo.com)) or by contacting your sales representative.

**Valuation methodology (long-term horizon: 12M)**

The Intesa Sanpaolo SpA Equity Research Department values the companies for which it assigns recommendations as follows:

We obtain a fair value using a number of valuation methodologies including: discounted cash flow method (DCF), dividend discount model (DDM), embedded value methodology, return on allocated capital, break-up value, asset-based valuation method, sum-of-the-parts, and multiples-based models (for example PE, P/BV, PCF, EV/Sales, EV/EBITDA, EV/EBIT, etc.). The financial analysts use the above valuation methods alternatively and/or jointly at their discretion. The assigned target price may differ from the fair value, as it also takes into account overall market/sector conditions, corporate/market events, and corporate specifics (i.e. holding discounts) reasonably considered to be possible drivers of the company's share price performance. These factors may also be assessed using the methodologies indicated above.

**Equity rating key: (long-term horizon: 12M)**

In its recommendations, Intesa Sanpaolo SpA uses an "absolute" rating system, which is not related to market performance and whose key is reported below:

Equity rating key (long-term horizon: 12M)	
Long-term rating	Definition
BUY	If the target price is 20% higher than the market price
ADD	If the target price is 10%-20% higher than the market price
HOLD	If the target price is 10% below or 10% above the market price
REDUCE	If the target price is 10%-20% lower than the market price
SELL	If the target price is 20% lower than the market price
RATING SUSPENDED	The investment rating and target price for this stock have been suspended as there is not a sufficient fundamental basis for determining an investment rating or target. The previous investment rating and target price, if any, are no longer in effect for this stock.
NO RATING	The company is or may be covered by the Research Department but no rating or target price is assigned either voluntarily or to comply with applicable regulations and/or firm policies in certain circumstances, including when Intesa Sanpaolo is acting in an advisory capacity in a merger or strategic transaction involving the company.
TARGET PRICE	The market price that the analyst believes the share may reach within a one-year time horizon
MARKET PRICE	Closing price on the day before the issue date of the report, as indicated on the first page, except where otherwise indicated

**Equity rating allocations (long-term horizon: 12M)**

Intesa Sanpaolo Research Rating Distribution (at February 2014)					
Number of companies considered: 83	BUY	ADD	HOLD	REDUCE	SELL
Total Equity Research Coverage %	29	35	31	2	2
of which Intesa Sanpaolo's Clients % (*)	54	52	42	50	50

(\*) Companies on behalf of whom Intesa Sanpaolo and the other companies of the Intesa Sanpaolo Group have provided corporate and investment banking services in the last 12 months; percentage of clients in each rating category

**Valuation methodology (short-term horizon: 3M)**

Our short-term investment ideas are based on ongoing special market situations, including among others: spreads between share categories; holding companies vs. subsidiaries; stub; control chain reshuffling; stressed capital situations; potential extraordinary deals (including capital increase/delisting/extraordinary dividends); and preys and predators. Investment ideas are presented either in relative terms (e.g. spread ordinary vs. savings; holding vs. subsidiaries) or in absolute terms (e.g. preys).

The companies to which we assign short-term ratings are under regular coverage by our research analysts and, as such, are subject to fundamental analysis and long-term recommendations. The main differences attain to the time horizon considered (monthly vs. yearly) and definitions (short-term 'long/short' vs. long-term 'buy/sell'). Note that the short-term relative recommendations of these investment ideas may differ from our long-term recommendations. We monitor the monthly performance of our short-term investment ideas and follow them until their closure.

**Equity rating key (short-term horizon: 3M)**

Equity rating key (short-term horizon: 3M)	
Short-term rating	Definition
LONG	Stock price expected to rise or outperform within three months from the time the rating was assigned due to a specific catalyst or event
SHORT	Stock price expected to fall or underperform within three months from the time the rating was assigned due to a specific catalyst or event

**Company specific disclosures**

Interests and conflicts of interest - related to Articles 69-quater and 69-quinquies of the Issuers' Regulation issued by Consob with Resolution no 11971 of 14.05.1999 as subsequently amended and supplemented (hereinafter the "Issuers' Regulation"), Article 24 of "Rules governing central depositories, settlement services, guarantee systems and related management companies" issued by Consob and Bank of Italy, FINRA's NASD Rule 2711 and NYSE Rule 472, as well as the FSA Conduct of Business Sourcebook rules COBS 12.4.9R (3) and COBS 12.4.10R (5) - between the Intesa Sanpaolo Group and issuers of financial instruments, and their group companies and referred to in research products are available, in accordance with Article 69-septies of the Issuers' Regulation, the aforementioned FINRA's Rules and the aforementioned FSA Rules, alongside with "Research Policy" and the extract from "A business model for managing confidential information and conflicts of interest" on the Intesa Sanpaolo website:

[http://www.group.intesaspaolo.com/scripts/sir0/si09/studi/eng\\_archivio\\_conflitti.jsp](http://www.group.intesaspaolo.com/scripts/sir0/si09/studi/eng_archivio_conflitti.jsp)

The conflicts of interest published on the internet site are updated to the day before the publishing date of this report.

We highlight that disclosures are also available to the recipient of this research upon making a written request to Intesa Sanpaolo - Equity&Credit Research, Largo Mattioli, 3- 20121 Milan - Italy or by visiting Intesa Sanpaolo's website: [www.intesaspaolo.com/Research](http://www.intesaspaolo.com/Research).

The Intesa Sanpaolo Group maintains procedures and organisational mechanism (such as Information Barriers, Crossing Procedures, Watch & Restricted List) to professionally manage conflicts of interest arising from the many activities of the Group Intesa Sanpaolo in relation to investment research.