



Le eccellenze del settore IT incontrano gli investitori istituzionali

Focus: Triboo Data Analytics

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GROUP OVERVIEW



#join the
TRIBOO

E-commerce
branding, media & data

COMPETITIVE POSITIONING



eCommerce

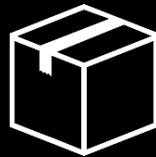
TRIBOO DIGITALE



Software



System
Integration



Logistics



Retail
Approach



Store
Management

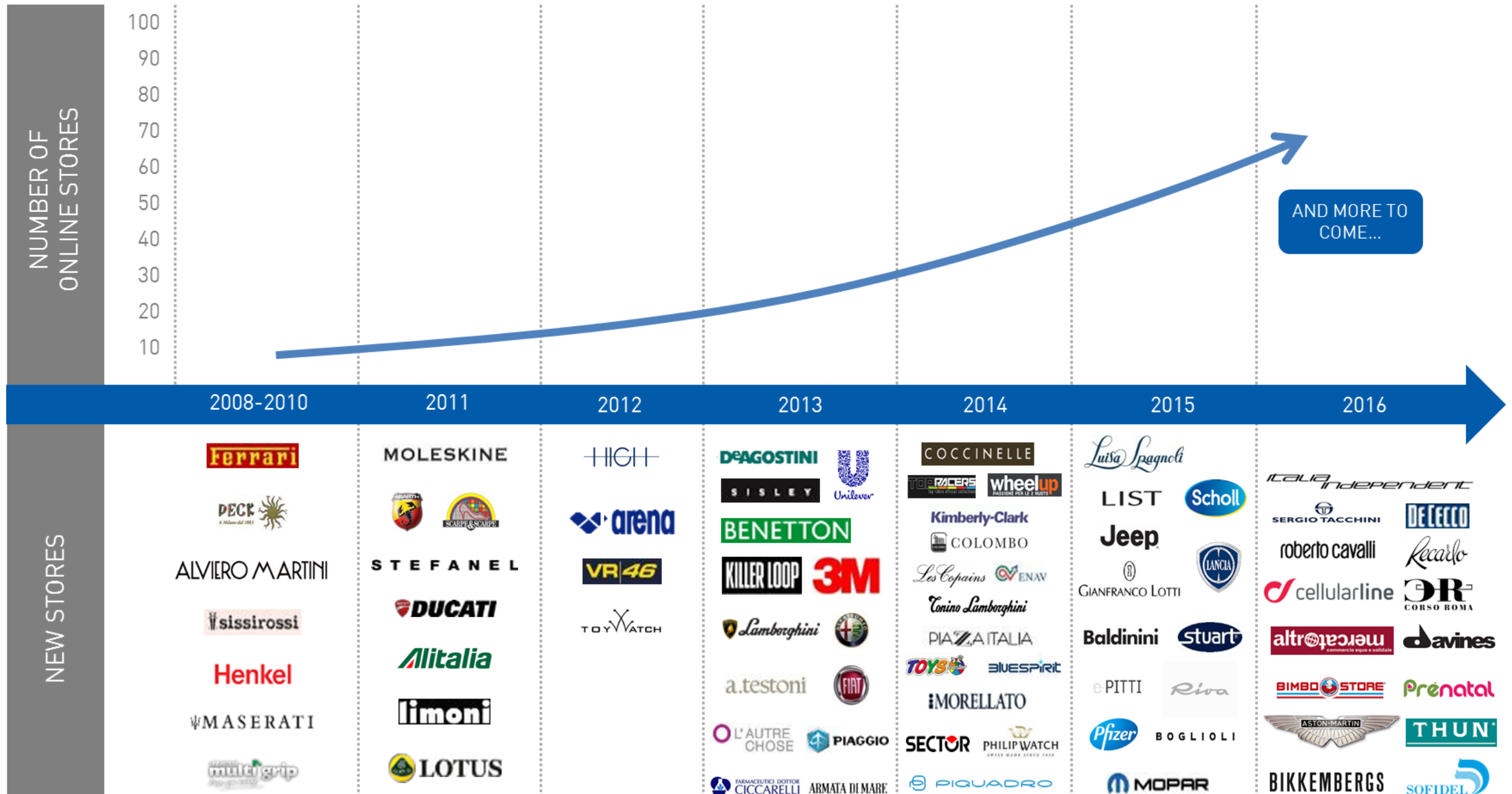


Customer care
& Payment

Development

Management

+100 monobrand online stores
5,5 million monthly unique visitors
+500.000 active clients
>100.000.000 newsletter a year





3 millions of shipped products

150 countries & payment systems

+10 languages customer care

Logistic Partner in USA, Russia, India, Israel, China, Dubai, Japan



Branding

bootique



**MKTG
& Brand
creativity**



**Design
& User
Experience**



**Content
Strategy**



**Social
Reputation**



**Outbound
MKTG**



**Inbound
MKTG**



Analytics

Strategy definition & production

Development

Message Spread

Results

bootique

*focus
on the
good*

>70 thousand photos per year

300k social interaction per month

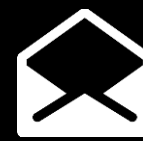
+100 influencer network

30 website developed per year



Digital Media

TRIBOO MEDIA



Native ADV

Mini-site

Contest

Video

Interactive
formats

Social
marketing

DEM

Leads

KPI
management

Broadcasting


Optimization



43% active reach
>12,5 millions unique users
+241 millions page views
~3,5 millions of facebook fan




18 vertical editorial properties

3 third parties networks


Finance 
Brown Editore

Automotive 
Motori.it

 **Leonardo.it**
200 website
premium network

Women 
DireDonna  
gravidanzaonline.it

Food 
AGRODOLCE
come cibo comanda

 **juice adv**
2100 website
performance network

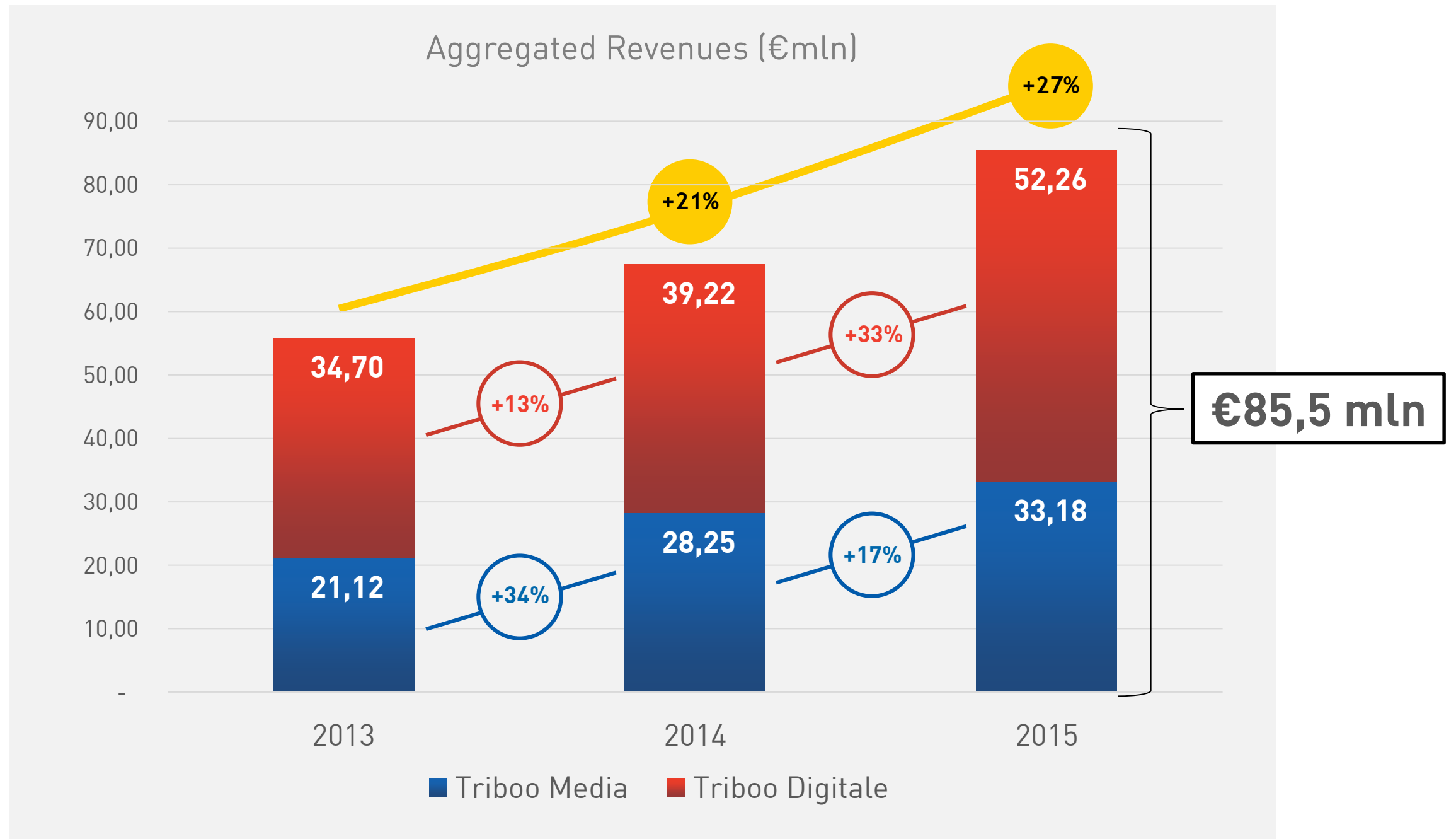
Young 
 

Technology 
 **HTML.it** **WEBNEWS**


173 website
Prime network

Triboo Key Financials

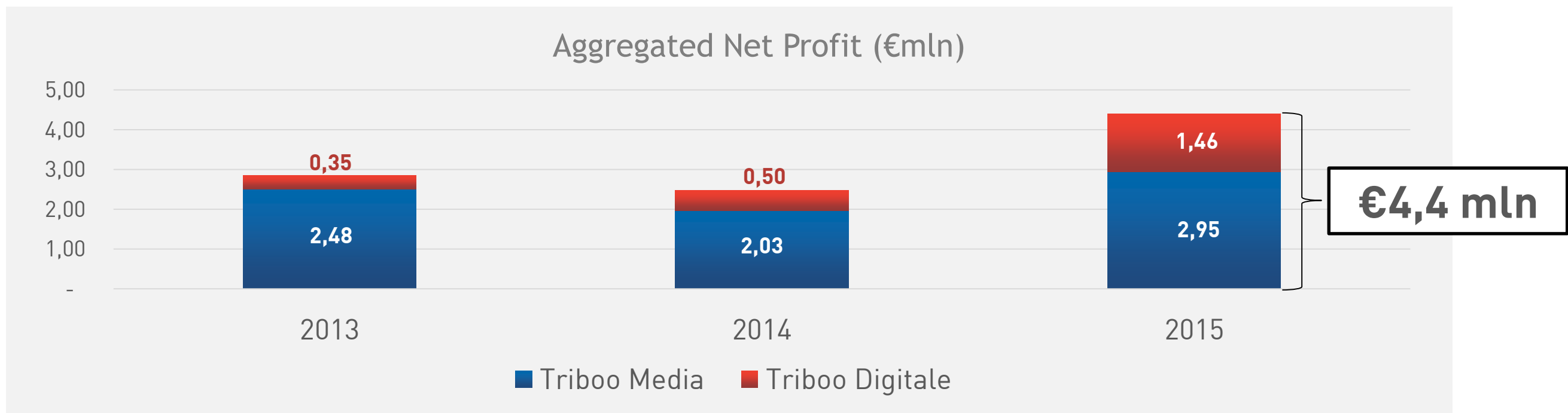
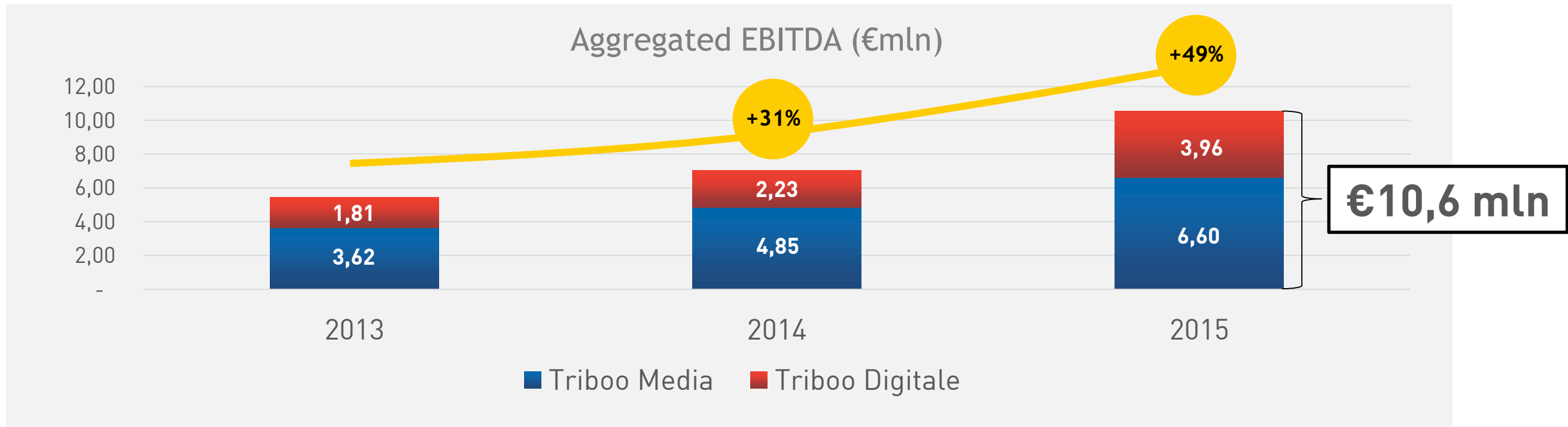
REVENUES GROWTH – CAGR 25%



2015 Triboo Digitale data are consolidated, while 2013 and 2014 data consider Triboo Digitale stand alone

PROFITABILITY



High profitability and growing EBITDA margin, improving of 2,64% from 9,72% in 2013 to 12,36% in 2015



2015 Triboo Digitale data are consolidated, while 2013 and 2014 data consider Triboo Digitale stand alone

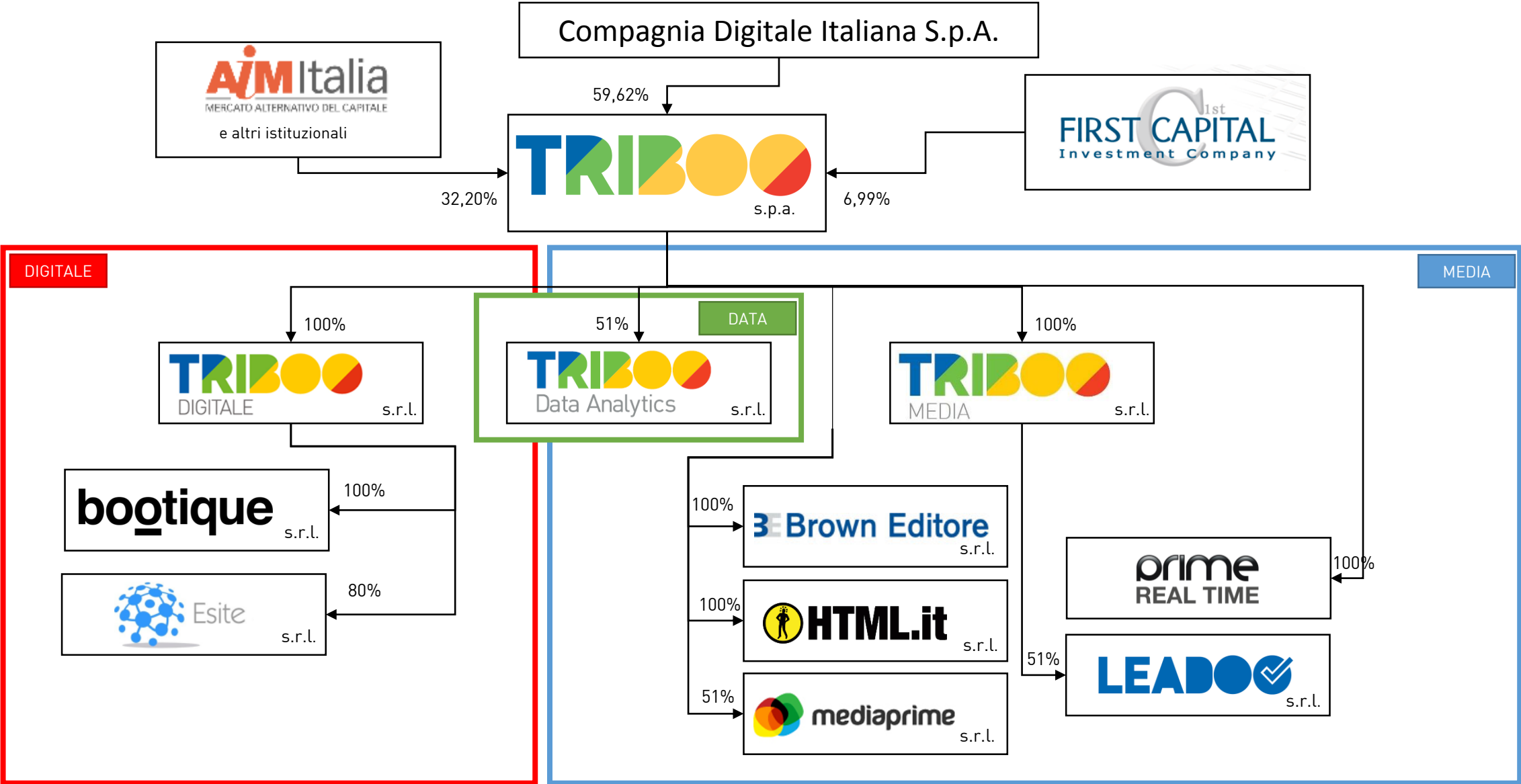
TRIBOO AT A GLANCE: H1 2016



H1 2016		
Revenues	€44,9 mln	+21%
Ebitda	€5,9 mln	+11%
Net Profit	€3,2 mln	+35%
Net Financial position	€2,1 mln	positive

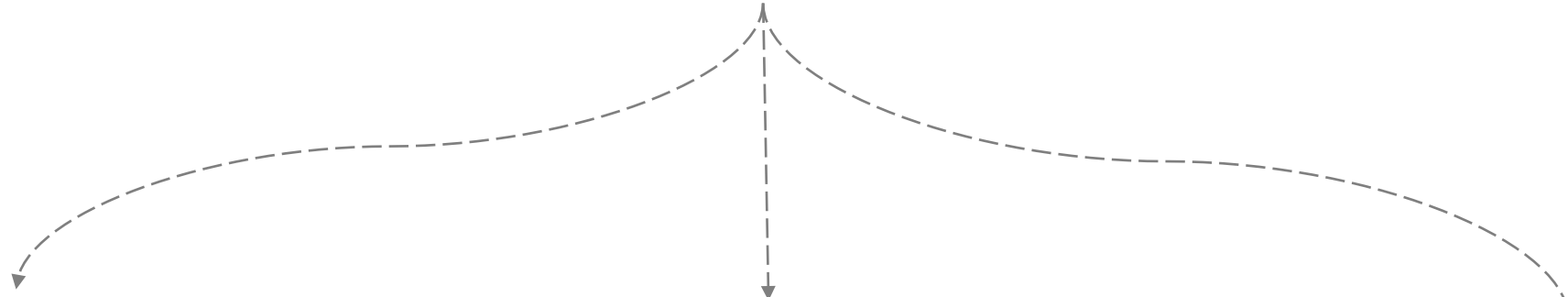
GROUP STRUCTURE

Owned shares: 1,18%



Focus on:
Triboo Data Analytics

TRIBOO DATA ANALYTICS ACQUIRED BUSINESS



INTEGRATED ANALYTICS

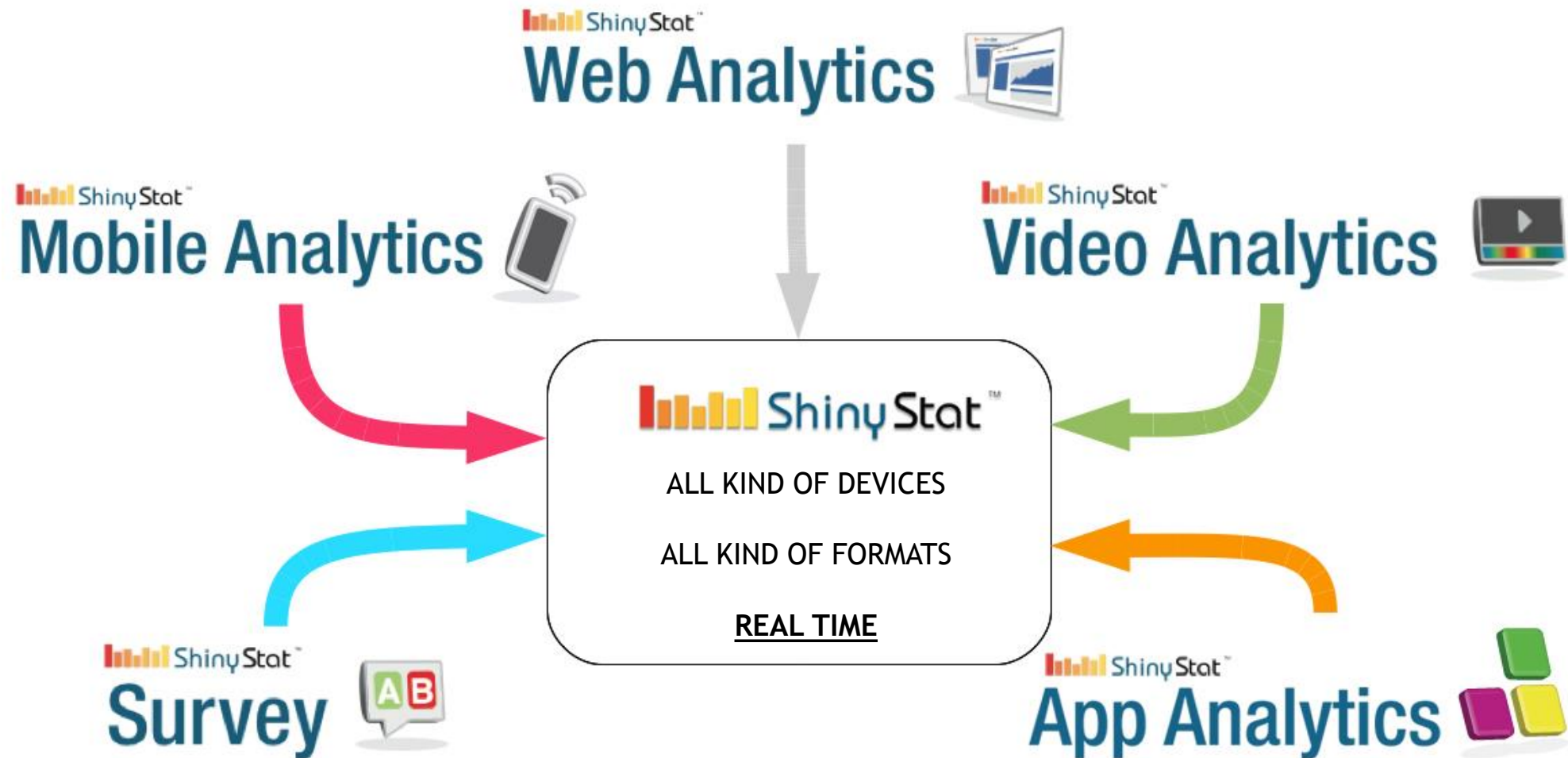


VIDEO ADVERTISING TECHNOLOGY



LOCAL BASED ADVERTISING

INTEGRATED ANALYTICS



VIDEO ADVERTISING TECHNOLOGY

ADCAST PLUS.

Video advertising formats, proprietary DMP & SSP for automatic Adv delivery

85% viewability
(market average =45%)

Patent covered

Scroll-resistant

Flexible
(video/static, simple
CTA/Form)

The screenshot shows a website for the Audi A5 Coupé. At the top, there's a navigation menu with models A1, A3, A4, A5, A6, A7, A8, Q2, Q3, Q5, Q7, TT, R8, RS, and Audi tron. A search bar is on the right. The main banner features the Audi logo and the text "L'evoluzione di un'icona. Audi A5 Coupé". Below the banner is a "Configura la tua Audi" section with dropdowns for "Q2" and "Bianco Ibis", and a "Configura ora" button. At the bottom, there are three promotional tiles: "Entra nel mondo degli eventi Audi.", "Mountain Golf Safari e Chic Nic Madonna di Campiglio 23 luglio 2016", and "Audi Sport. The Fastest Interview Ever.".

Illustrative

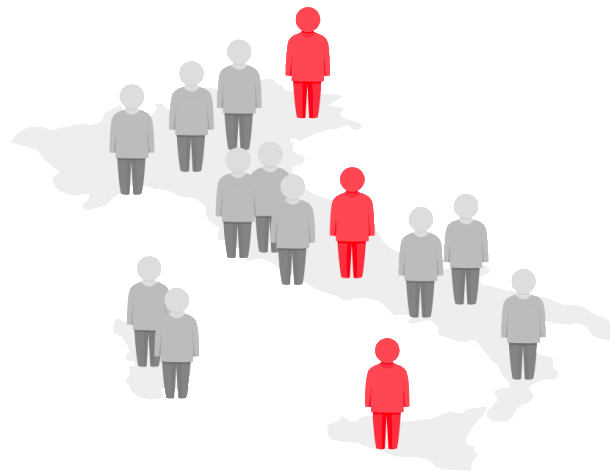
DEMO > [Lead Generator Video](#) > [Rich Media](#) > [Branded Roll](#) > [Social Video](#)



LOCAL BASED ADVERTISING

Local news network

More than 160 online news and local news websites with 90% of territorial coverage.



press,commtech.

Waze

Brand Awareness and Drive to Store Advertising



SMS Push Advertising

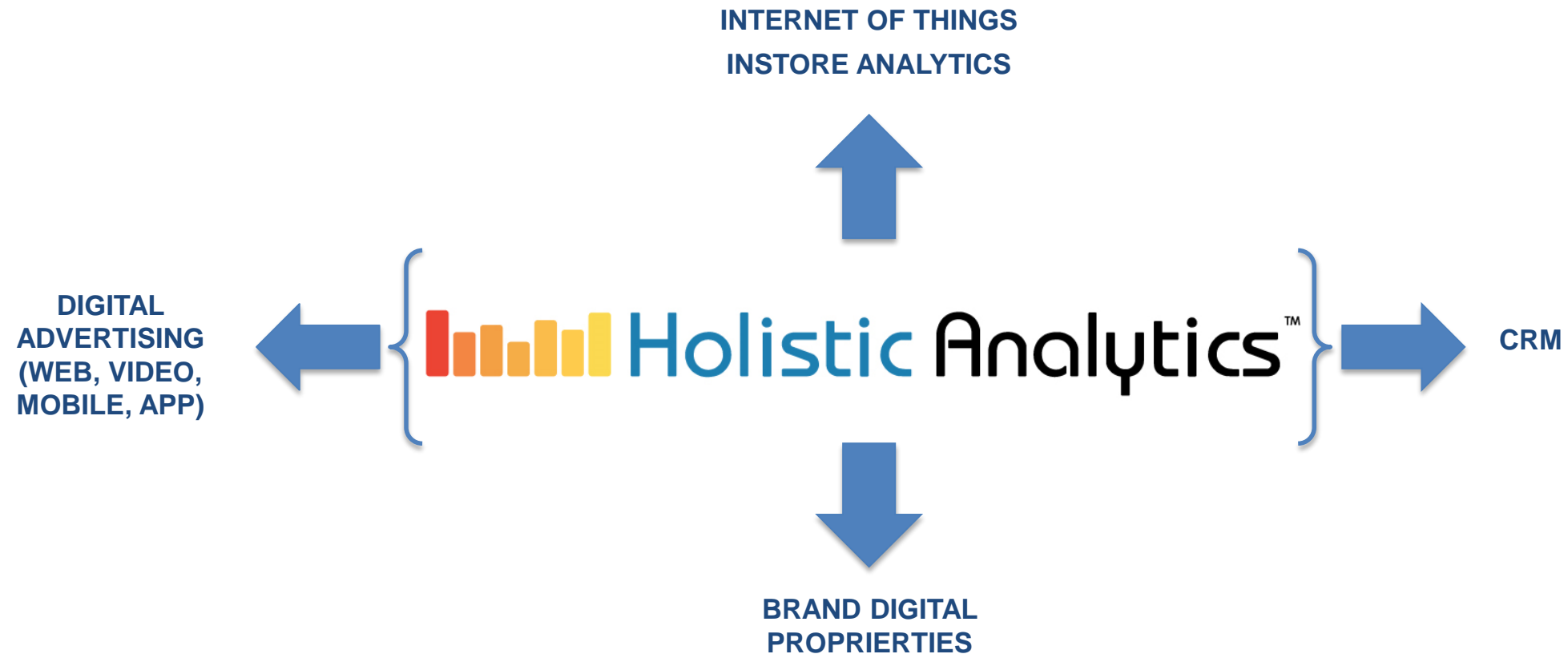
H3G exclusive DB management (5 million customers)



Triboo data strategy

HOLISTIC DATA MANAGEMENT

The question facing every company today is how to use data effectively — not just their own data, but all the data that's available and relevant. Not everything that can be counted counts, and not everything that counts can be counted.



INTERNET DATA TODAY



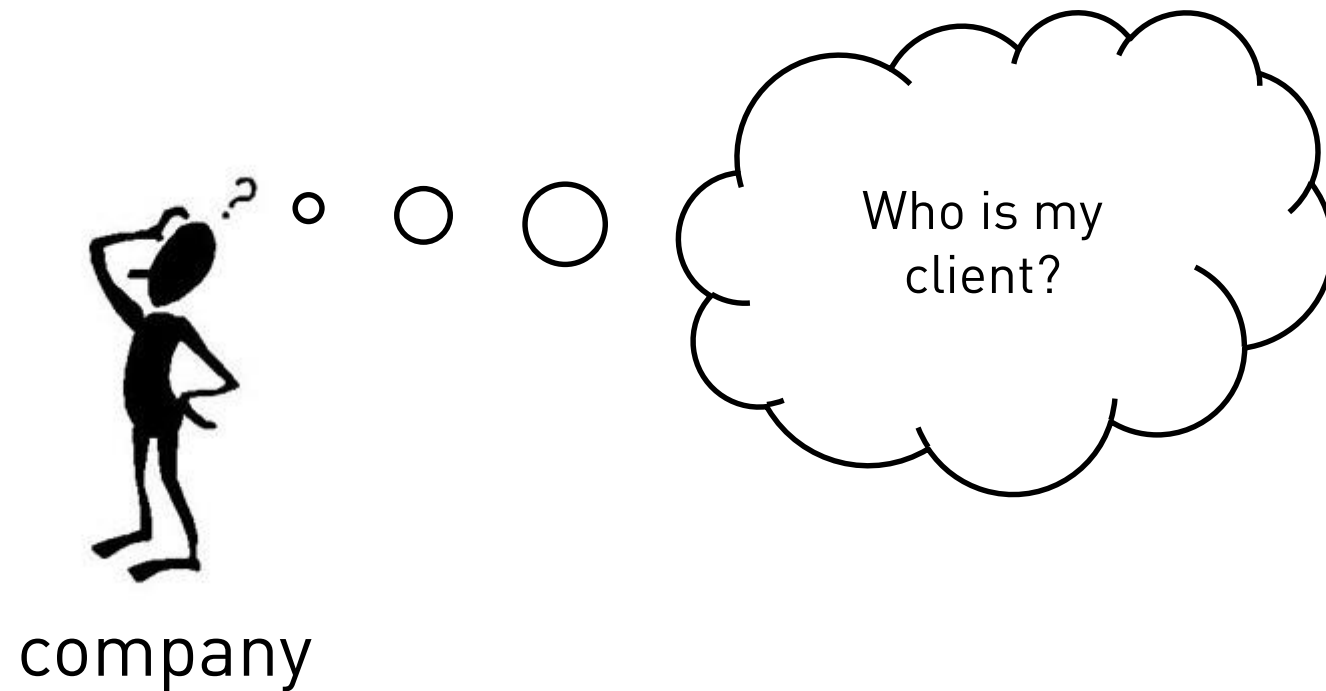
knows your intentions



Knows your passions
and friendships

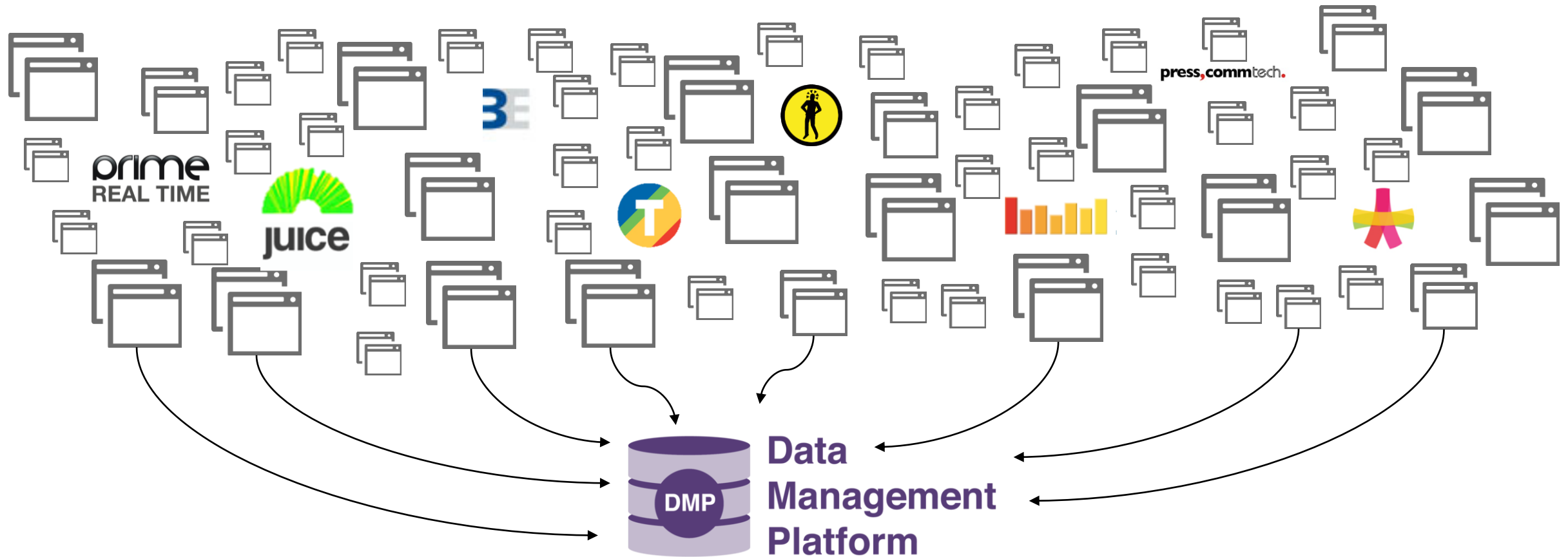


Knows your purchases



TRIBOO DATA ANALYTICS POTENTIAL

TRIBOO Data Analytics as a data enabler & finisher



Geo Socio Demo

SEX, AGE, LOCATION

Background

Married or not
With or Without children
With or Without pets

Interests

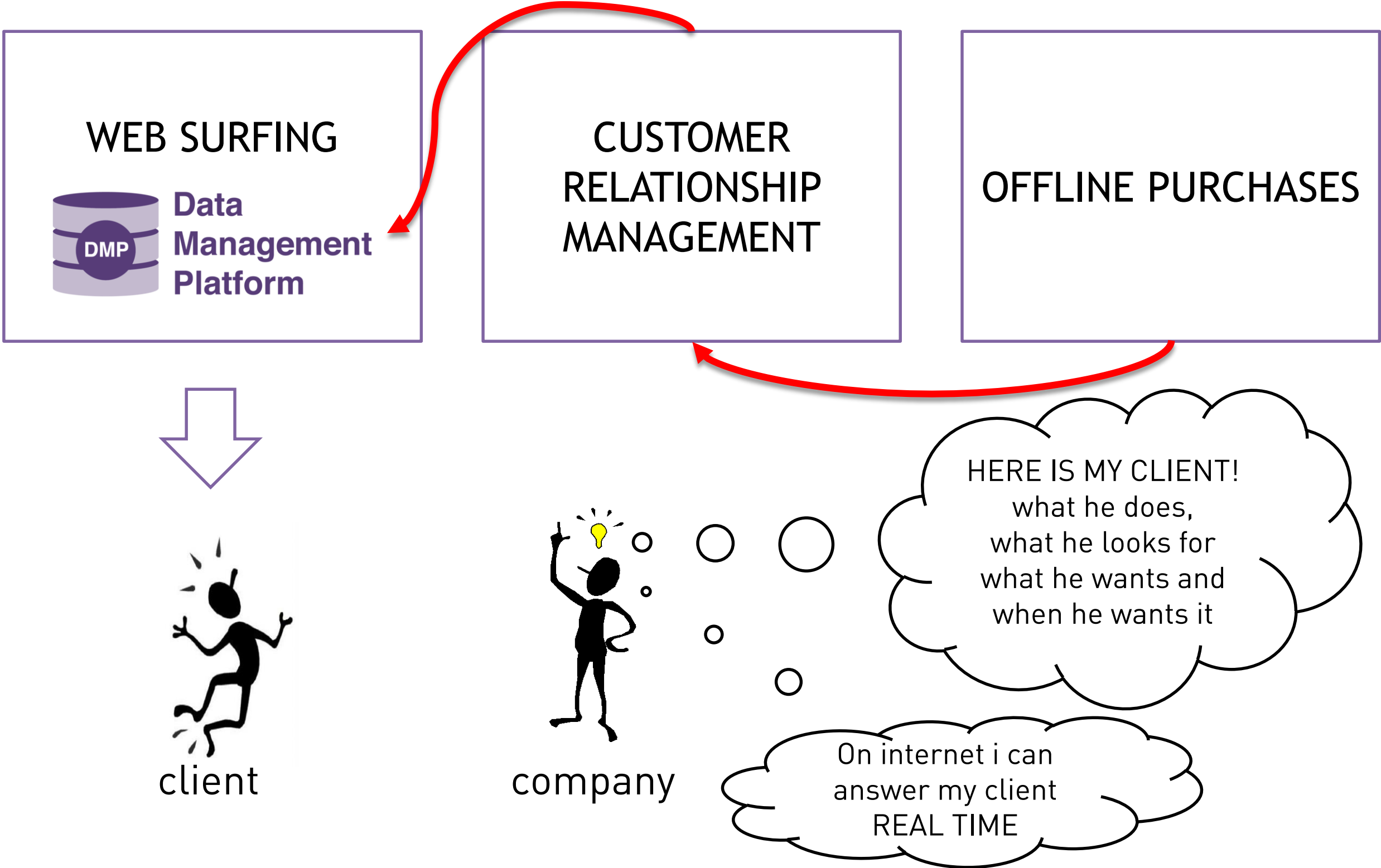
Interests Matrix based
on more than 350 IAB
taxonomic categories.

Intent

Purchase intent analysis
for goods and services:
conversion intent
clustering

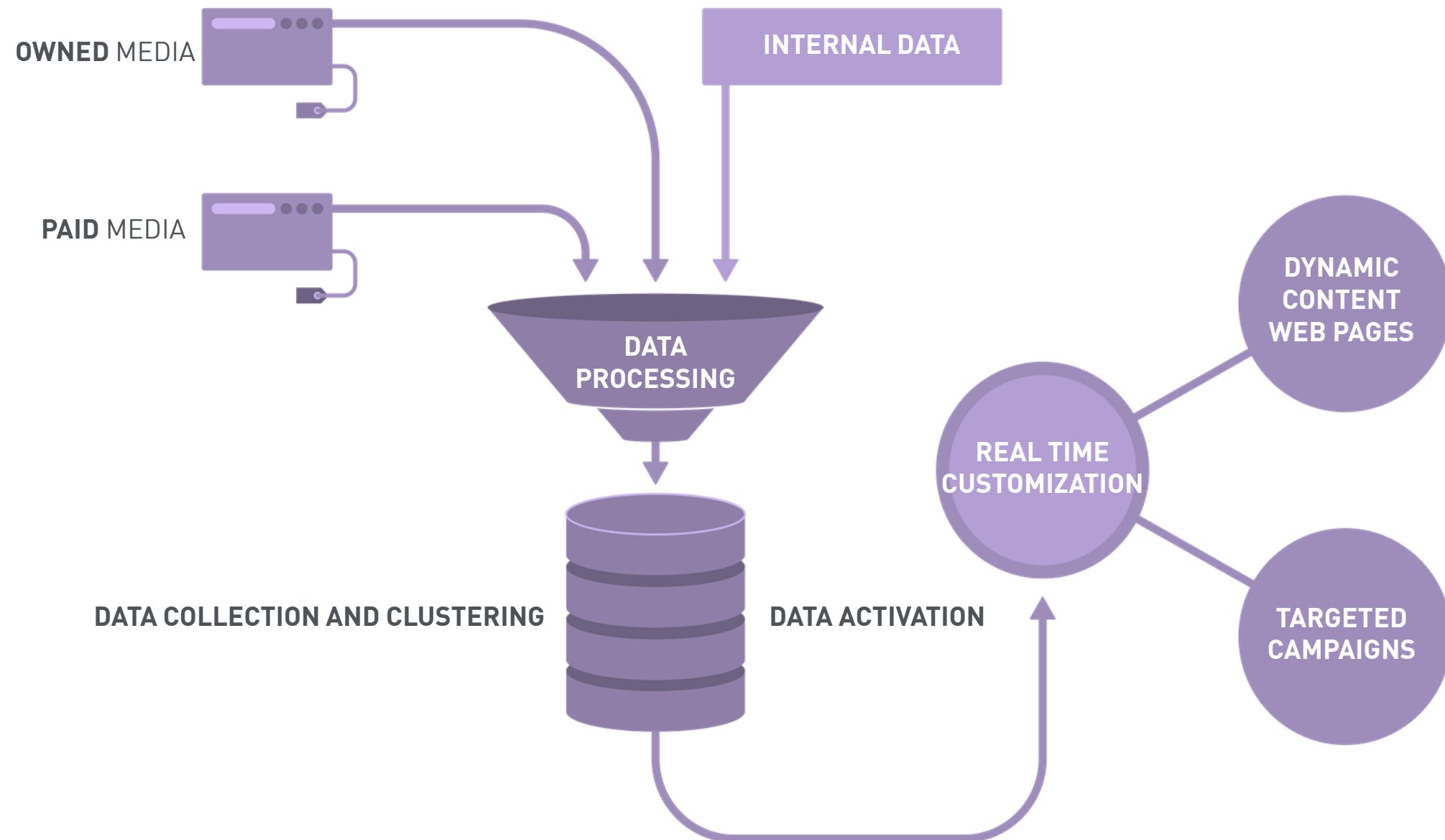


TRIBOO DATA ANALYTICS MISSION



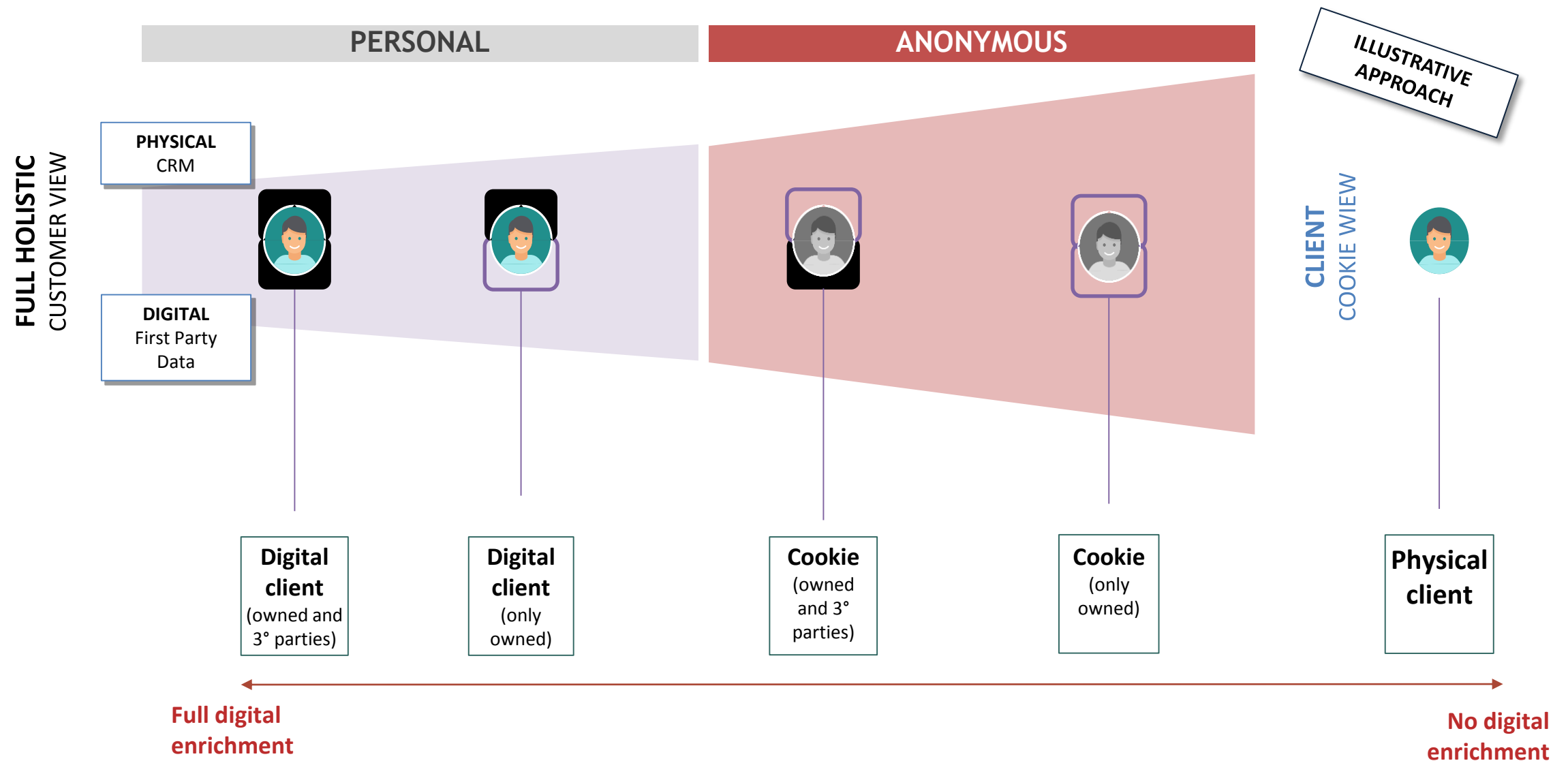
DATA PROCESSING LIFECYCLE

Big Data = Crude Oil ... but you need to refine the crude oil

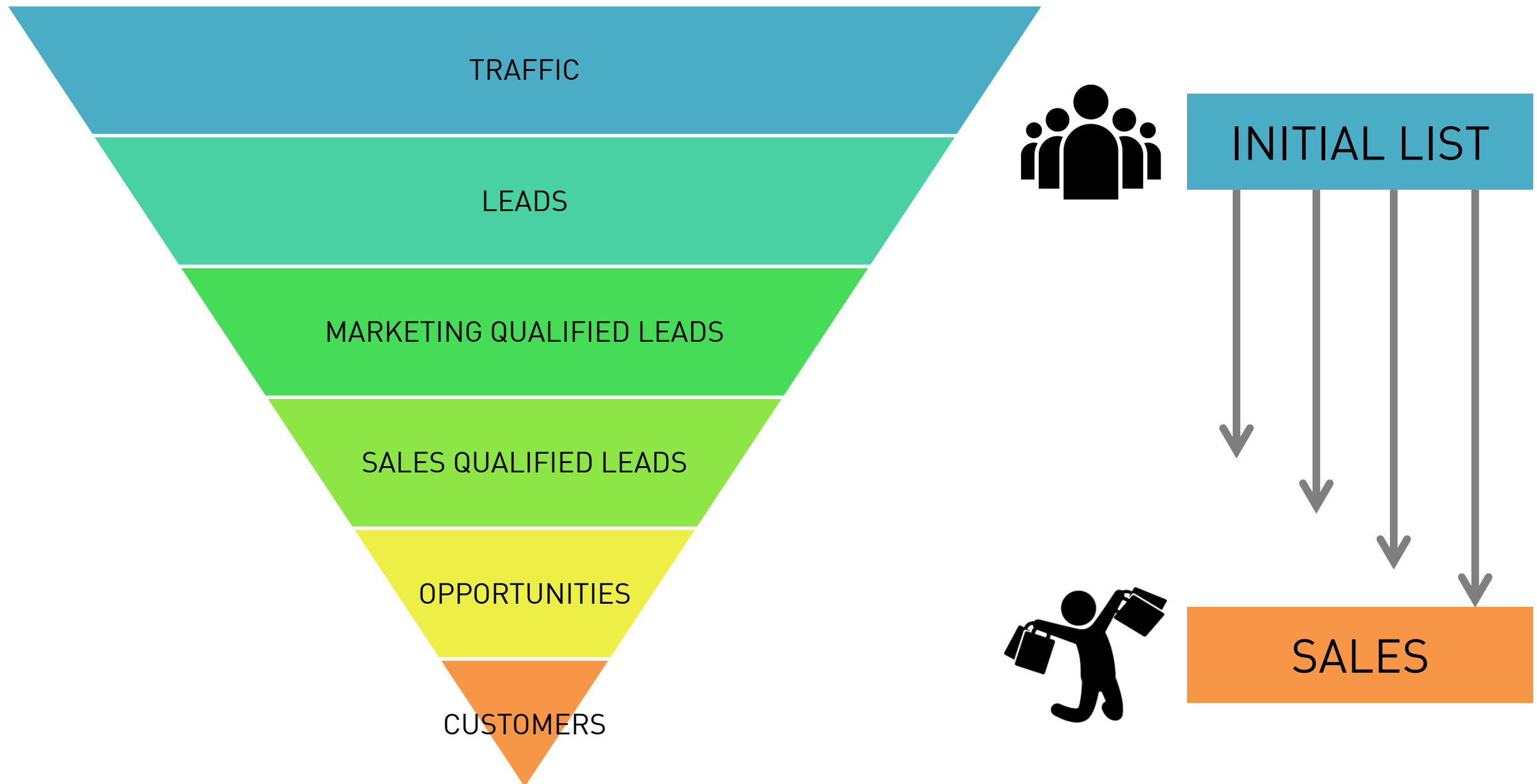


PROFILING AND DATA ENRICHMENT

Based on clients information we can generate different enrichment scenarios.



DATA DRIVEN CONCEPT INTEGRATION



€ - BOTTOM OF THE FUNNEL - €

Triboo Next Steps

NEXT STEPS

Following the Triboo Digital hive, Triboo Media is planning to go further willing to step into MTA



SYNERGIES AND INTERNAL GROWTH



M&A AND EXTERNAL GROWTH



MTA LISTING (STAR SEGMENT)



#join the
TRIBOO

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