

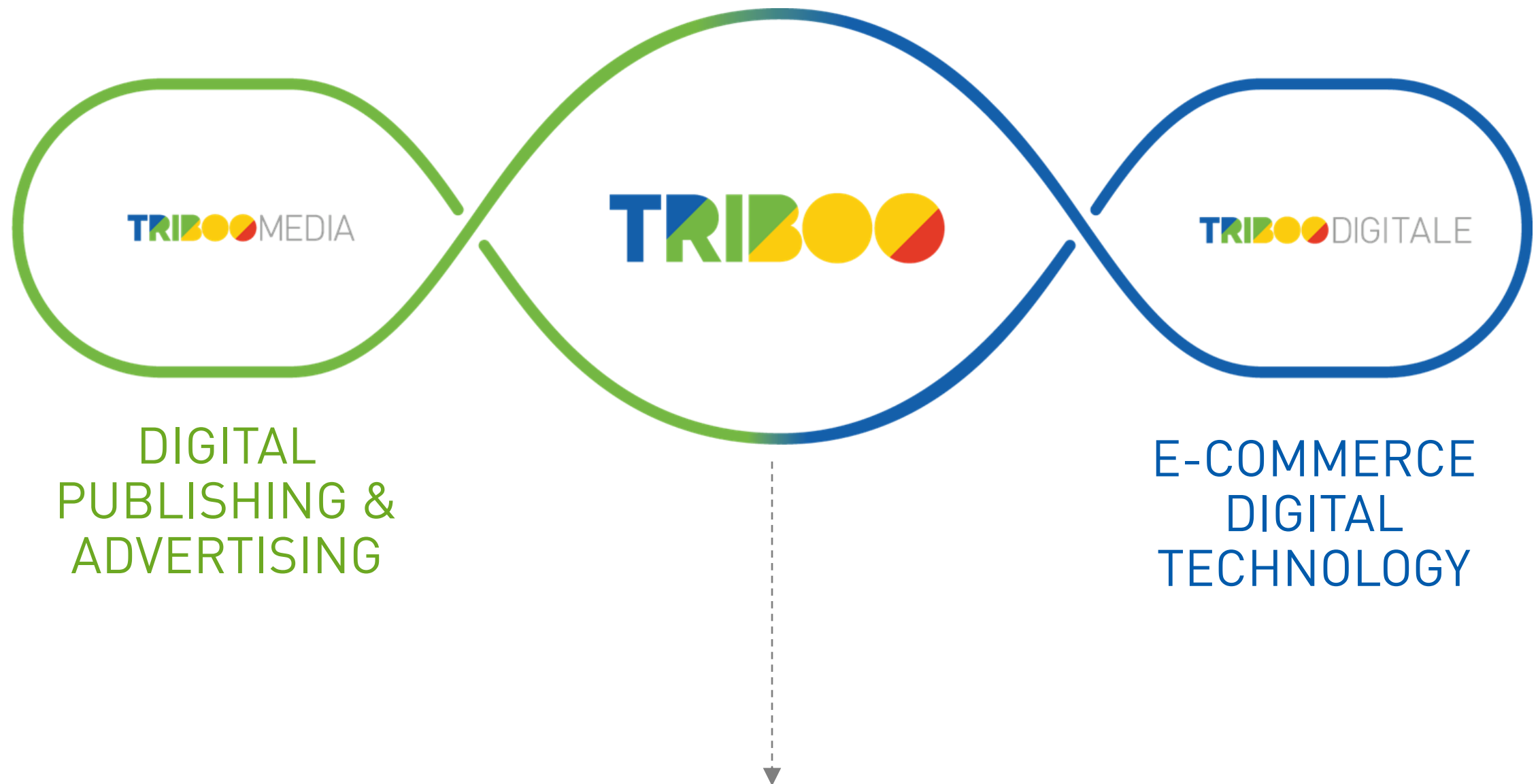


Company Presentation

Milan, 2nd half 2016

#Join The Triboo

TRIBOO MISSION



We enhance our customers global digital growth
managing their e-commerce and media

TRIBOO: DIGITAL PUBLISHING



3E Brown Editore

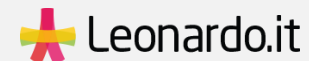


FINANCIAL PUBLISHING
& SERVICES

AUTOMOTIVE, LIFESTYLE,
FOOD & TECHNOLOGY

PREMIUM NETWORK
(over 120 vertical sites)

PERFORMANCE NETWORK
REAL TIME BIDDING



Hi-tech Money Benessere
Spettacoli Motori News
Viaggi Sport Community



FINANCE NETWORK

VERTICAL NETWORK

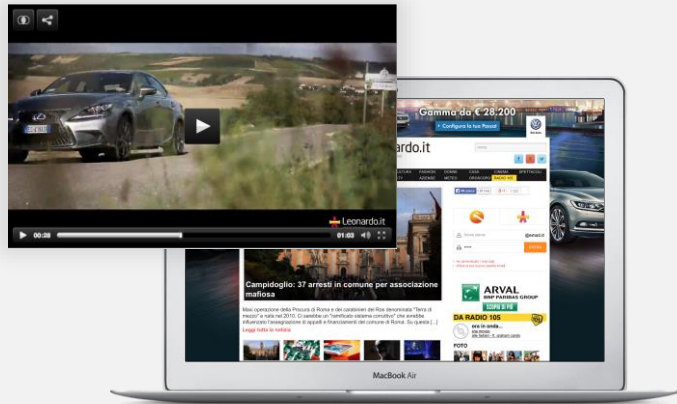
AUDIENCE NETWORK

RTB & PERFORMANCE NETWORK

TRIBOO: DIGITAL ADVERTISING



BRANDING



Premium Display

Video

Rich Media

SPECIAL PROJECTS



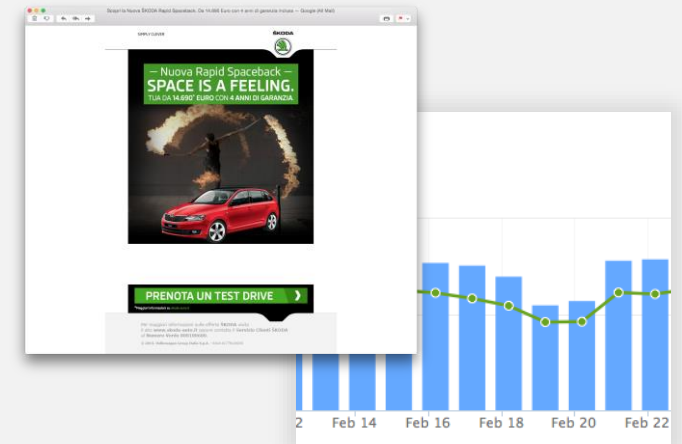
Vertical Solutions

Native ADV & Social

Taylor Made Projects

Branded Content

PERFORMANCE



DEM

Long Tail Network

Lead Qualification

TRIBOO: E-COMMERCE & DIGITAL SERVICES



Offering 9 distinct module Triboo Digitale cover the whole value chain in e-commerce business



**Platform &
Development**



**Digital imaging
& Video**



**Performance
Marketing**



**Store
Management**



**Warehousing &
Fulfilment**

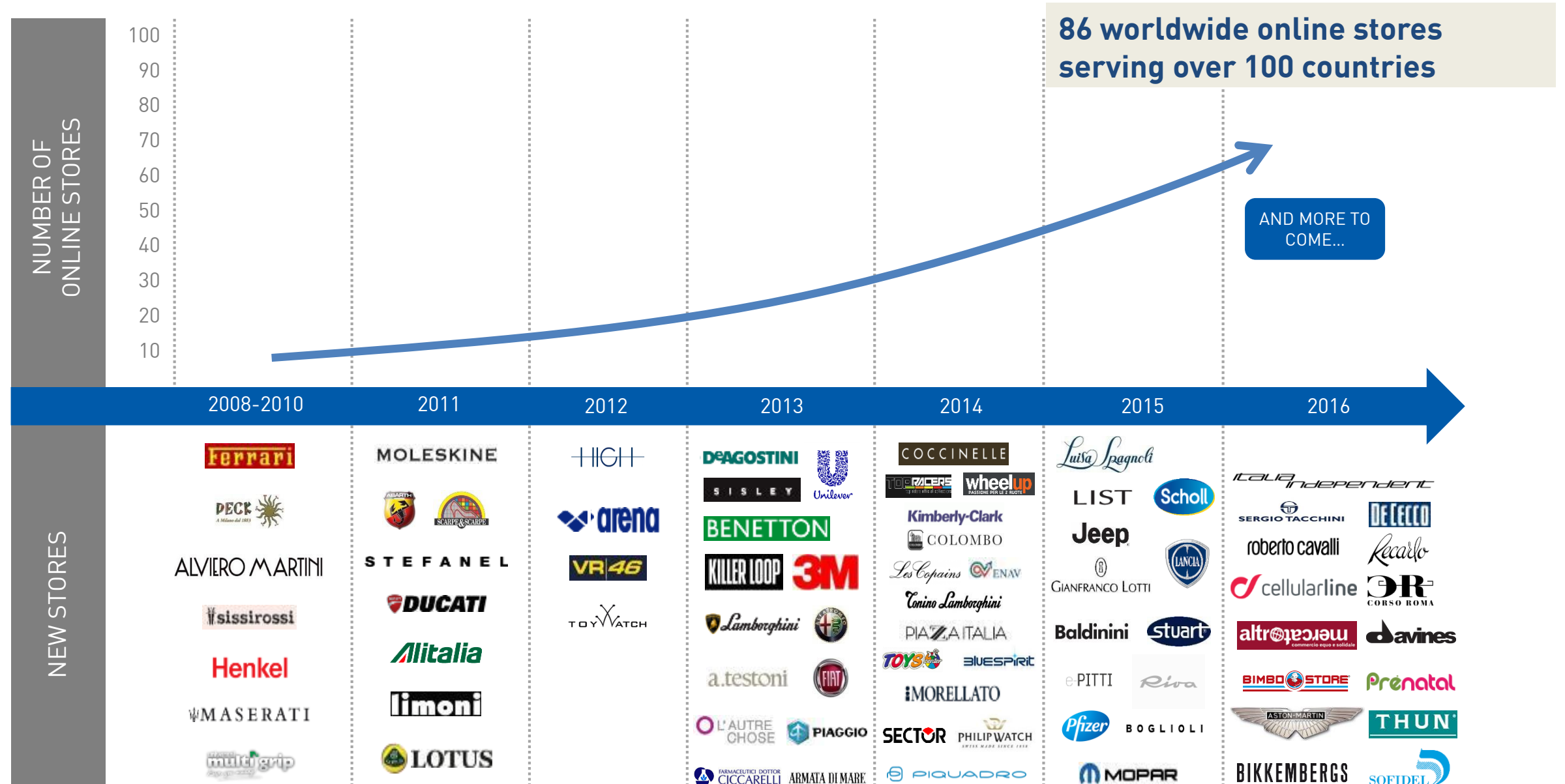


Customer Care

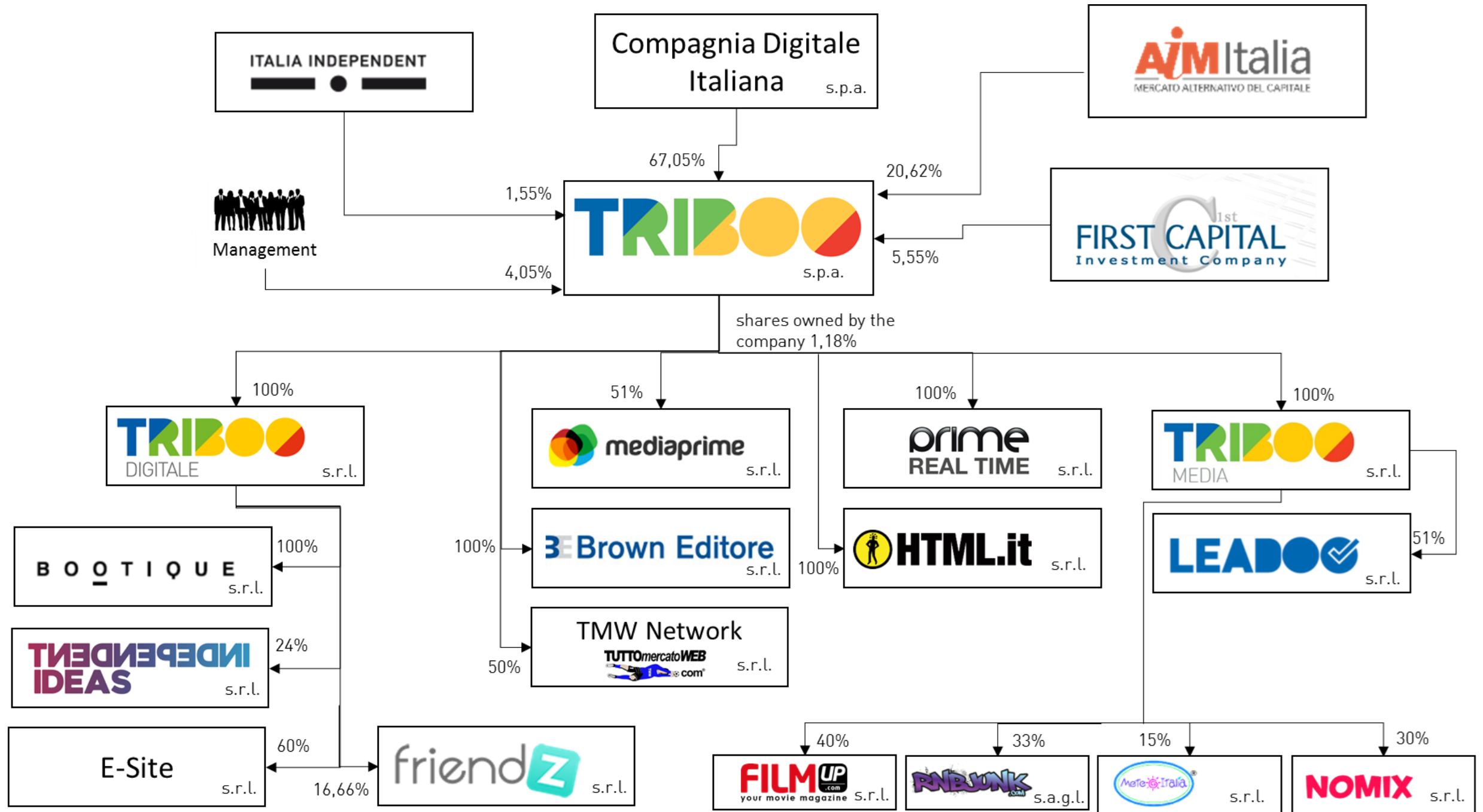
TRIBOO: E-COMMERCE TECHNOLOGY



Proprietary technology allowing for scalable growth






GROUP STRUCTURE TODAY



Triboo key financials



TRIBOO AT A GLANCE: 2015

Outstanding profitability and double digit growth (+27%)

2015	 <u>TRIBOO MEDIA</u>	 <u>TRIBOO DIGITALE</u>	
Revenues	€33,2 mln	€52,3 mln	€85,5 mln
Ebitda	€6,6 mln	€4,00 mln	€10,6 mln
Net Profit	€2,9 mln	€1,5 mln	€4,4 mln

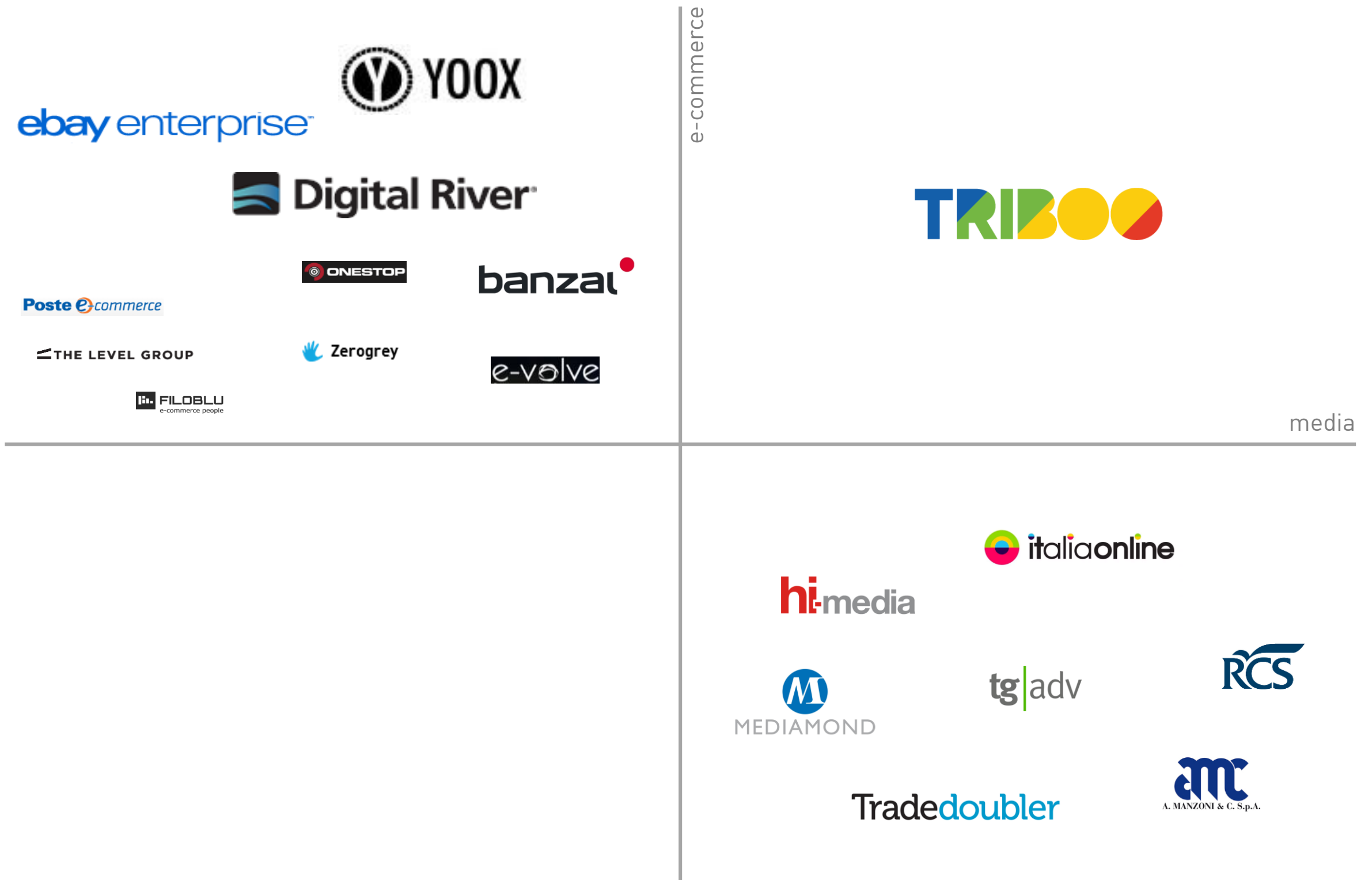
TRIBOO AT A GLANCE: H1 2016



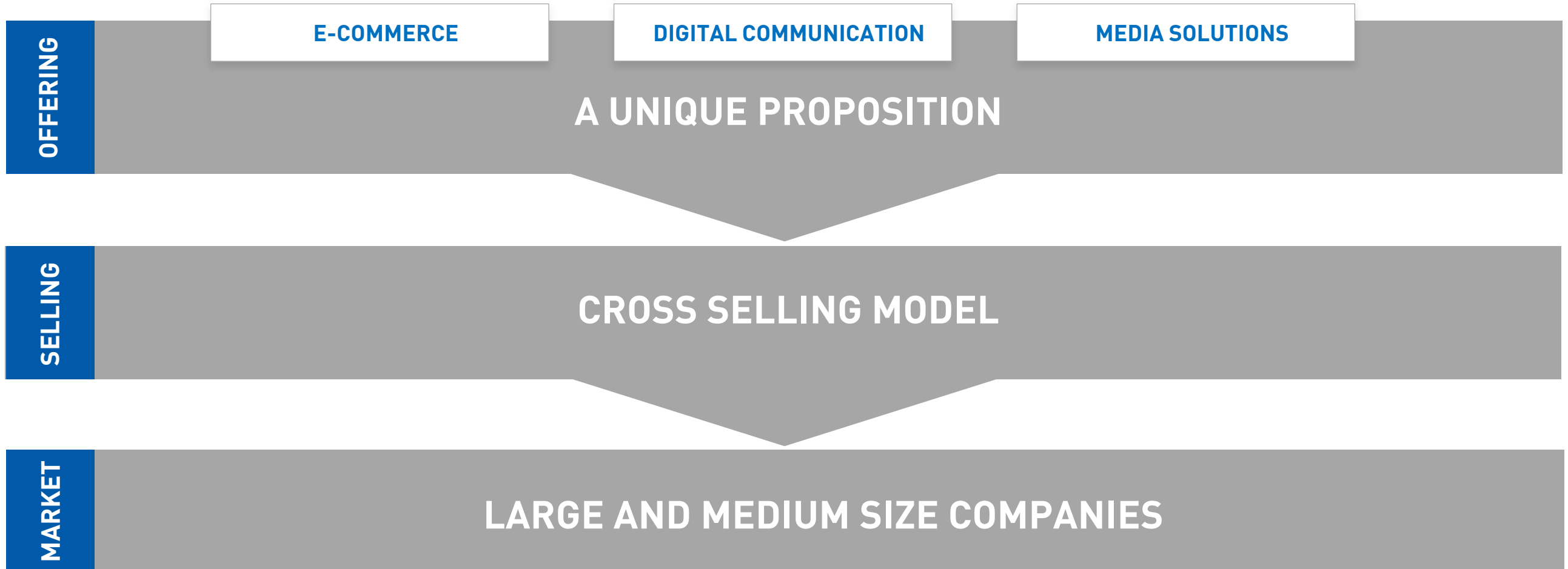
H1 2016		
Revenues	€44,9 mln	+21%
Ebitda	€5,9 mln	+11%
Net Profit	€3,2 mln	+35%
Net Financial position	€2,1 mln	positive

Investment highlights

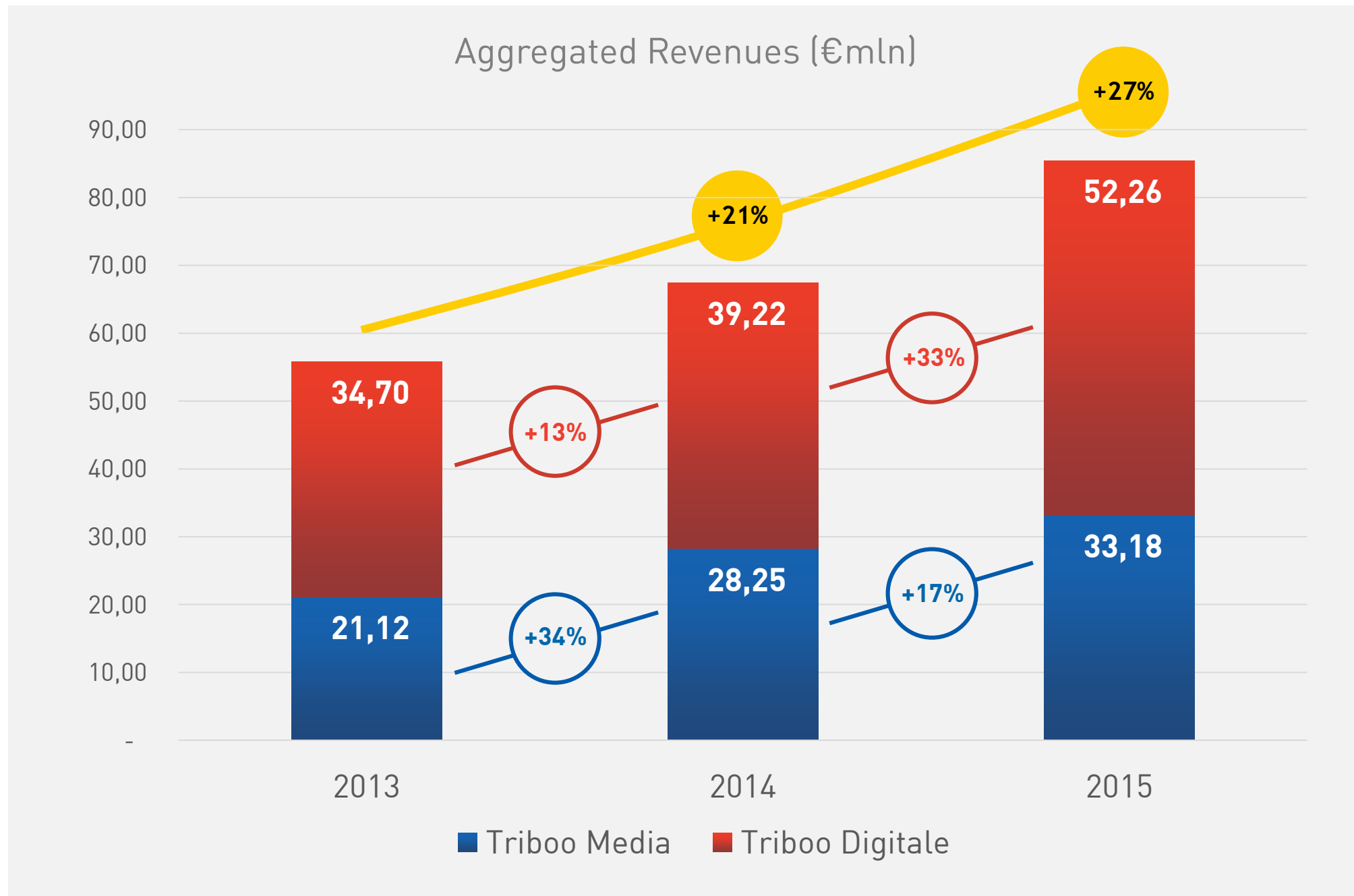
COMPETITIVE POSITIONING



TRIBOO VALUE PROPOSITION



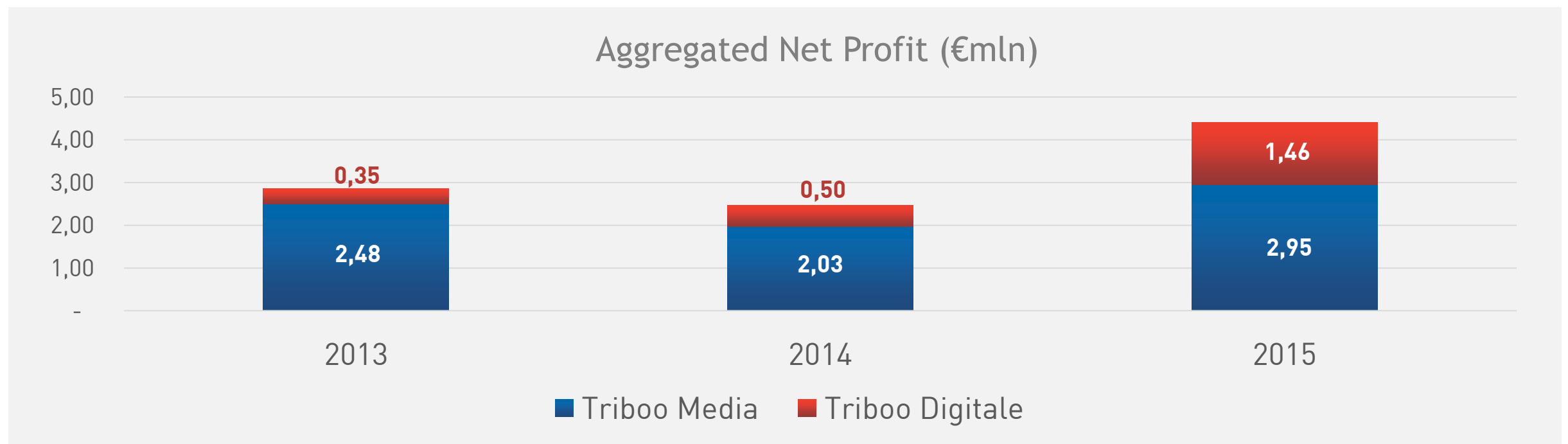
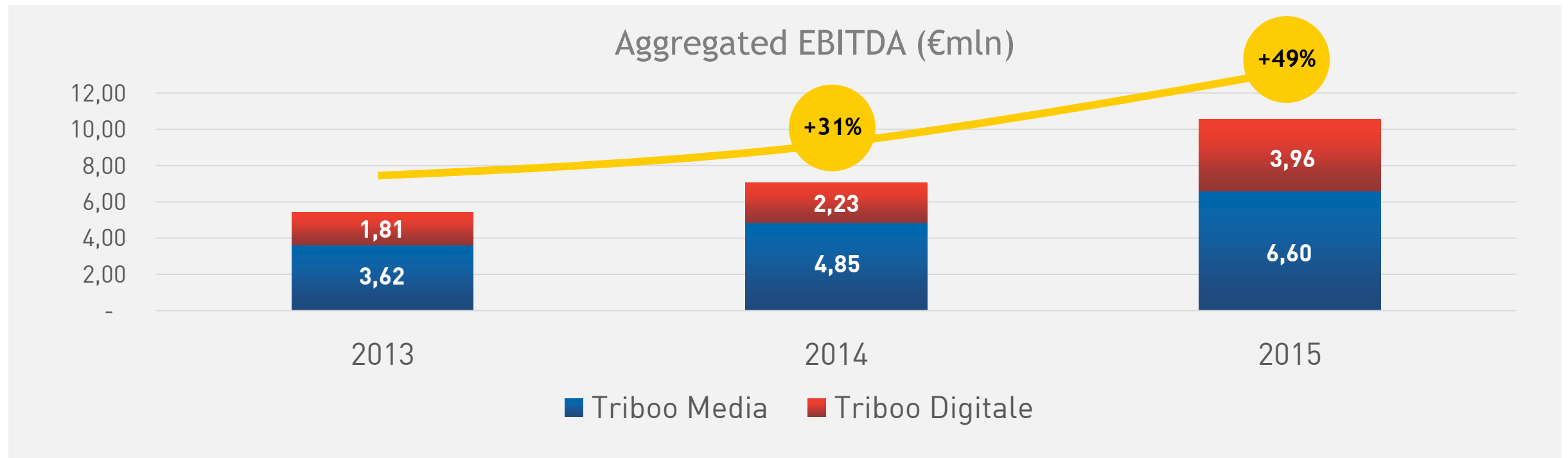
REVENUES GROWTH – CAGR 25%



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

M&A

15 M&A operations in the last 3 years.

E-COMMERCE



Acquiring competitors and complementary e commerce platforms

MEDIA



Acquiring editorial properties to strengthen vertical strategy

TECHNOLOGY



Acquiring adv technology platforms and system integrators

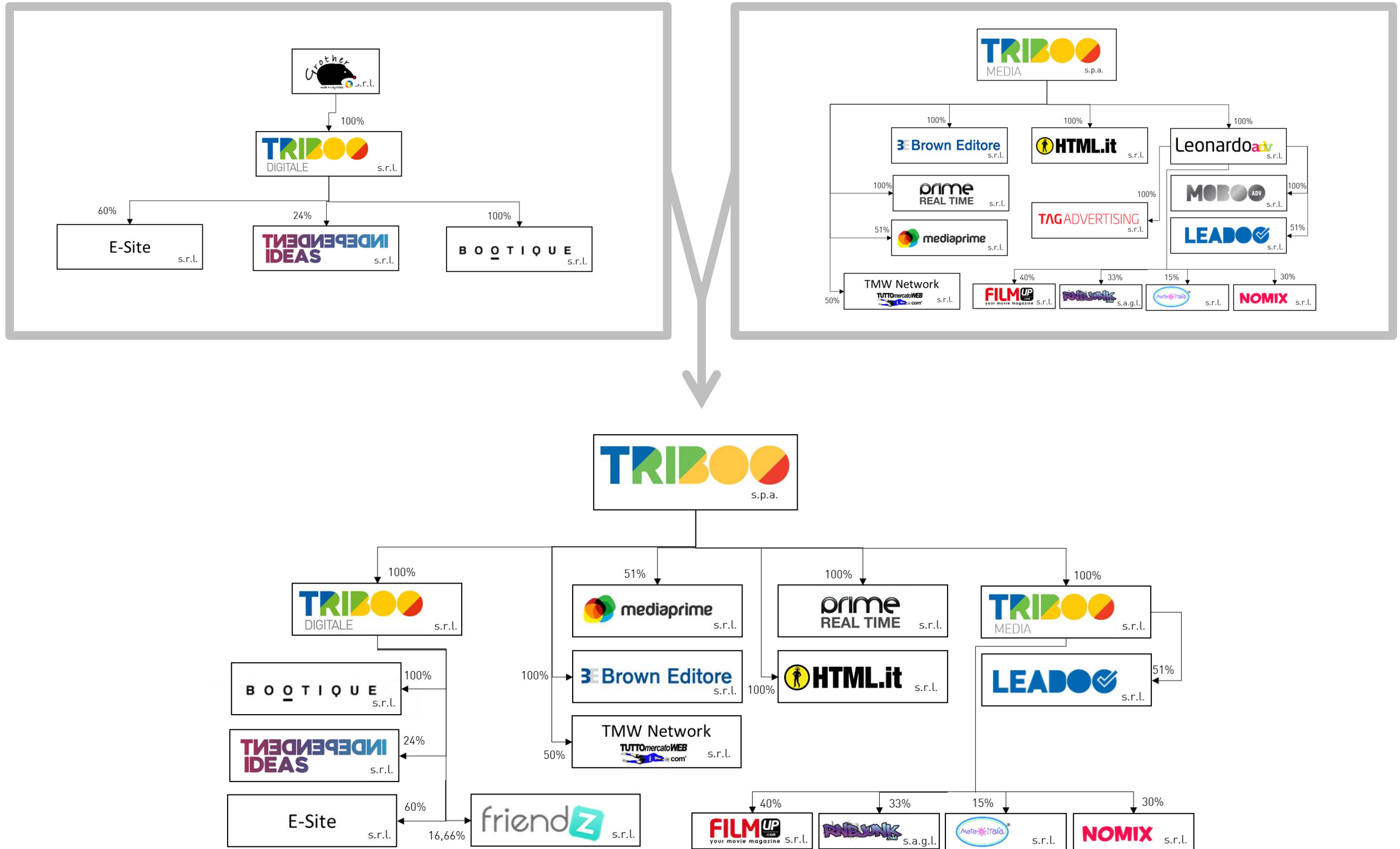
DIGITAL COMMUNICATION



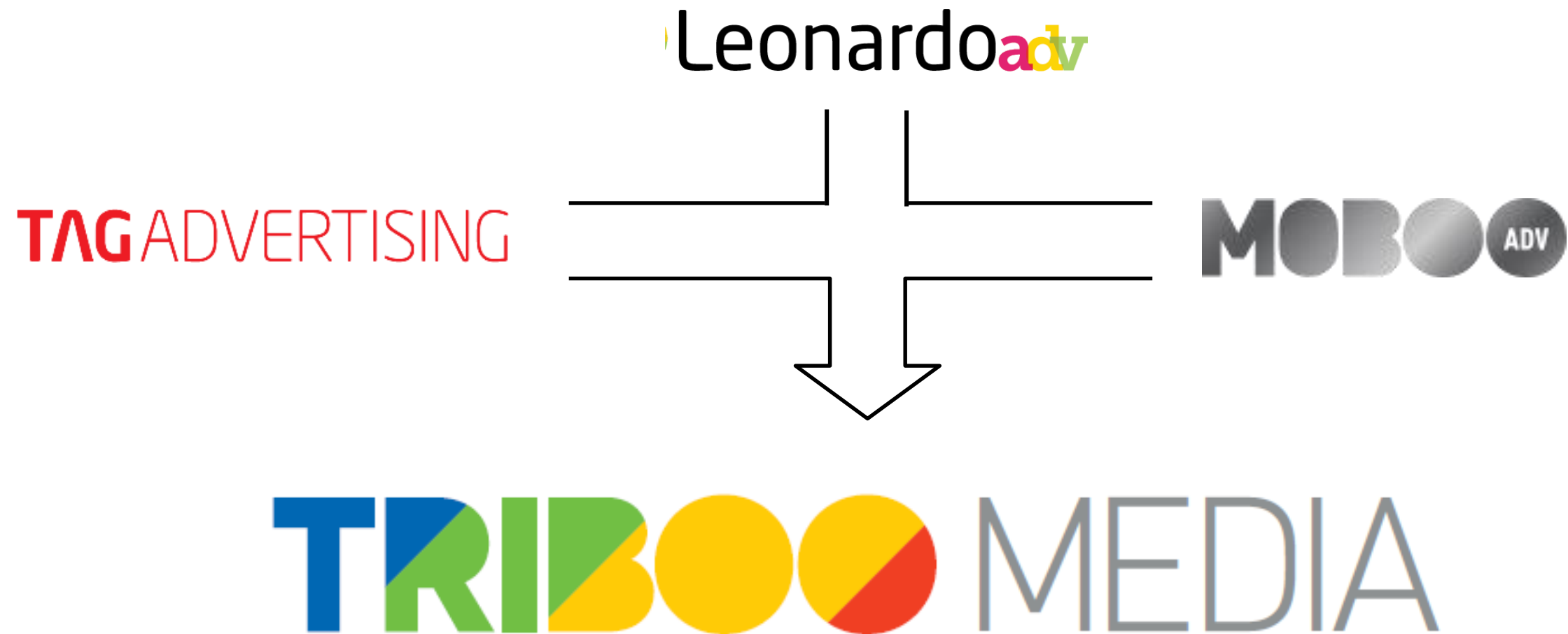
Acquiring below and above the line agencies / communities

Last steps

MEDIA AND DIGITALE MERGE



GROUP SIMPLIFICATION & RIORGANIZATION



- **ONE** Brand (already existing)
- **ONE** Company
- **ONE** Offering
- **ONE** Sales and Operation Organization
- **ALL SOLUTIONS**

BUY.IT & FULLYCOMMERCE ACQUISITIONS

4Q2016



FULLYCOMMERCE

NEW PARTNERS

5 new stores

12 new stores

Bimbostore, Emergency, Touring Club, Città del Sole and Dicofarm.

Durex, Dainese, Cisalfa, Leica Camera, Montura, Tecnica, Infinity, Stefanel, Seven, Invicta, Fope and Felicetti

Revenues

€3 mln

€5,7 mln

First Margin

11,4%

25,7%

Orders

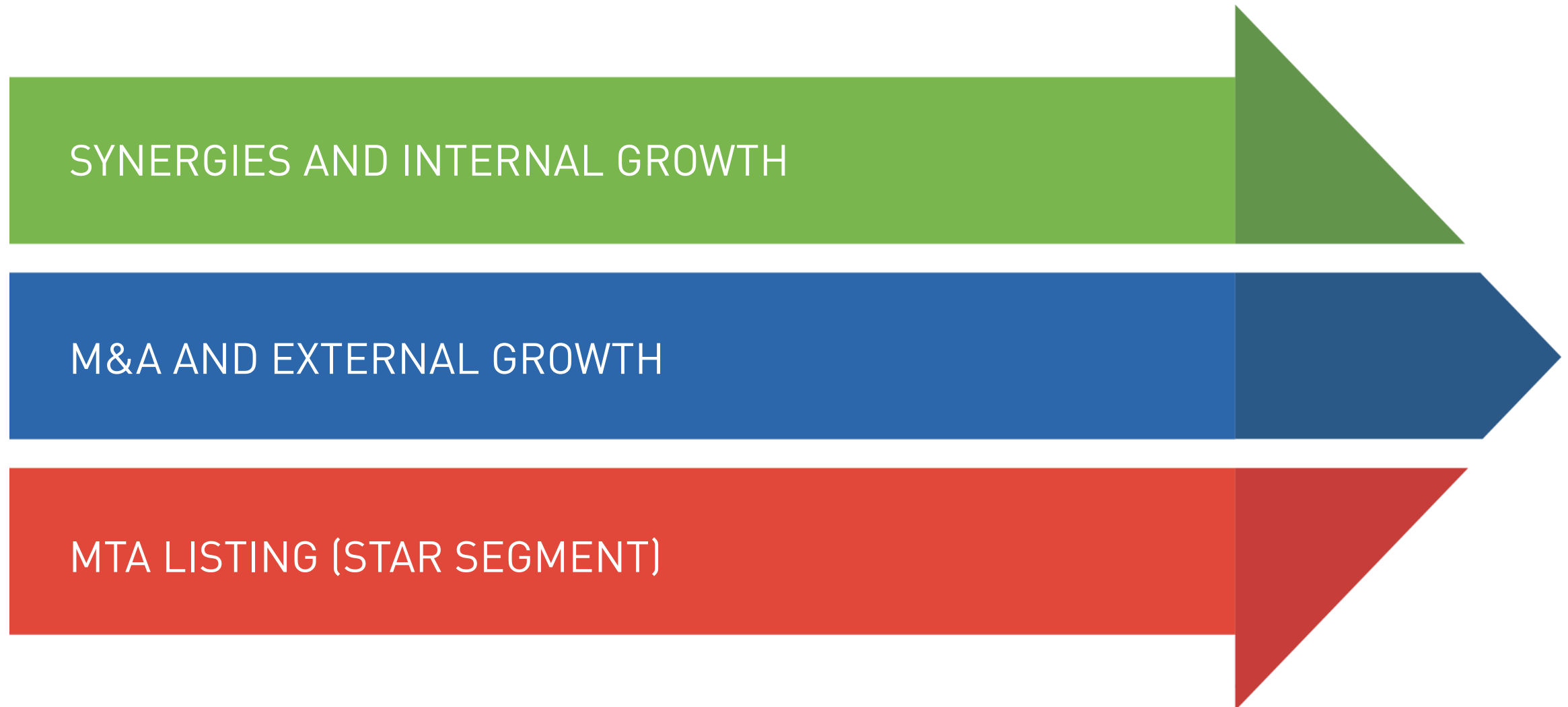
40 k

54k

Next steps

NEXT STEPS

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





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