



SMALL CAP CONFERENCE 2016

Milano 29 novembre 2016

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E-commerce
branding and media

eCommerce

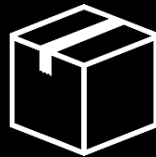
TRIBOO DIGITALE



Software



System
Integration



Logistics



Retail
Approach



Store
Management

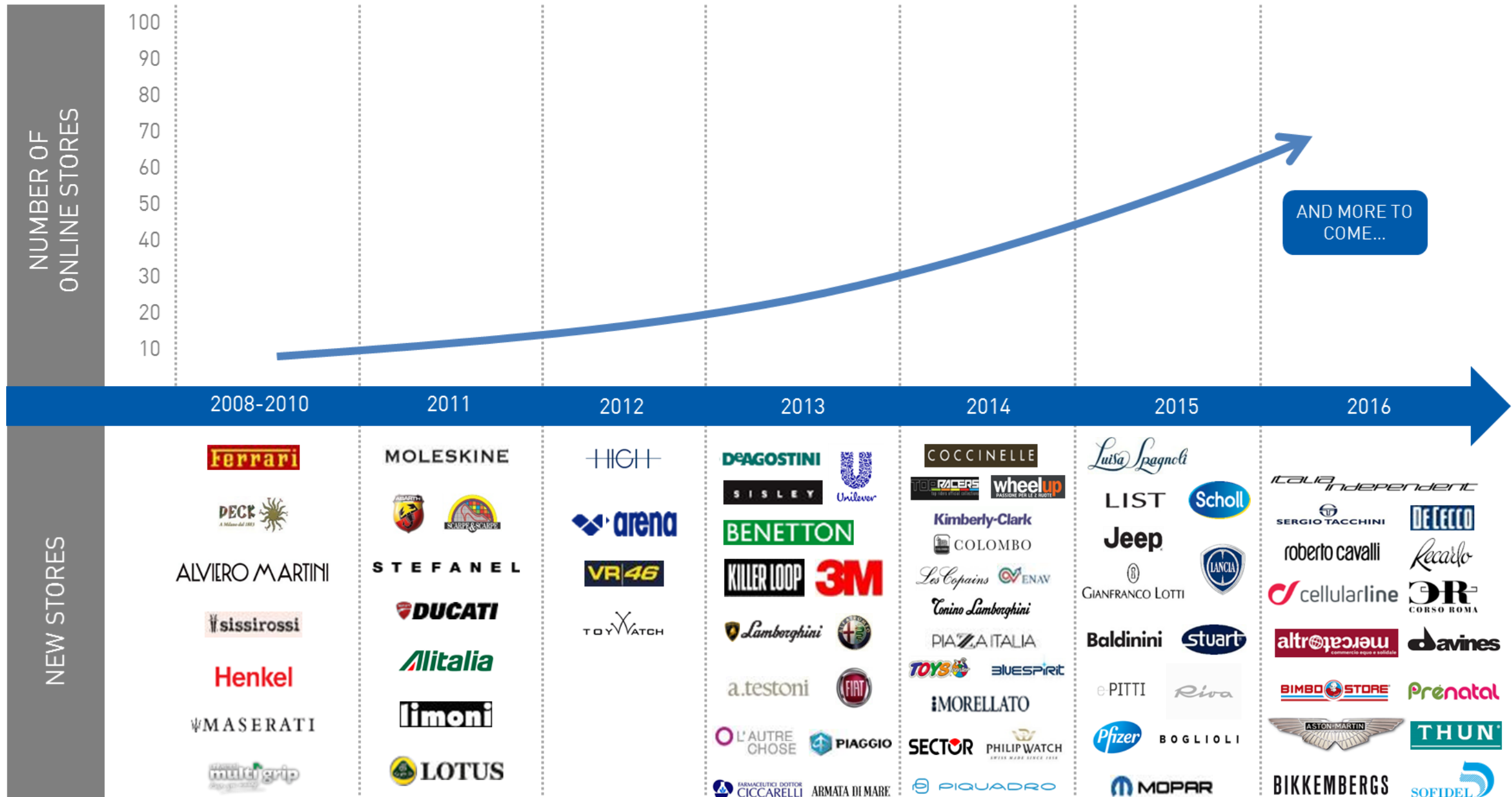


Customer care
& Payment

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

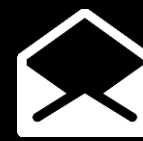
*focus
on the
good*

>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

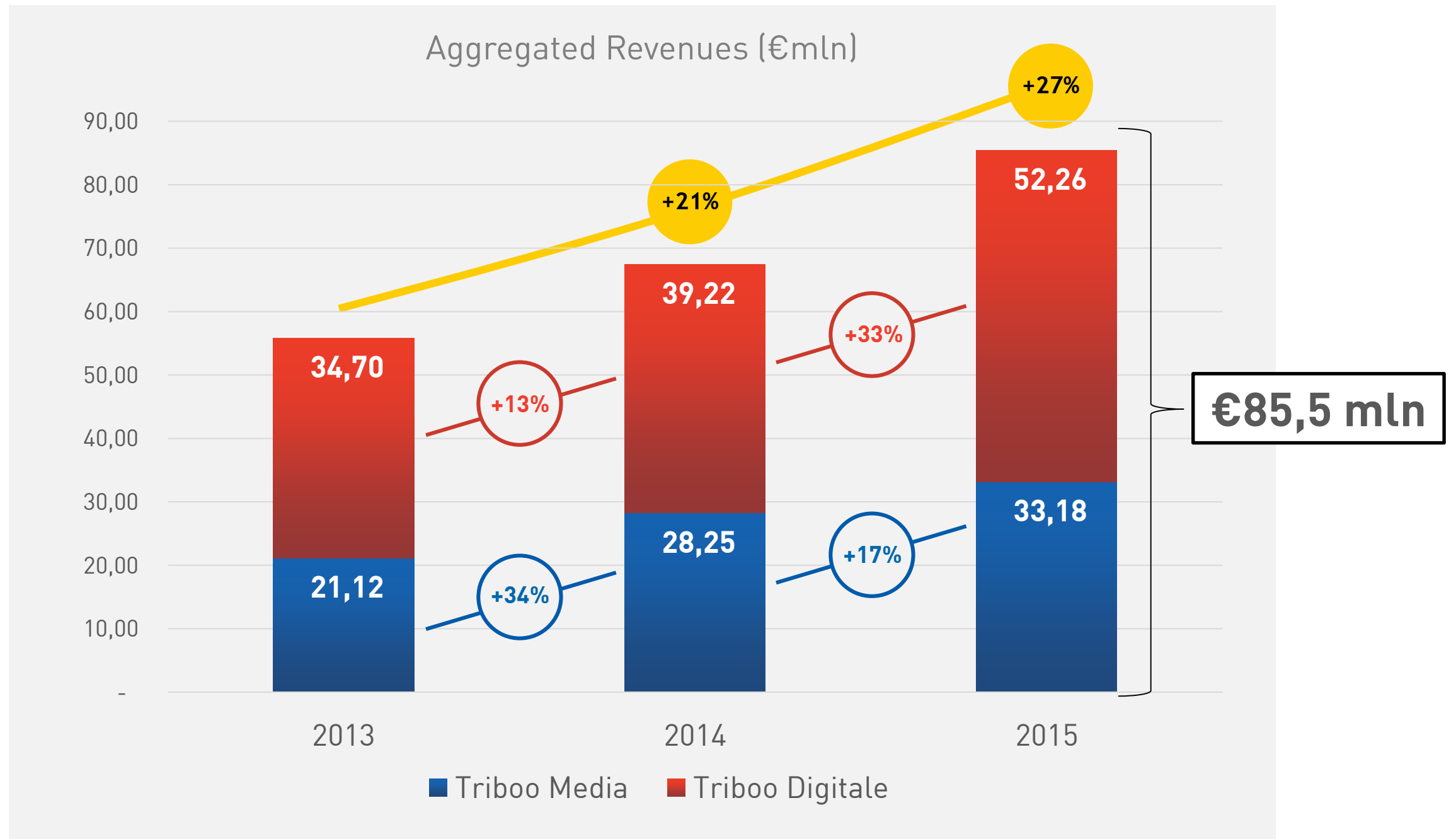
Young 
 

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


173 website
Prime network

Triboo Key Financials

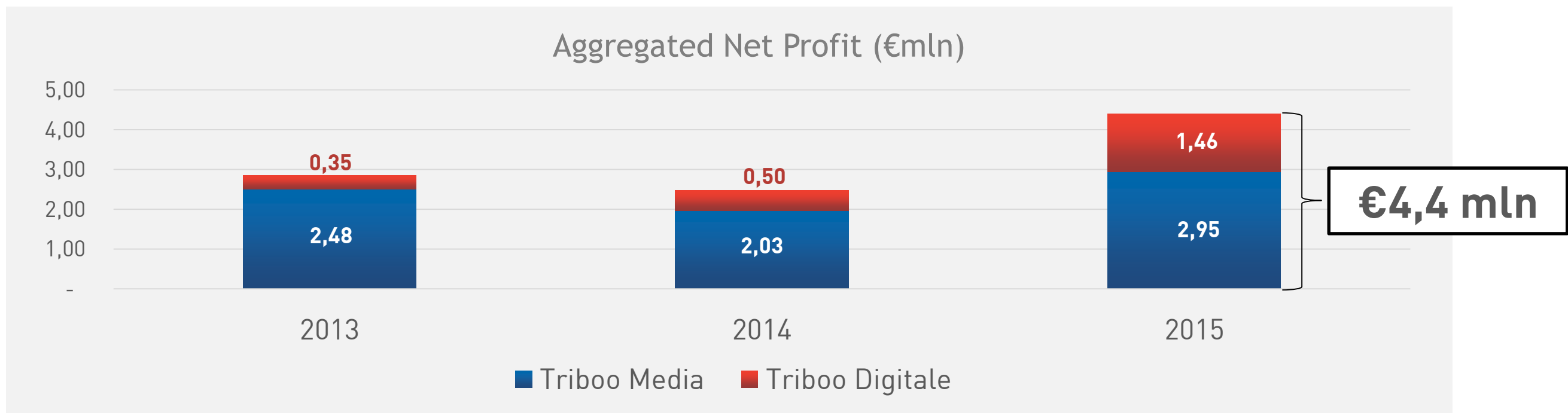
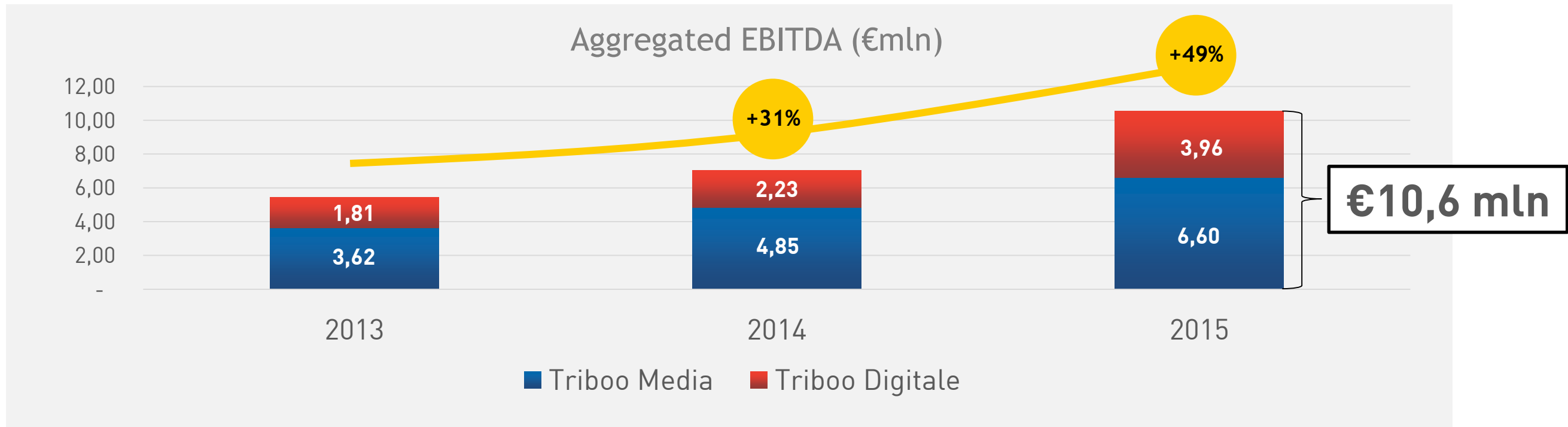
REVENUES GROWTH – CAGR 25%



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

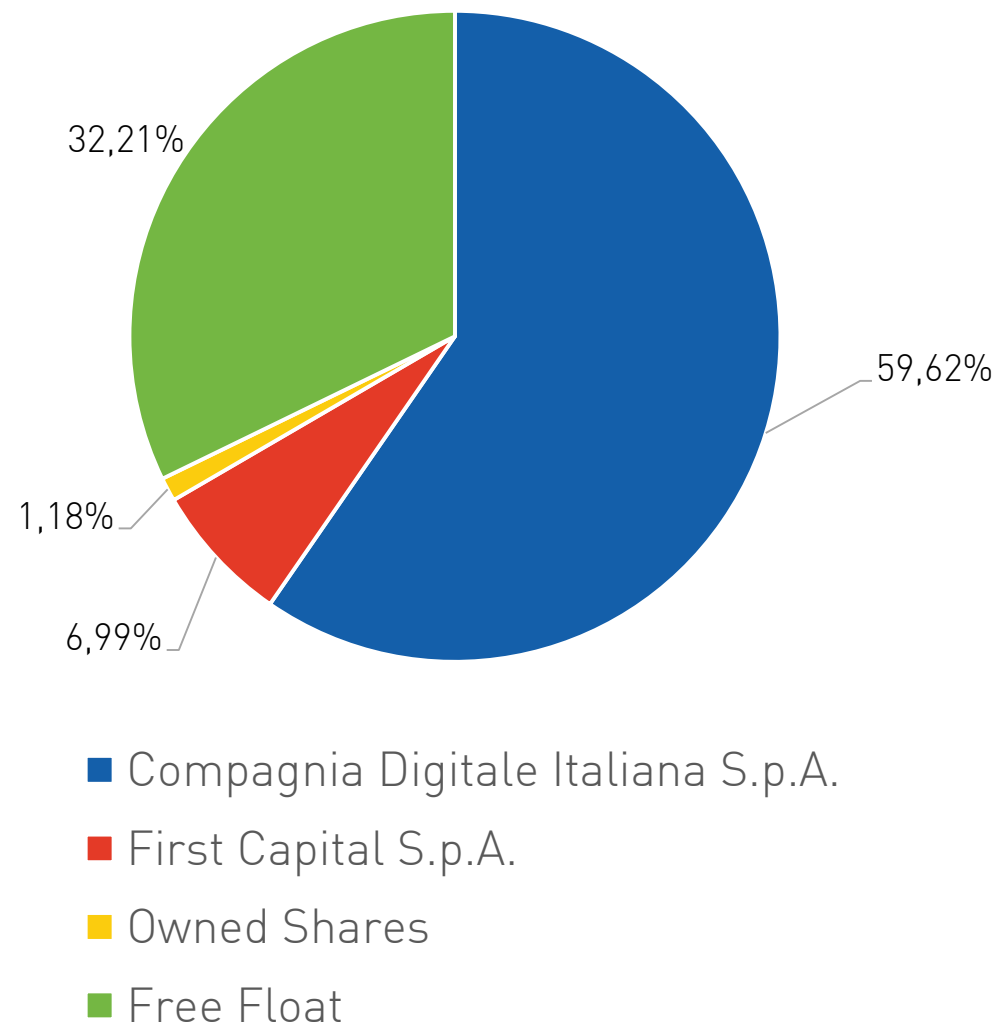
TRIBOO AT A GLANCE: H1 2016



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

Investment Highlights

TRIBOO SHAREHOLDER & GOVERNANCE STRUCTURE



Corporate Governance		
Alfredo Malguzzi	President	Independent
Vittorio Coda	Vice President	Independent
Giulio Corno	CEO	Dependent
Cinzia Parolini		Independent
André Schmidt		Independent
Vincenzo Polidoro		Independent
Alessandro Copparoni		Independent

COMPETITIVE POSITIONING




Last Steps

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



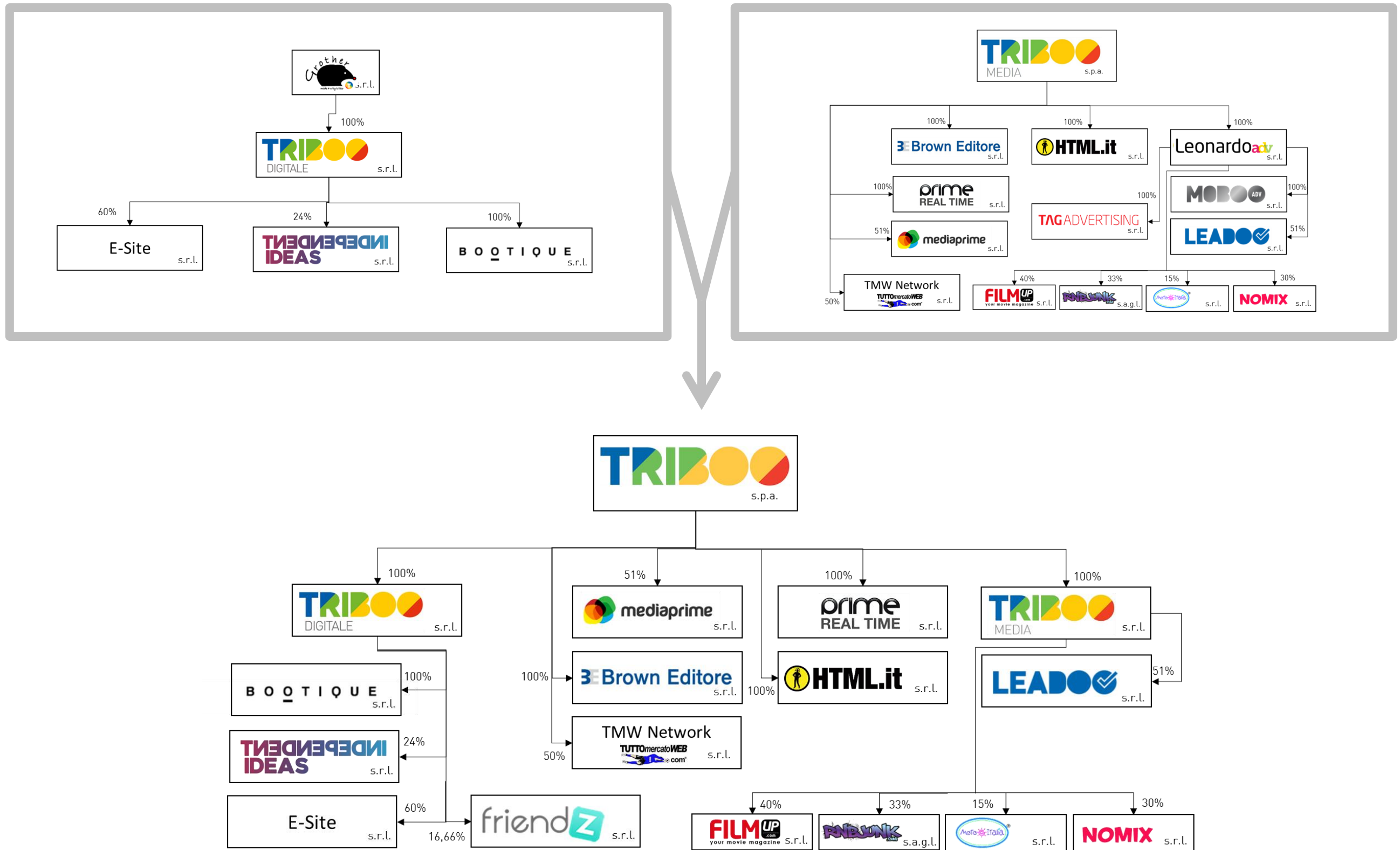
Acquiring adv technology platforms and system integrators

DIGITAL COMMUNICATION

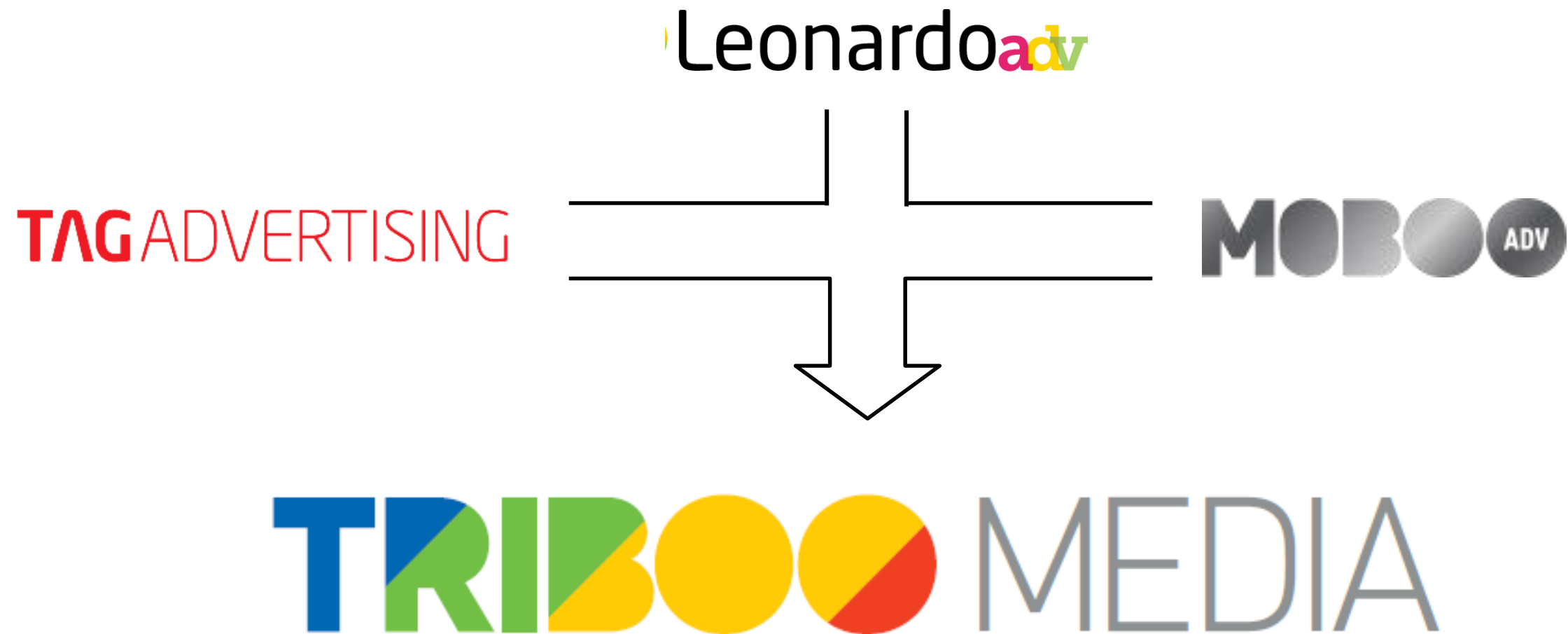


Acquiring below and above the line agencies / communities

MEDIA AND DIGITALE MERGE



GROUP SIMPLIFICATION & REORGANIZATION



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

- **ALL SOLUTIONS**

BUY.IT & FULLYCOMMERCE ACQUISITIONS

4Q 2016



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



SYNERGIES AND INTERNAL GROWTH



M&A AND EXTERNAL GROWTH



MTA LISTING (STAR SEGMENT)



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