

PROJECT ROBADADONNE

September 17, 2014



DISCLAIMER

This document has been prepared by and is the sole responsibility of Triboo Media Spa (the “Company”) for the sole purpose described herein.

- The information contained herein does not contain or constitute an offer of securities for sale, or solicitation of an offer to purchase securities, in the United States, Australia, Canada or Japan or any other jurisdiction where such an offer or solicitation would require the approval of local authorities or otherwise be unlawful (the “Other Countries”). Neither this document nor any part of it nor the fact of its distribution may form the basis of, or be relied on in connection with, any contract or investment decision in relation thereto.
- The securities referred to herein have not been registered and will not be registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”), or pursuant to the corresponding regulations in force in the Other Countries, and may not be offered or sold in the United States or to U.S. persons unless such securities are registered under the Securities Act, or an exemption from the registration requirements of the Securities Act is available.
- The content of this document has a merely informative and provisional nature and is not to be construed as providing investment advice. This document does not constitute a prospectus, offering circular or offering memorandum or an offer to acquire any shares and should not be considered as a recommendation to subscribe or purchase shares. Neither this presentation nor any other documentation or information (or any part thereof) delivered shall be deemed to constitute an offer of or an invitation by or on behalf of the Company.
- The information contained herein does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire. In all cases, interested parties should conduct their own investigation and analysis of the Company and the data set forth in this document.
- The statements contained herein have not been independently verified. No representation or warranty, either express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness, correctness or reliability of the information contained herein. Neither the Company nor any of its representatives shall accept any liability whatsoever (whether in negligence or otherwise) arising in any way in relation to such information or in relation to any loss arising from its use or otherwise arising in connection with this presentation.
- The information contained in this document, unless otherwise specified is only current as of the date of this document. Unless otherwise stated in this document, the information contained herein is based on management information and estimates. The information contained herein is subject to change without notice and past performance is not indicative of future results. The Company may alter, modify or otherwise change in any manner the content of this document, without obligation to notify any person of such revision or changes. This document may not be copied and disseminated in any manner.
- The distribution of this document and any related presentation in other jurisdictions than Italy may be restricted by law and persons into whose possession this document or any related presentation comes should inform themselves about, and observe, any such restriction. Any failure to comply with these restrictions may constitute a violation of the laws of any such other jurisdiction.
- By attending this presentation or otherwise accessing these materials, you agree to be bound by the foregoing limitations.
- This presentation includes certain forward looking statements, projections, objectives and estimates reflecting the current views of the management of the Company with respect to future events. Forward looking statements, projections, objectives, estimates and forecasts are generally identifiable by the use of the words “may”, “will”, “should”, “plan”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “project”, “goal” or “target” or the negative of these words or other variations on these words or comparable terminology. These forward-looking statements include, but are not limited to, all statements other than statements of historical facts, including, without limitation, those regarding the Company’s future financial position and results of operations, strategy, plans, objectives, goals and targets and future developments in the markets where the Company participates or is seeking to participate.

Due to such uncertainties and risks, readers are cautioned not to place undue reliance on such forward-looking statements as a prediction of actual results. The Group’s ability to achieve its projected objectives or results is dependent on many factors which are outside management’s control. Actual results may differ materially from (and be more negative than) those projected or implied in the forward-looking statements. Such forward-looking information involves risks and uncertainties that could significantly affect expected results and is based on certain key assumptions.

All forward-looking statements included herein are based on information available to the Company as of the date hereof. The Company undertakes no obligation to update publicly or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as may be required by applicable law. All subsequent written and oral forward-looking statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by these cautionary statements.

GROUP INTRODUCTION

WE ARE ITALY'S LARGEST AND FASTEST-GROWING, INDEPENDENT, PURE DIGITAL ADVERTISING SALES HOUSE



WE SERVE THE LEADING ONLINE ADVERTISER AND MEDIA AGENCY IN THE ITALIAN MARKET

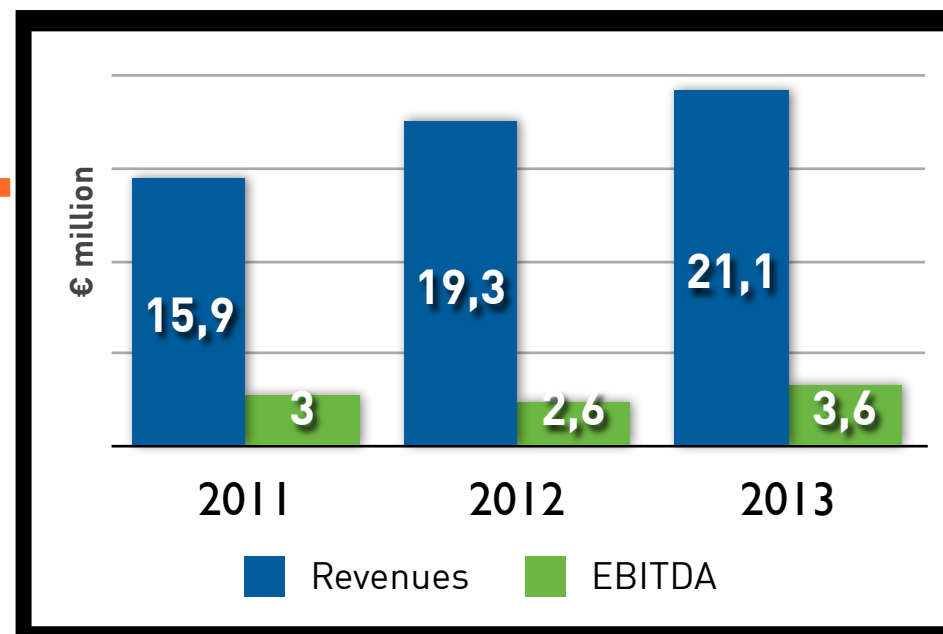
WE OFFER DIGITAL ADVERTISING SERVICES WITH FULL INTEGRATION BETWEEN PRODUCTS AND TECHNOLOGY IN A VERTICAL EDITORIAL NETWORK



Editors



Properties



Results

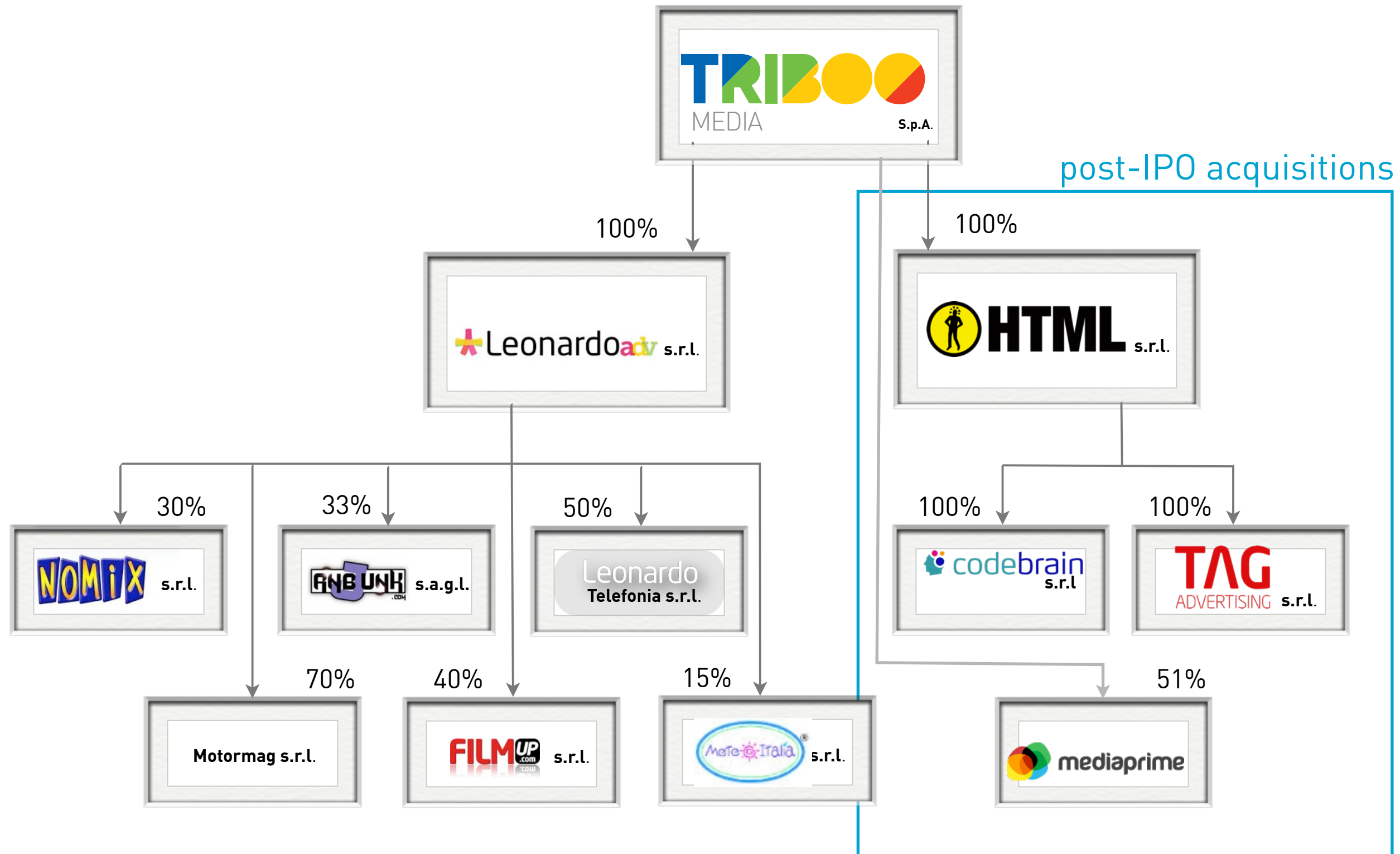


Clients

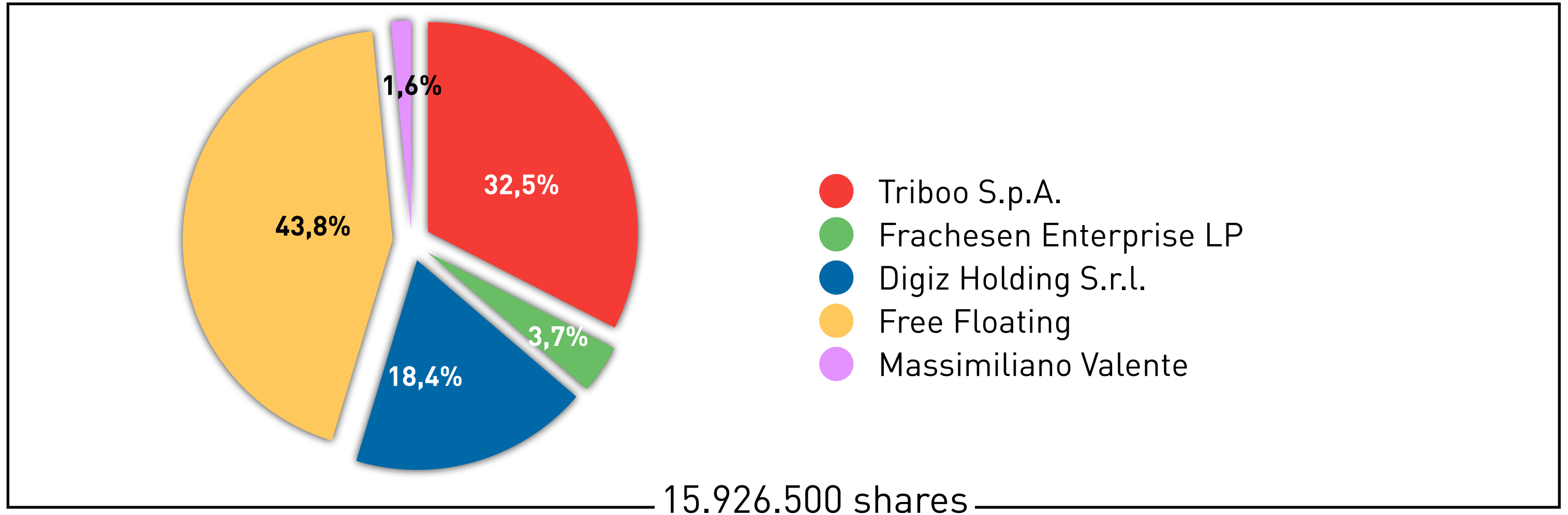


Technologies

GROUP STRUCTURE TODAY



SHAREHOLDERS AND CORPORATE GOVERNANCE



Board Members:

Giulio Corno (Chairman)
Alberto Zilli (CEO)
Massimiliano Valente (HTML)
Vittorio Coda (Independent)
Cinzia Parolini (Independent)

ROBADADONNE



Price paid:
300.000 euro
 Acquired Share:
51%

RobadaDonne is a communication project developed by the startup MediaPrime S.r.l. It is a women community based on a Facebook page and a website (robadaadonne.it). It reaches out to more than 1 million single, mostly female, users.

RobadaDonne key data:

- 2013 Revenues: 290 thousand euro
- Facebook Fans: 1,5+ millions
- Page Views per Month: 6 millions
- Key executives are contract-bound until 2019



ROBADADONNE

As reported by Blogmeter Robadonne is the author for **2 of the 3 most engaging Facebook posts** in May 2013, reaching out to more than half a million users who re-published the content on their own home pages

Facebook Top Brands - Italy

Maggio 2013

Engagement Leader



The Voice of Italy
Pagina Facebook Ufficiale

Fan Leader



fanpage.it

Response Leader



PosteMobile

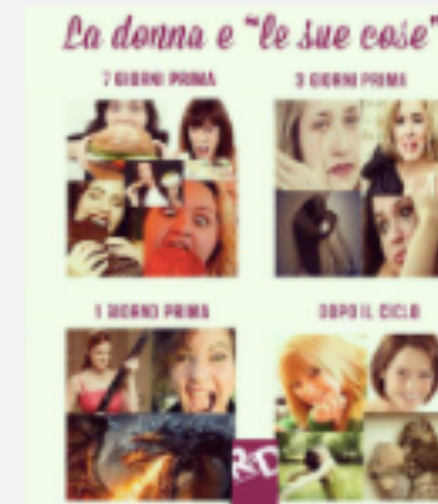
Top Post



ROBA DA DONNE

Post Più Engaging

1.  ROBA DA DONNE shares a Photo, 15/05/2013



74K Total Engagement

713 Comments

21,5K Likes

517K Shares

2.  Serie A TIM shares a Video, 21/05/2013



58,1K Total Engagement

1K Comments

14,3K Likes

42,8K Shares

3.  ROBA DA DONNE shares a Video, 17/05/2013



49,3K Total Engagement

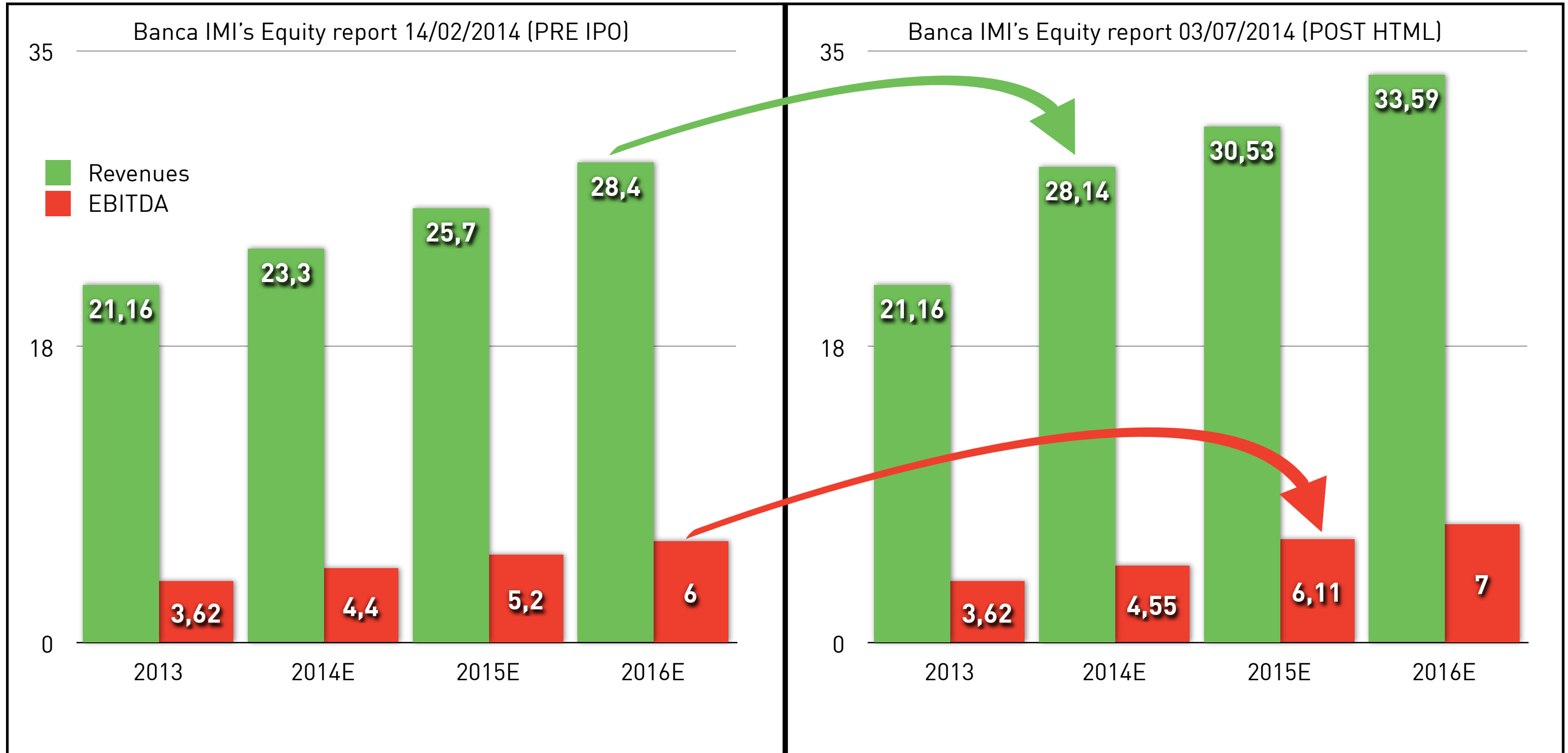
905 Comments

11,2K Likes

37,2K Shares



BANCA IMI EQUITY REPORT EVOLUTION



2016 expected revenues anticipated to 2014

2016 expected EBITDA anticipated to 2015



TRIBOO
MEDIA

