

PROJECT ROBADADONNE

September 17, 2014



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TODAY'S SPEAKERS

Alberto Zilli: is the CEO and co-founder of *Triboo Media Group*. He started his entrepreneurial career at the age of 16 by launching the computer portal *Azpoint.net*. In the meantime, he studied computer science, finishing his studies with the maximum grade. In 2003 he founded *ADVlab*, one of the first Italian purely digital sales house, specialized in performance advertising and aggregating computer science and technology sites. In 2005, he started *JuiceADV*, which became part of the *Triboo group* in 2008. In March 2010, he conducted *JuiceADV* through the acquisition of the sales house *LeonardoADV*. Since November 2010, he is a member of *Triboo Spa* board.



Giulio Corno: is the Chairman and co-founder of *Triboo Media Group*. He graduated in Economics and he holds the title of Chartered Accountant. He holds a BBA and an MBA from George Washington University and he lived and worked in the United States for seven years. Giulio has a broad range of experiences including the start-up of the activities of equity ratings by Standard & Poor's in France, Spain and Italy. He was CEO of Gefran, where he led the Company's listing on the Italian Stock Exchange and he also worked as a corporate finance and strategy consultant for many groups such as Credit Suisse, Fincooper, Wine Food, Golden Lady, Marcegaglia, Bertani, Arcese, Ventana Cargo, Coleman, Allison.

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

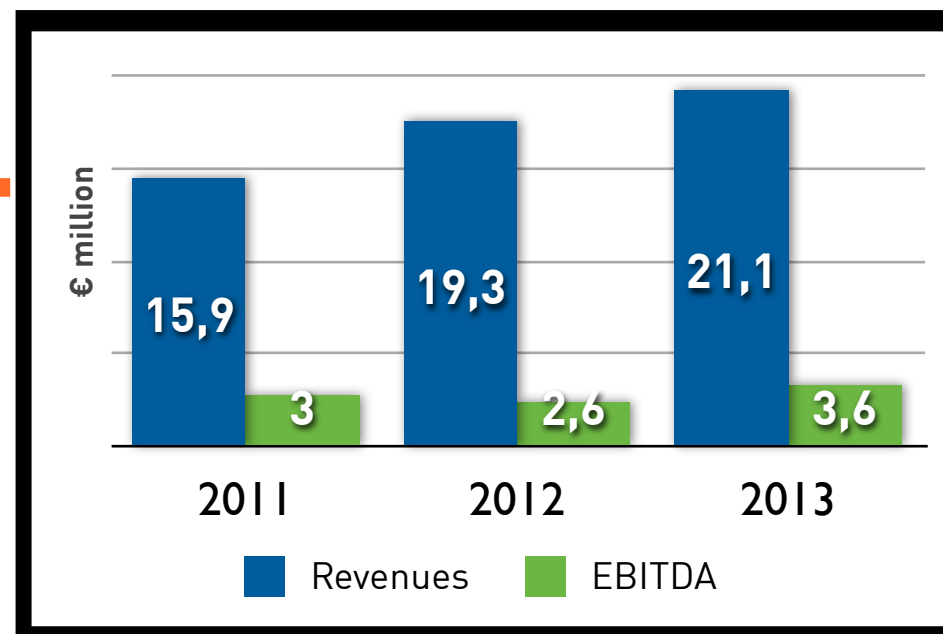
WE OFFER DIGITAL ADVERTISING SERVICES WITH FULL INTEGRATION BETWEEN PRODUCTS AND TECHNOLOGY IN A VERTICAL EDITORIAL NETWORK



Editors



Properties



Results

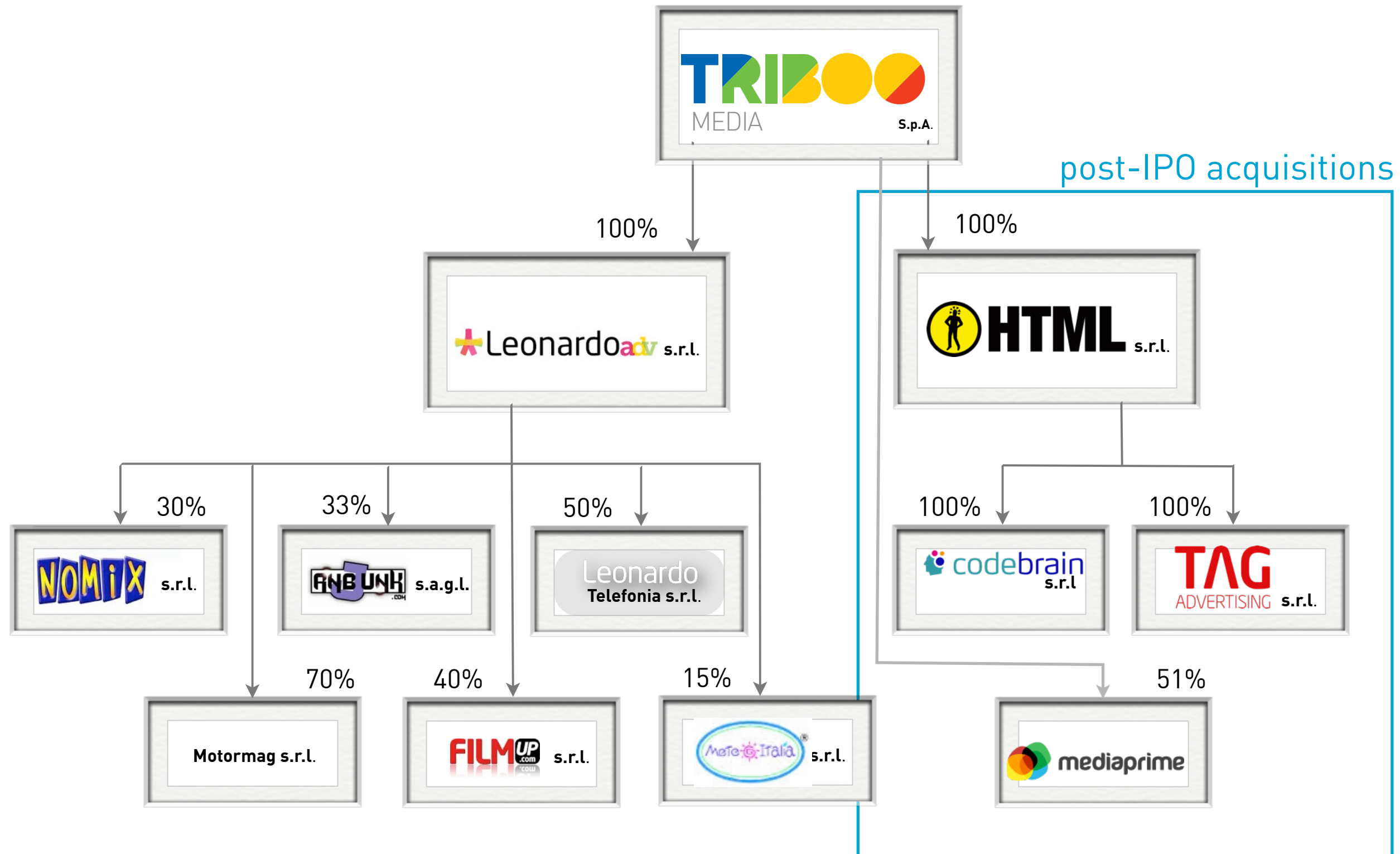


Clients

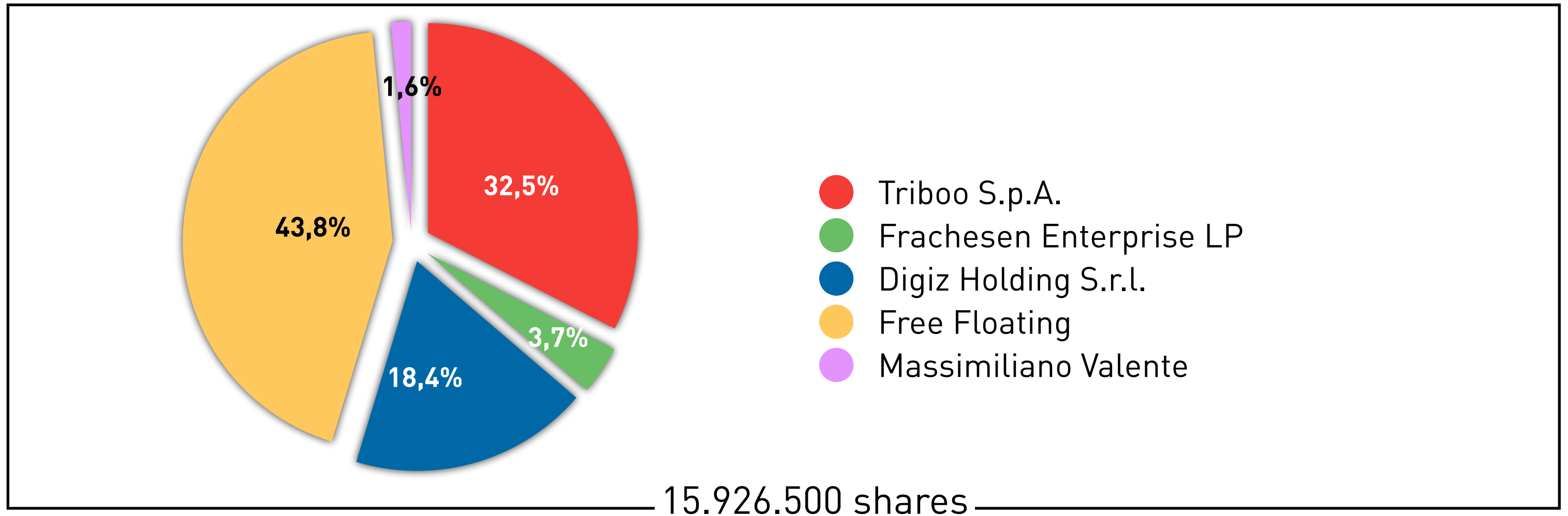


Technologies

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

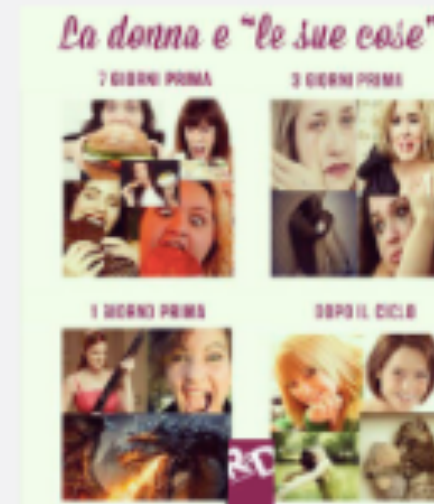
Top Post



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

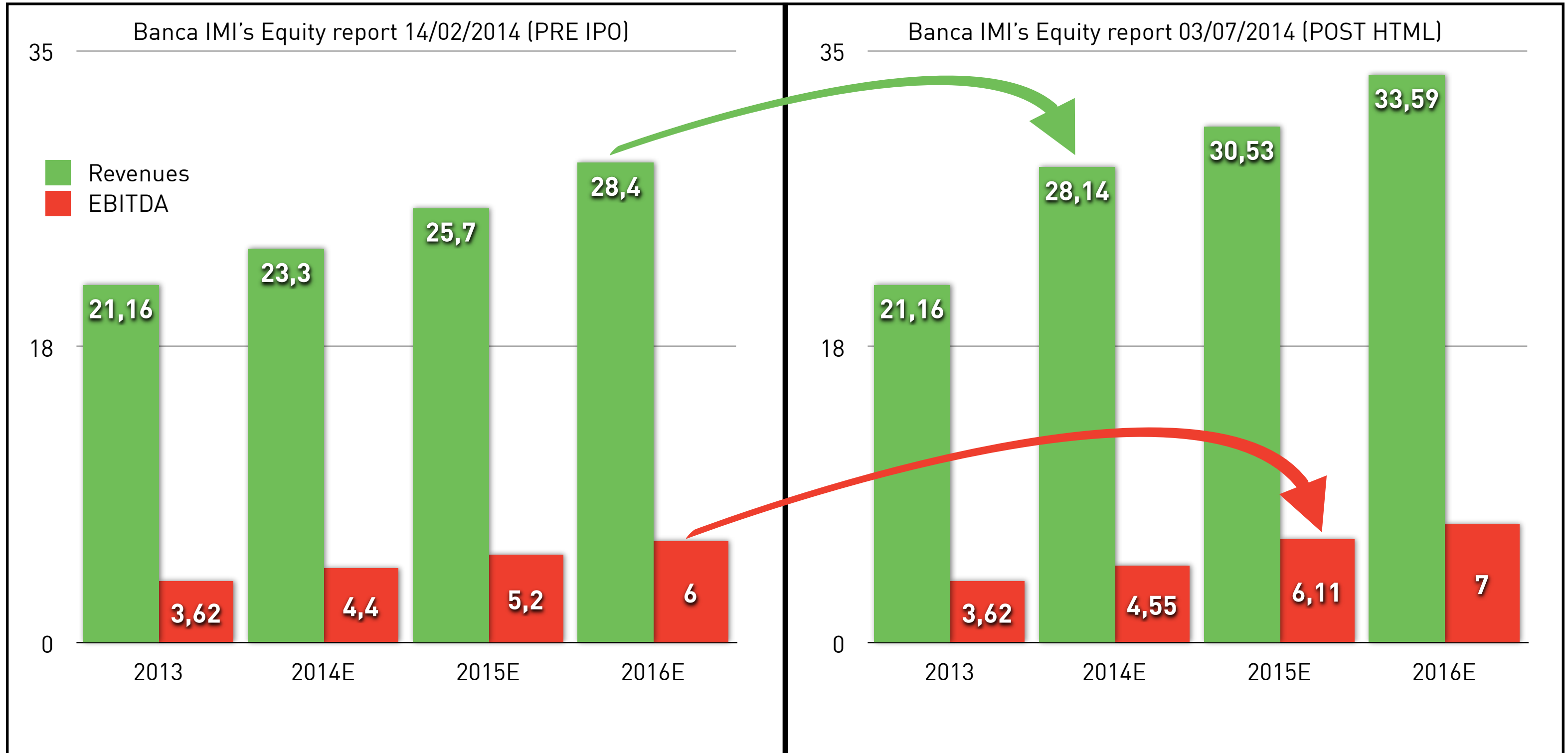
905 Comments

11,2K Likes

37,2K Shares



BANCA IMI EQUITY REPORT EVOLUTION



2016 expected revenues anticipated to 2014

2016 expected EBITDA anticipated to 2015



THANKS FOR YOUR ATTENTION





Q&A
time

TRIBOO
MEDIA

