



A new advertising channel: The mobile phone

Activity

- Mobile Advertising

Products

- Ad-network mobile inventory
- Adserver services
- Data base opt-in/ Content services aggregator

Offices

- Madrid, Barcelona, Caracas, Sao Paulo

Commercial presence

- Colombia, México, Portugal,
- Argentina, Bahrain

Team

- 21 employees (Oct. 2008)

Turnover

- +1,3 Mill.€ (forecast 2008)

- The company covers all of range of **Mobile Advertising**, working with **Media agencies, advertisers and mobile operators.**
- **Main issues** in Adsmidia business: Creating **data base opt-in** accepting advertising in their handsets, **agreements** with Media groups, publishers or mobile operators to manage their mobile advertising capacity, **Adserver technology**
- Adsmidia is an **international company** with main presence in **Spain** and some **Latam** countries, and initiating operations in Middle East
- Adsmidia has a **portfolio of large customers, advertisers, medias groups.** Adsmidia Share Spanish Internet Mobile advertising: 12% (88% mobile operators)





Step 1

- Sale the ads spaces from du mobile to one advertiser as BMW (Direct or through the media agency)

Step 2

- Check the inventory available for the future campaign, Campaign design. Program the campaign inside the adserver, and start the campaign

Step 3

- Check on line campaign results

Step 4

- Launching the campaign through SMS, WAP, API

Step 5

- Users receive mobile ad
- Campaign reports and billing process to advertiser or Agency

Target group: mobile users between 18-35 y.old. ARPU : 20-30 eur/monthly



Mobile Inventory Advertising

- Mobile Ad network (Media Groups, Mobile Operators)
- Managing mobile inventory: wap portals, API,...
- Bluetooth inventory :Spanish soccer clubs
Venezuela beisbol,...
- Sales inventory force working with media agencies and advertisers



Adserver.

- Software solution for Mobile operators , Media groups and Media agencies
- Formats supported: Internet
Mobile, Messaging, Video, Voice
- Software license or ASP

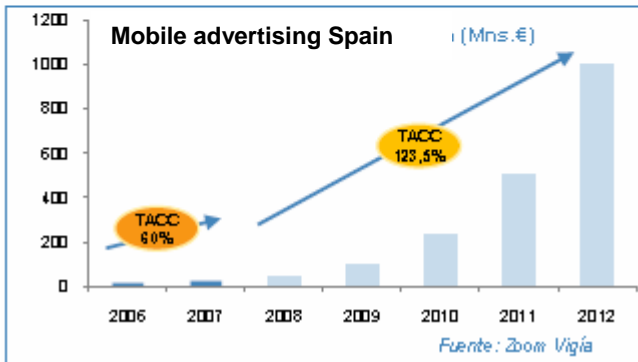
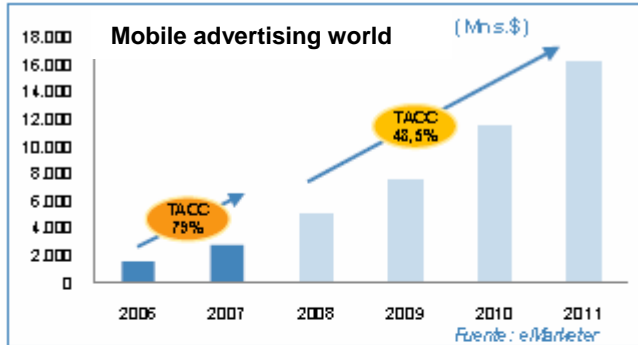


Content Aggregator

- Creating Mobile inventory. Mobile Internet, contents, messaging one-to-one,...
- Partnership in relevant events buying mobile rights: Olympic Games ,...
- Data base opt-in mobiles
- Sponsored mobile content: video, games alerts, news,...

Results

- User's win. Discounts over 25% – 50%
- Brands and media agency win. Lower cost CPM 10–30€
 - Mobile operator win. ARPU increase: 30%



Spain: 48 Mill.mob. user. Movistar: 116 Mill.mob. user
1,6 Bill.€ Mobile Telecom . 1,4 Bill.€ Advertising

LATAM Market : 360 Mill. mobile users (march 2008).
annual growth 54%

Brazil:	130 Mill. users
Mexico:	56 Mill. users
Colombia/Venezuela:	48 mill. users
Argentina:	33 Mill. Users

Where is the money?

Mobile Operators
Media Agencies/advertisers
Media Groups

Competitors

Agreements

Customers



Reference : RTVE . Movistar. Vodafone. Orange (Spain)

RTVE description

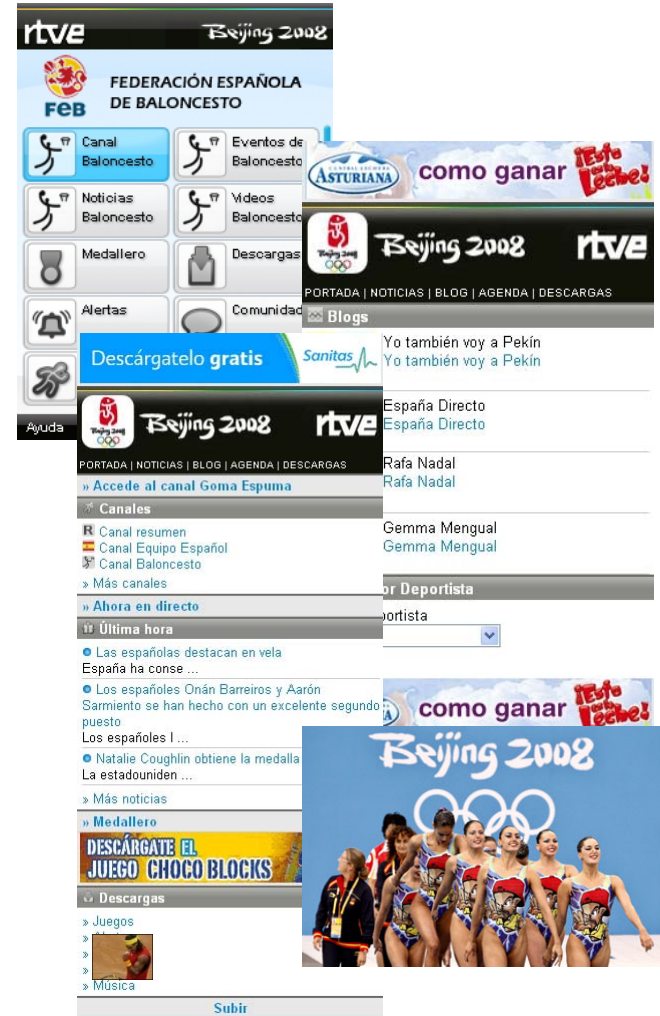
The Corporación de Radio y Televisión Española, S.A. (RTVE) is the largest Spanish media group : 5 TV channels, 3 radios, several Internet portals,.. More than 28 million users

Project:

Developing Olympic Games mobile portal for Spain. In the project Adsmidia **developed the completed WAP Portal and sales the advertising, The content manager software, adserver advertising campaigns, the SMS control tools and many other APIS for the project. Life TV streaming mobile with ads, 500.000 users, 3 million wap pages, 1,5 million videos, in 2 weeks, ...**

The largest mobile Internet portal and project done in Spain.

Adsmidia Adserver manage Movistar, Vodafone, and Orange on portals in Spain using WAP and Video VOD /Streaming SMS, MMS. Now the adserver with RTVE portals is sending 60 millions of ads per month.



Fernando Moller

President and y Co-Founder

Degree in Economics and Master University of Southern California. Five years General Manager BANCO SANTANDER in France. Vice-President of CITIBANK in Barcelona and Madrid. CEO BANCO CONSOLIDADO of Panamá and Corporate Director of Banco CONSOLIDADO, in Caracas and New York. In 1992 he joins Grupo Seeliger y Conde and co-founder EUROMANAGER, leading company "head hunting" in Spain and South America. He is member of Commerce Chambers in Spain, France and Morocco

José Banús

Vicepresident LATAM and Co-founder

Degree in Economics. Master en International Business, University of California at Berkeley. Vice-President Banco Provincial (Credit Lyonnais) in Caracas, Venezuela 1987-1994. Member of the Advisory Board, PRS, Banque Piguet, Suisse ,Miami USA (96-99). Actually Member of Board Director Banco Nacional de Credito en Caracas Venezuela since Feb. 2002. Member of board of several financial and comodities, companies in Argentina, Perú, Panama and USA.

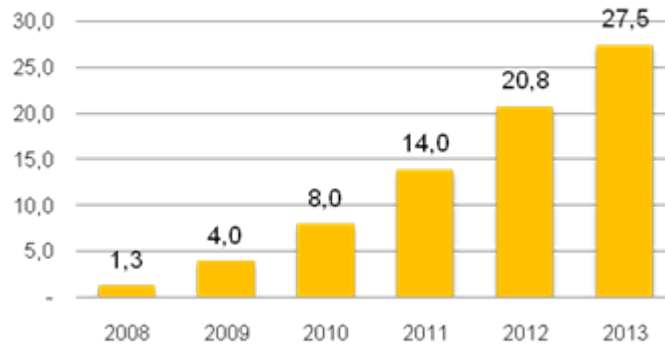
Xavier Buyse

CEO y Co-Founder

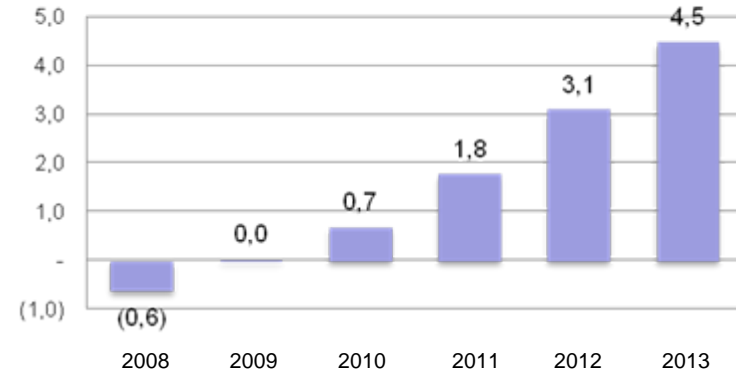
Degree in Economics and actuary. From 2000- 2006 ,CEO of Publipressmedia Spain and Internet Managing Director (Media Agency Grupo Godo : Press, TV, Radio, Internet), turnover 150 Million €. More than 7 years in telecommunications, mobile and internet sector, Strategic Planning Manager in Amena (Orange). CEO of ISP RETEVISION, SERVICOM,.... He start his career in banking and insurance: Manager Director Winterthur Life and CEO in Deutsche Bank Insurance Spain

Main Figures

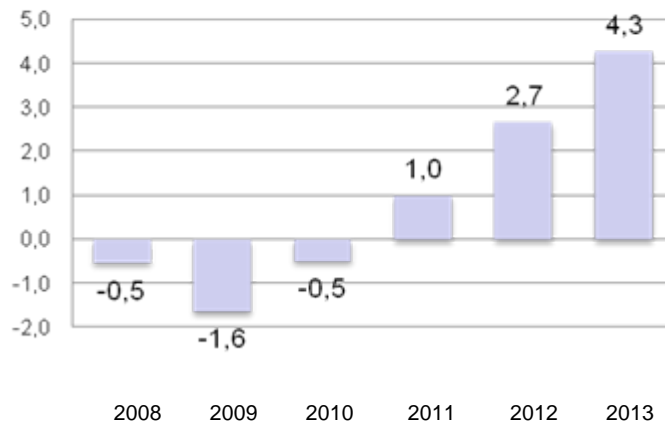
Income MII.€



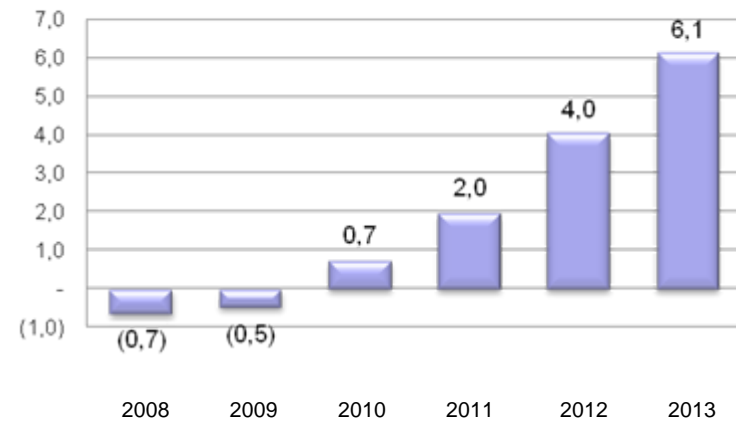
EBITDA Spain MII.€



Cash Flow MII.€



EBITDA Total MII.€



Financial resources

NOW

- Nov. 2008 Net Capital: 2.200.000 €
- Shareholders : Initial founders (80,32%) and VC(Caja Navarra :19,68%).

Next Round

- Round amount: 3 million €. Opportunity to increase up to 5 Million € (acquisition company in Brazil) and additional operation in ME.
- Investor profile: VC or Financial company, international presence.



Thanks

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