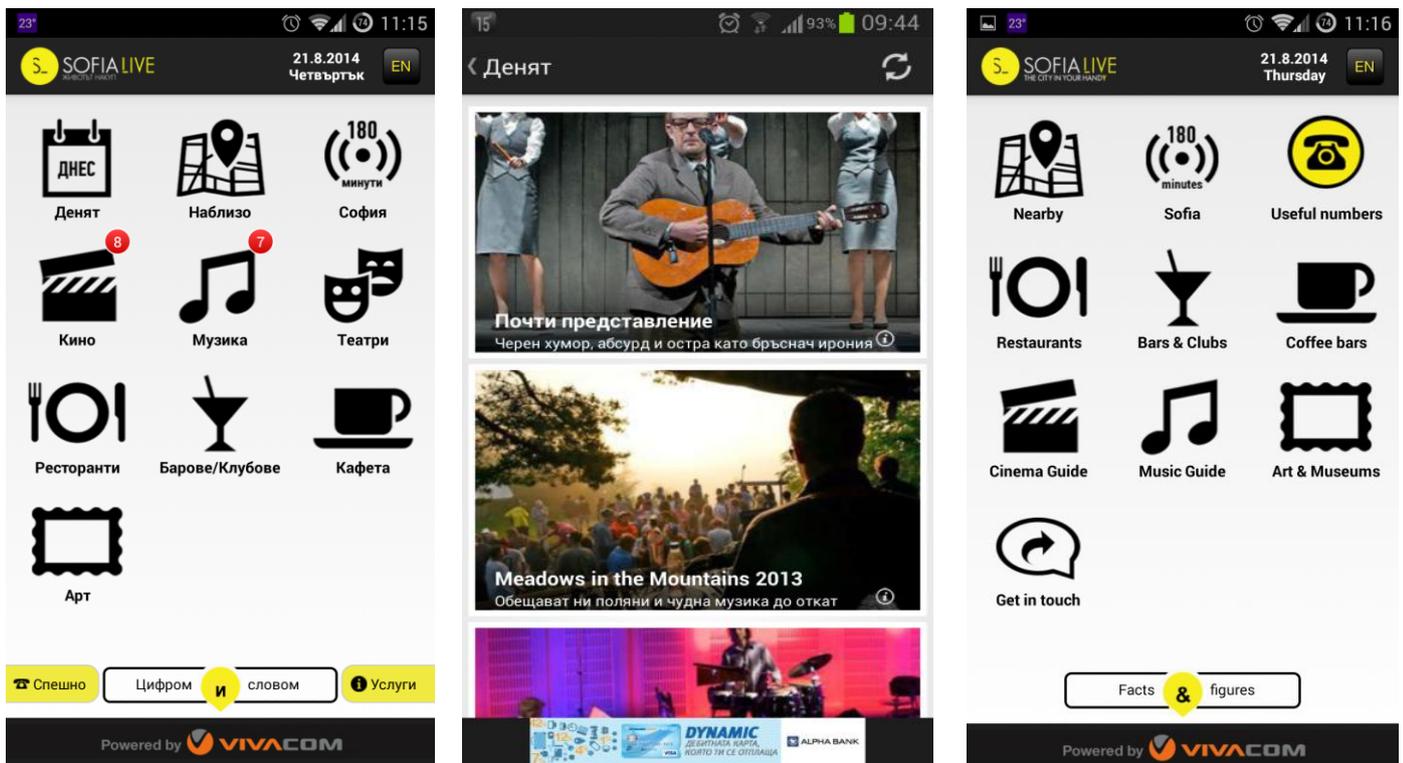
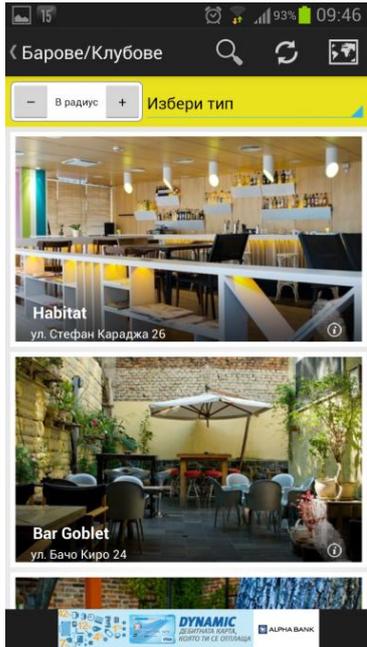


## SofiaLive – a free mobile app for city culture, entertainment and lifestyle

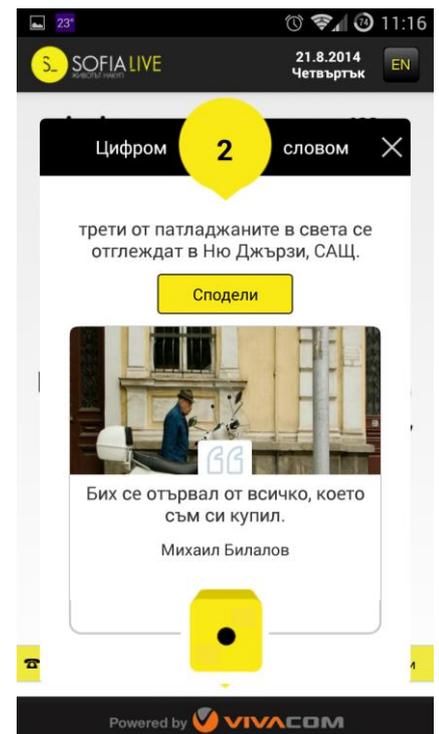
The mobile application (app) of **SofiaLive** offers you a convenient and easy access to handpicked information for the live and interest places in Sofia, even when you don't have Internet connectivity. **The app can be used both in Bulgarian and English.**



On the initial screen you can see a short preview of the most important cultural and city events from the **button “Today”**. In the **buttons “Restaurants”, “Clubs” and “Cafes”** you have a reach choice of venues with original reviews and photos of the worthy places in Sofia. With the **button “Close-by”** you can easily find on the virtual map, all the recommended places that are close-by to your current location.



The app maintains current and well-summarized information presented in reviews and photos for events in our nation's capital (new movies, theater performances and art exhibitions). In addition the rich directory for **"Services"** and **"Urgent"** phone numbers can always be with you, just a click or two away. In **"Services"** a directory is maintained and weekly updated of over 300 addresses and phones numbers, while in **"Urgent"**, there are over 100 phone numbers for emergency situations. There is also a **Useful Facts** section within the app, with hundreds of interesting facts.

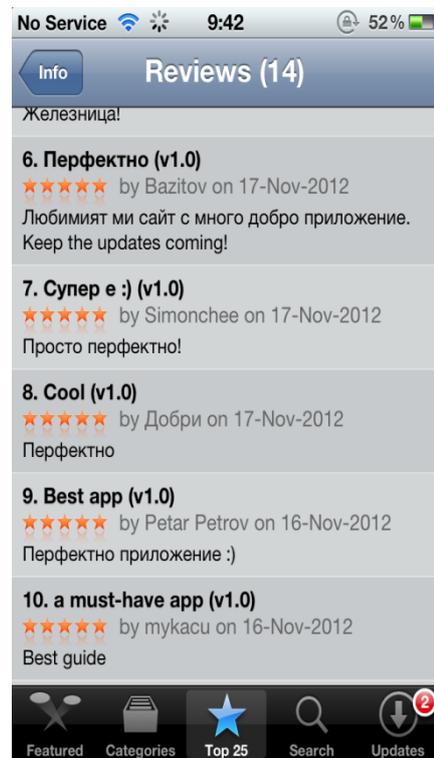
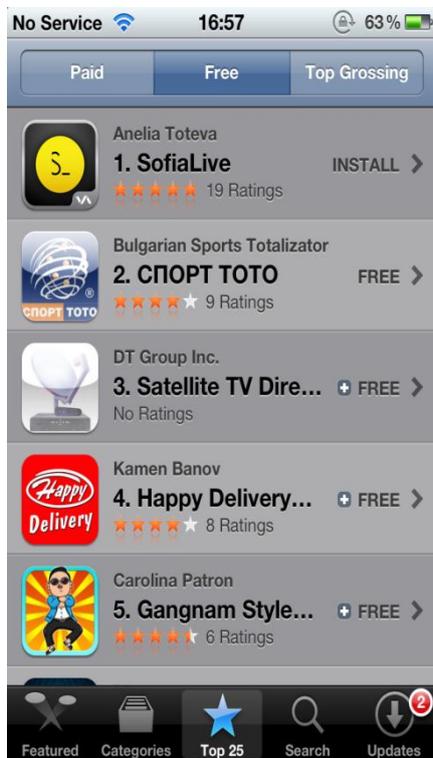


Our mobile audience has the pleasure of listening every weekday (Monday to Friday) the Morning Show “**180 Minutes Sofia**” with the “city type” Naso Ruskov from 9 to 12 am. The show includes morning tunes to get you going, commentary breakfast, soundtracks, entertaining guests (not being asked dull questions), musical jokes with people and animals- all for an easy and positive start of the day.



The mobile app is accessible and free to download from Google Play and VIVA Apps (for smartphones and tables with Android OS), as well as from the Apple App Store (for iPhones, iPads and iPods).

The **Sofia Live app** managed to reach more than 2 000 downloads in just a week in **Apple's App Store** and in the same week it became number one nationally for free apps, passing hits such as Gangnam style. All of the app's ratings and reviews were positive and all users gave a maximum rating of 5. Currently the app has been **downloaded more than 12 000** times.



In **Google Play**- the Android app market place, the Sofia Live application has **more than 13 000 downloads**, with an average rating of 4.5 (5 being the maximum) and just within a month it managed to enter the all-time top 10 chart for apps in the category "News and magazines".

In **VIVA Apps** – the new market place for free Bulgarian applications for Android of the telecommunications company Vivacom, the Sofia Live app has been **downloaded more than 5 000 times** since mid November 2012.

During the digital marketing forum, online effectiveness, entrepreneurship and technology **Webit Bulgaria 2013**, the **Webit Awards** were handed and the **Sofia Live app won first prize in the category "Best use of mobile"**.