



What's new, what's great?

Netinfo 2022



Netinfo portfolio or how we deliver 82% reach

Site Real Users

| | | |
|--------------|--------------------|-------|
| Abv.bg | Free email service | 2 035 |
| Nova.bg | TV News | 2 186 |
| DarikNews.bg | Local News | 1 480 |
| Vesti.bg | General News | 1 275 |
| Vbox7.com | Entertainment | 1 134 |
| Sinoptik.bg | Weather | 1 003 |
| Edna.bg | Female Ezine | 1 025 |
| Gong.bg | Sports | 877 |
| Pariteni.bg | Personal Finance | 512 |
| Ох, на мама! | Motherhood | 225 |

| | | | |
|-------------|------------|-------------|------------|
| Netinfo | Combined | Desktop | Mobile |
| Real Users | 3 577 | 1 654 | 3 147 |
| Reach % | 81% | 68% | 77% |
| Reach 21/20 | +5% | +13% | +1% |

NOT NEW BUT GROWING

News ecosystem with +2.7M real users

Huge & growing free email service

Loved local weather brand

Leisure time female ezine

Parenting & pregnancy, Personal finance

Sports site with massive video footage

Video ecosystem with +2.5M real users

Video platforms and content sites video usage combined

WHAT'S NEW

Entirely new cluster of news readers

Culinary, food & health

Dogs and cats owners

New cars and auto industry news

Home & garden



SINOPTIK.bg

Edna.bg

Ох, на мама! PARITENI.bg



Телеграф

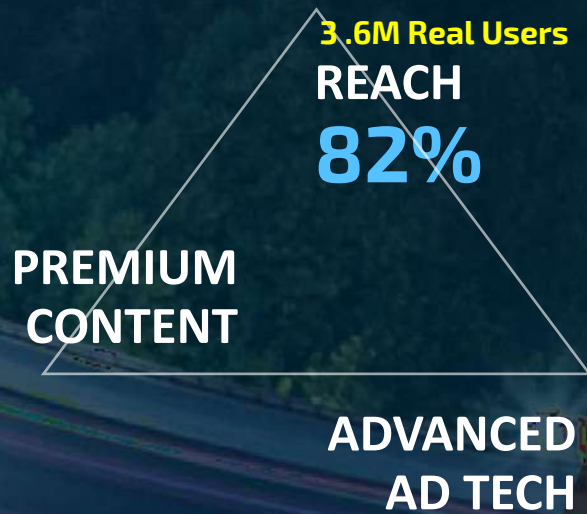
dogs and cats.bg

CARMARKET.BG





USPs no local premium can match



Premium content

TV and digital only video, news and journalism, intent verticals, lifestyle and entertainment. Brand safety, interests, engagement.

Advanced Ad Tech

360 technologies only, fully programmatic, 3rd party validated, Content verticals, Interests, age, gender, location. Data sharing.

Branded Content

Guaranteed engagement, creative and production team, intent and content verticals, premium context and content, data sharing.

Ad KPIs

Great viewability, engagement, high CTRs, non-standard formats, exclusive sponsorships, unique hot spots.

Reach

Ultimate reach through local premium content. Growing products. Guaranteed engaged users in branded content, enormous ecosystems of premium video and news.

Fully Programmatic

Guaranteed and preferred direct deals empowered by 1st party data, viewability, brand safety and other targeting options. Own DSP/DMP operation.

Platforms for branded content and targeted display

Guaranteed results for branded content in terms of engaged users – watched videos, article reads, etc.

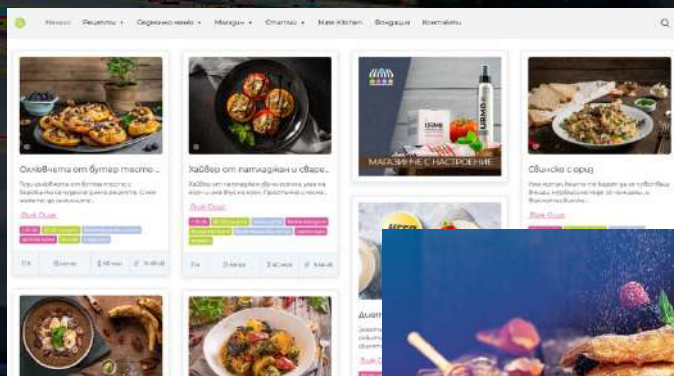
Most wanted formats – branded recipes, branded categories, special projects



Mate Kitchen

Culinary, food & health platform. High quality video content, Recipes and diets, personalization tools and recommendations. Space for product placements, recipes with your products, branded videos and more.

350k users, Mate Kitchen + Edna.bg Food Section.



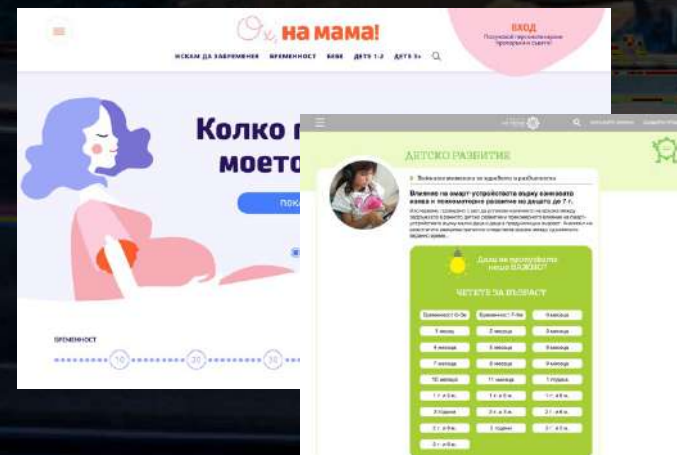
Oh, **на мама!**

Дневникът на мама и татко



Two of the biggest sites for pregnancy and motherhood in one advertising bundle, empowered by trust and targeted reach, combined with massive TV presence. Space for well targeted display and long term effective branded content.

220k real users, 50k core audience – pregnant and baby mothers.





New to come in 2022

Audiences by interests

Improved DMP process allows us to bring to live custom audiences by interest.

Programmatic

Increased discount for programmatic direct buying. New targeting options – improved brand safety and custom audiences.

Branded Content

Package prices for guaranteed user engagement and video production. Opportunities in new intent verticals.

New formats

New rich media templates and additional video opportunities through outstream video.

New sites

New sites in intent verticals – improved pregnancy and motherhood, great food and health, pet owners, home & garden, new cars and auto industry news.



FIFA WORLD CUP
Qatar 2022

World Cup 2022

NBC is official partner. Gong.bg will provide Full coverage, official video footage and livestream in Q4.



Borislav Borisov and guests

Video and audio podcast. More than 50 000 engaged users on monthly base. Original video footage.



koala
metrics

Offline behavioural targeting

Exclusive partner. Offline conversions, based on visiting stores, trade centres, gas stations, etc.



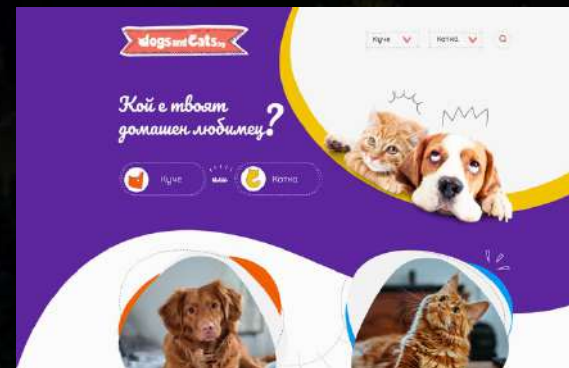
Telegraph.bg

Unique content, unique audience, unique space.
Launch in Q4 2021



CarMarket.bg

New cars and auto industry trends dedicated site in Feb



DogsAndCats.bg

Site for pet owners - health, breeding, upbringing, care, etc.

Reviews

Reviews and listicles on home tech, gadgets, online services, etc. Launch in Q4

Home & Garden

All you'll need for informed home renovation, interior solution, garden, etc. Prelaunch in Mar, site launch in Q4



Why we have 4 news sites?

The biggest news ecosystem, according Gemius Bulgaria. Combined reach will pass 3 million users in 2022, creating unmatched news distributor

Different audiences

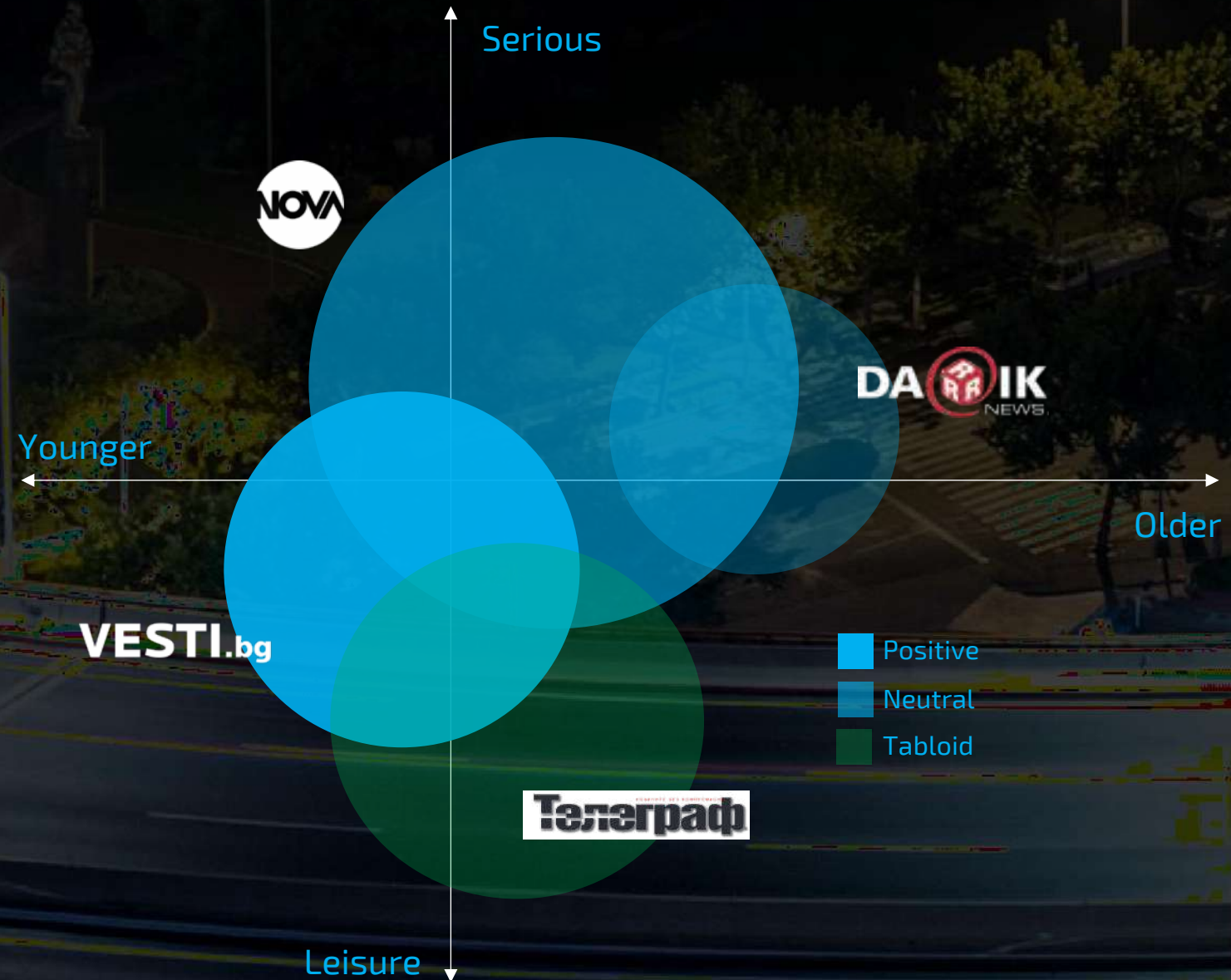
Different audiences, attracted by different editorial strategy

New verticals

Different content verticals enabled through additional content – Agro, Health, Astro, etc.

Others

More brand safety news content
Additional Native Ads distribution
More options for exclusive positioning
Telegraph.bg is great for pharma





Two distribution platforms for unique premium video content



Full and exclusive access to TV shows, reality formats, premium TV series, digital only content

In-stream video ads with average +80% viewability and +1.5% CTR%. Premium content only, programmatically available.

Additional video distribution through news, sports, female and other Netinfo sites.



more than
1.5M
REAL USERS

57%
WOMEN

89%
MOBILE

45%
25-44

40M+
MONTHLY
VIDEO VIEWS

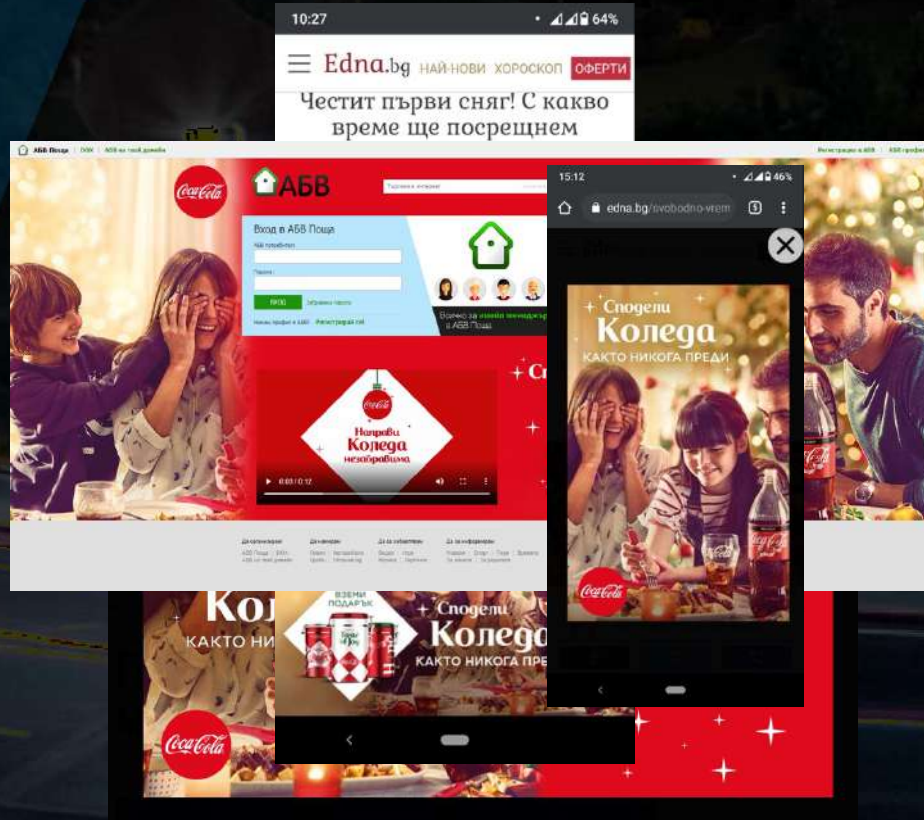
How we define Premium Reach & Frequency For Awareness

Viewability

Brand safety

GDPR/ IAB TCF 2.0

Ad-To-Content ratio



Audience sharing

3rd party scripts

Floor price

No fraud

Guaranteed

What works great?

Reach & Frequency For Awareness

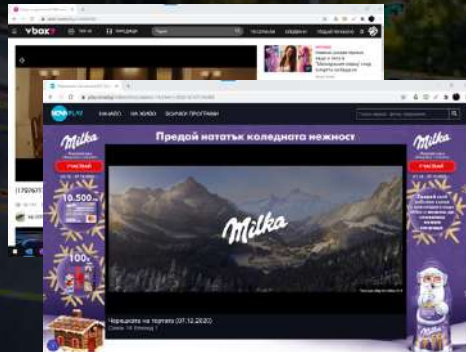
Standard Display

0.25% Avg. CTR%
60% Avg. Viewability
Recommended FRQ 8-12



Video Ads

1.5% Avg. CTR%
80% Avg. Viewability
Recommended FRQ 4-8



Rich Media

3% Avg. CTR%
90% Viewability
Recommended FRQ 2-4



2 video options

In-stream Video

Higher CTR%
Better engagement
Content related

Out-stream Video

Lower price
Video & better than banner
Lots of inventory



Target your ads

AGE, GENDER, LOCATION

Demographic basics for all formats.

CONTENT VERTICALS

Choose the right content for your ads.

AUDIENCES BY INTERESTS

Target behavioural based audience segments.

YOUR OWN DATA

Programmatic Direct Deals on yours DMP/DSP segments.

Offline behavioural targeting based on visits of points of interests

AdForm DMP/DSP execution

Standard display – square, half page

Core audience and Lookalike

Only 25% CPM index

| Audiences | Core | Lookalike | Total |
|-----------------------------|------|-----------|-------|
| Cars Purchase & Maintenance | 16 k | 140 k | 156 k |
| Gas Stations | 20 k | 110 k | 130 k |
| Home & Decoration, DYS | 17 k | 20 k | 37 k |
| Out-Of-Home Entertainment | 28 k | 120 k | 148 k |
| Supermarkets | 25 k | 120 k | 145 k |
| Technology Retail | 10 k | 90 k | 100 k |
| Pharmacy & Drudgeries | 10 k | 50 k | 60 k |
| Malls & Trade centers | 15 k | 120 k | 135 k |

Data: Ad From DMP & DSP





Audiences by interests

DMP based audiences based on data signals from all Netinfo sites

Defined by number of monthly active users

Only run of network, only 25% CPM indexation

Programmatically available with 10% discount

Good as row-in-the-plan extension

Define your audience and we will bring it to live. 1 week response time on request

| Audience | Monthly users |
|---------------------|---------------|
| Travelers | 210 000 |
| Health & Beauty | 220 000 |
| Cosmetics | 160 000 |
| Pregnancy | 25 000 |
| Maternity | 30 000 |
| Personal credits | 120 000 |
| Premium League fans | 140 000 |
| Gaming & eSports | 150 000 |
| Small business | 40 000 |
| Business | 90 000 |
| Sustainability | 90 000 |
| Technophiles | 80 000 |
| Real Estates | 60 000 |
| Home & Garden | 90 000 |
| Pet Owners | 100 000 |

Programmatic direct is here and growing

Why?

Improved KPIs, 1st party data, seamless 3rd party scripts integration, integrated global reporting, audience data sharing.

What's new?

Additional **10%** discount for all programmatic direct deals.

21% of all display and video budgets in 2021



Netinfo revenue, `000, BGN

Branded Content at large scale

Why?

Guaranteed engaged users,
audience sharing, full service –
creative, production, distribution.

What's new?

New verticals with intent audiences –
finance, pregnancy, parenting, new cars,
home & garden, pet owners, reviews on
tech products

146% growth in 5 years



Netinfo revenue, `000, BGN



INNOVATE WITH US!

www.netinfocompany.bg

www.piero97.com