

Mediaprovider Scandinavia AB

✓ Presentation first quarter 2008

Mediaprovider Scandinavia AB

✓ **Our job is to** - Examine, Inform and Entertain

Goal & Vision

- ✓ **Mediaprovider's goal is** within two years to double our sales with good profitability through building a leading internet network of special interest sites.
- ✓ **Mediaprovider's vision is** to create more brands within Internet publishing focused towards special interest target groups like motor, lifestyle, sports and housing.

Current business areas

- ✓ **Communitites** MP currently holds 4 communitites, among them Denmark's second largest community
- ✓ **Mobile** Leading information provider in the Scandinavian region
- ✓ **IT** MP currently holds number one position in Denmark
- ✓ **Photo** MP is currently in position 2 in both Sweden and Denmark but has got a strong growth
- ✓ **Gadgets / Home electronics** MP currently holds number one position in Denmark and Sweden

Mediaprovider portfolio

mobil

ALTON FILM

COMON

job:easy

Fotoguiden
PIN VÄS TILL BÄTTRE BILDER

 **dvdforum**

CRN

Netstationen

**KAMERA
& BILD**

 **spelforum.nu**

mediamac

GEAR

PRYL 
PORTALEN.SE

Mobilforum 

mobil

ZOOM

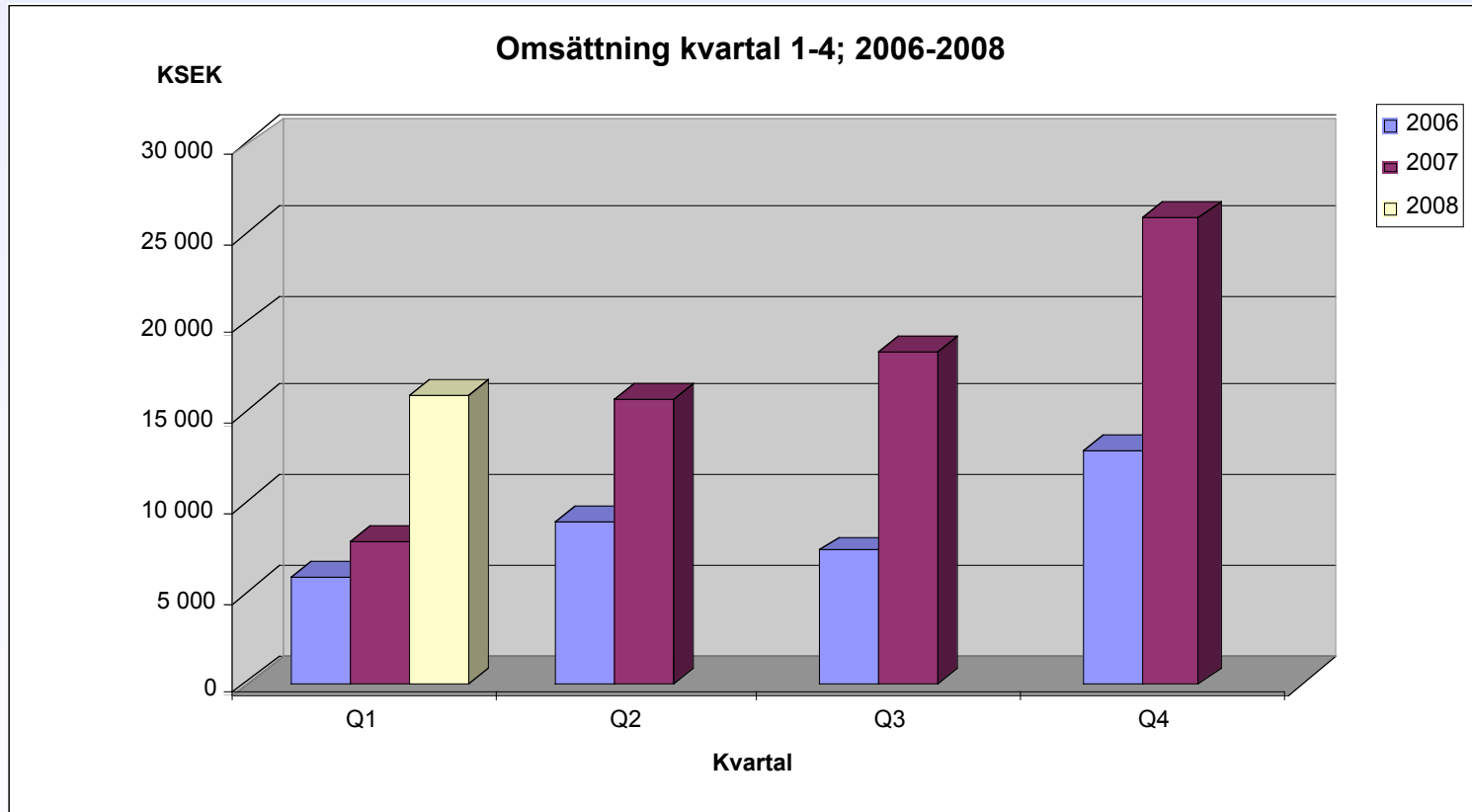
Strategy

- ✓ Commercially attractive target groups
- ✓ Acquisition of interesting companies and web services
- ✓ Organic growth constant focus on developing new products
- ✓ Expand into new markets

Mediaprovider - Our position today

- ✓ **Leading internet publisher** in the fields: IT, Mobile, Photo, Film, Gadgets, IT jobs and 3D-communities!
- ✓ Our products and services helps people to get **”correct information”** and having a good time.
- ✓ **Crucial, independent and professional** information has helped our products to gain a strong authority and respected position.

Mediaprovider growth 2008

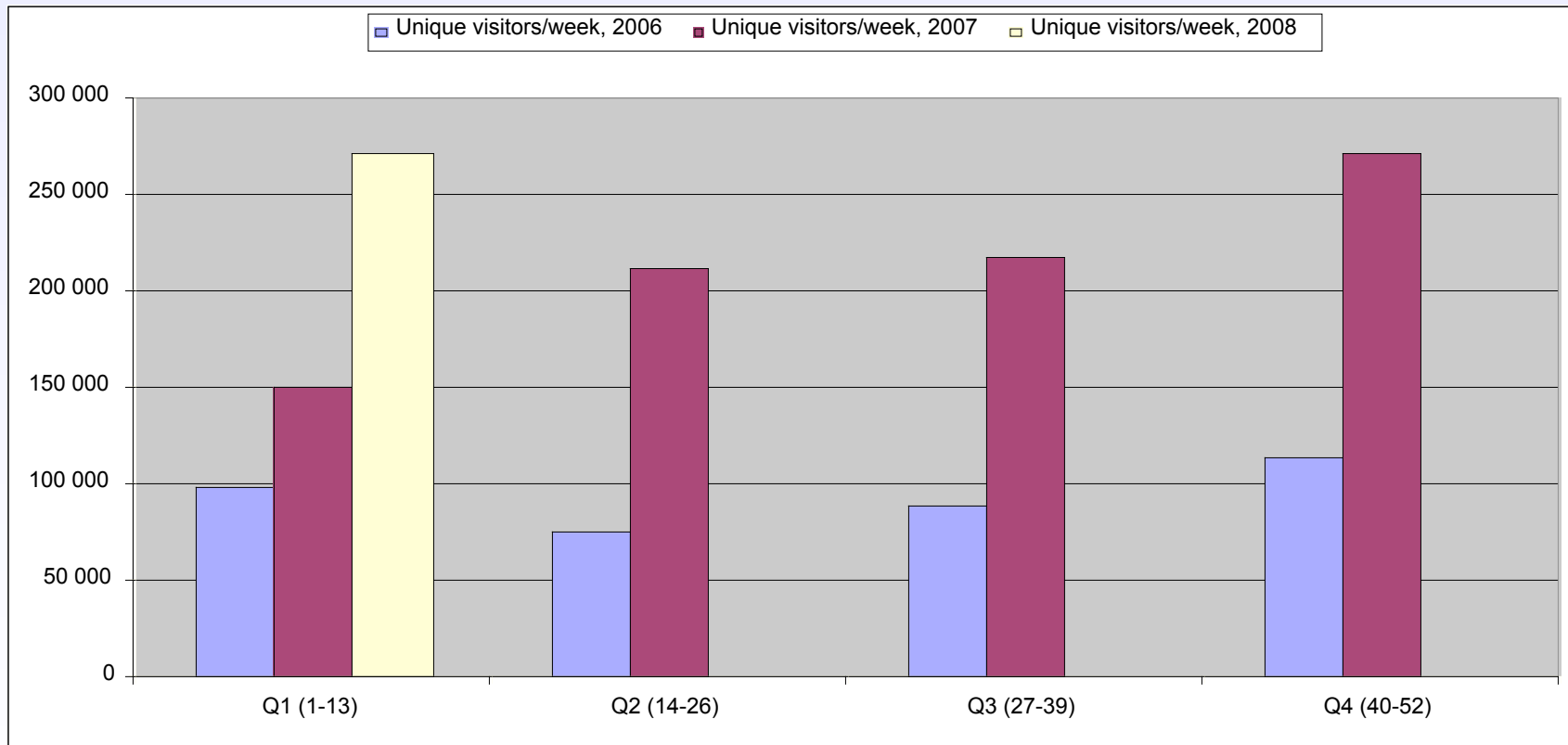


Business model

- ✓ **Acquire traffic** at the lowest possible cost. Attract the audience by delivering services and editorial material of the highest quality
- ✓ **Sell traffic** for a high premium to our advertisers. Make them loyal by delivering the result

Mediaprovider Network

Unique visitors / week 2006 - 2008



January – March

- ✓ **Revenue** increased 16,0 (7,8) MSEK growth of +105,1%
- ✓ **Profit** EBITDA -3,0 (-0,7) MSEK
- ✓ Increased commitment on **Web – TV**
- ✓ **Online traffic growth** of 80% to 271 073 unique visitors
- ✓ **Strategic advertising cooperation** with Norwegian Mediahuset Digital
- ✓ **Position** MP holds either position no 1 or 2 in all of our active segments
- ✓ **New launches** Prylform.nu
- ✓ **CMS – System** chosen Polopoly as vendor and implementation will start during Q2
- ✓ Our online **adsales is growing** faster than the market in general
- ✓ **Equity ratio** is 31,8%

New organic growth areas

- ✓ **Newsletters** Use our success in Denmark and bring it to Sweden
- ✓ **The mobile channel** Develop channels for all our brands, Start advertising sales through agents to push our own sales team
- ✓ **Plus services** charging our online readers for content. “Plus service”
- ✓ **Sell content** Exploit the possibilities of creating more revenue through existing content
- ✓ **Licensing & Joint ventures** Bring in more revenue through different international partnerships
- ✓ **Web-TV** Continue development and focus on sales
- ✓ **International advertising sales** Package our product offer and increase revenue through our sales representative in London

Acquisition of new business

- ✓ **Criteria for acquisitions** 1; Increase online revenue, 2; Increase traffic
- ✓ **3 types of acquisitions** Strategic: new business areas, Complement: Adding value to existing products, Services: Adding value to our network

Overall objectives 2008

- ✓ **Grow traffic** to build our revenue, to fulfil our vision, and to be an attractive partner for our customers
- ✓ **Grow online revenue** to increase profitability, and becoming an attractive player
- ✓ **Grow profit** to be self-sufficient, increase our possibilities in product development and acquisitions

Benchmark

Internet traffic Sweden (Average traffic 2006 – 2007 Week 10 – 16)

	2006	2007	Increase
IDG:	317 000	360 000	+13%
MP:	64 000	123 000	+92%

Internet traffic Denmark (Traffic 2006 – 2007 August)

	2006	2007	Increase
IDG:	448 938	571 000	+27.4%
MP:	429 282	674 669	+57%

Adsales Sweden (Increase 2006)

Aftonbladet Nya Medier: +31%

Mediaprovider: +63%

Mediaprovider Group

Focus on: Investor relations

- ✓ Improve group websites
- ✓ Participate in financial presentations
- ✓ Create more positive PR on Mediaprovider
- ✓ Improve investor communications
- ✓ Arrange shareholders meeting
- ✓ Meet analyst that follow our kind of company
- ✓ Roadshow amongst stockbrokers
- ✓ Conduct these efforts in both Sweden and Denmark!

Mediaprovider Group

Shareholders

Bank & Berg	2 000 000
Pontus Brohult	1 787 231
Patrik Mellin	1 743 007
Westcap Förvaltning AB	729 131
Daniel Westman	379 147
Konferensgruppen i Skandinavien	366 815
Provobis Holding AB	356 815
Övriga aktieägare	1 662 854
Summa	9 025 000

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