ONLINE TRAFFIC MONITIZATION EXPERT

XLMEDIA

About Us

Who we are?

We are an online performance marketing company

What we do?

We attract paying users from multiple online channels and direct them to online businesses

Our vision:

To continue being a leading online monetization expert while expanding our technology reach, and activities into new geographies and markets

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Our business model

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Publishing

(40% SALES*)
XLMedia's Informational portals network

Media

(48% SALES*)
Technology based, ROI Driven, Continuously Optimised

Social Networks

Display Advertising

Search

Mobile

Affiliate Network

(12% SALES*)
Revenue, volume and acquisition pipeline

Provide web/ mobile users

Performance Based Payment
Lifetime Revenue share / CPA / CPI / …

Diversified client base

William HILL
mr green
betway.com
LeoVegas
FanDuel
Ladbrokes
Thrills CASINO
UNIBET
betsson
bet365
Playtika
888.com
socialpoint

*Current revenues run rate

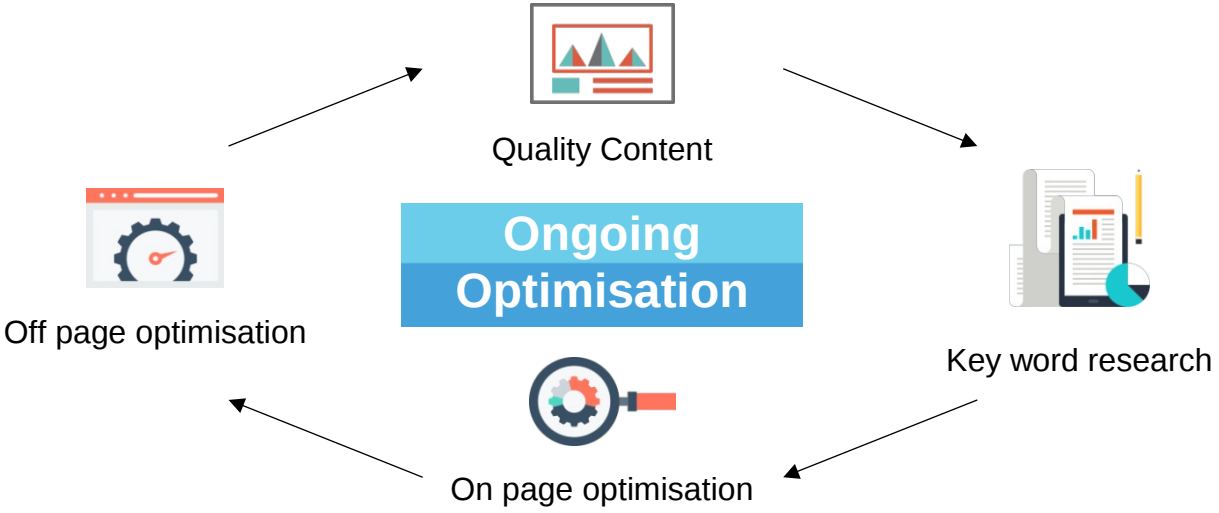
Publishing

- XLMedia owns a network of informational websites
- The informational websites refer potential clients to online businesses
- Websites rank high on search engines due to sophisticated research, optimisation, rich content, testing and analysis using in-house platforms
- Our optimisation expertise includes:

Owns more than 2,000 websites in 18 languages

Websites are content rich and rank high on search engines

Search traffic is considered to be of high value and sought out by operators



- Recent acquisitions include a Denmark focused casino content network for $2.3M and a UK sports betting content website for $6.7M as well as increased holdings in publishing JV

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Media

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Advertisers
Spend on advertising and marketing
Demand for ad space

Technology Based Network
Match supply and demand

Publishers
Run online business/content websites
Supply of ad space

Convert into users

Online businesses

Display Advertising

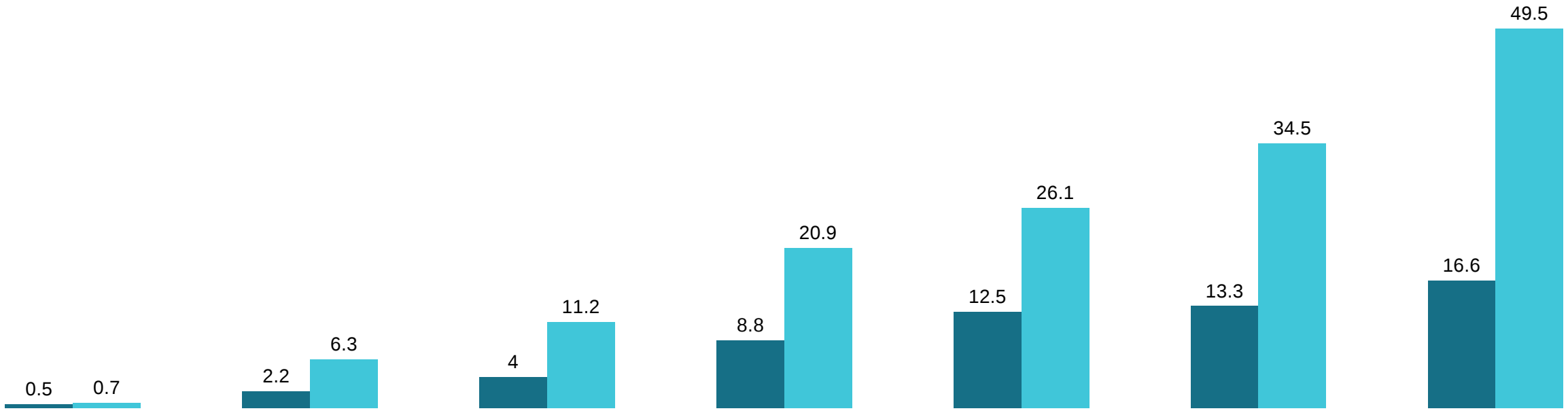
Search

Mobile

Social Networks

Examples for Media buying: Pop-ups, banners, pop-unders, promotional posts, content suggestions…

- Experience in running hundreds of self-funded campaigns targeting a broad range of brands and products in numerous countries. Provides a unique market perspective
- In-house developed platforms, iterative testing and optimisation of adverts/placements to maximise returns according to a wide range of variables
- Advert formats include paid search, display (banners, pop ups etc.), Mobile and social advertising
- Recent acquisition EDM – the social gaming marketing expert



2008

Employees: 9
Main focus: Poker

2009

Employees: 24
Main focus: Poker

2010

Employees: 40
Main focus: poker and casino

2011

Employees: 40
Main focus: poker and casino
New investor group

2012

Employees: 97
Main focus: expansion
Acquisition of partner,
Acquisition of finish competitor

2013

Employees: 120
Main focus: expansion in eu & North America
New media
New investor

2014 *

Employees: 197
Main focus: IPO, M&A
IPO
Websites acquisitions incl.
Sports UK focused
EDM acquisition for social gaming

Operational foundations have been laid down during the past two years, resulting in a strong platform for future growth.

* unaudited

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The online marketing opportunity

Online gambling now worth an estimated $40bn*

And is expected to grow average 9% per year through to 2018

Mobile and tablet growth

Mobile is the main driver of global ad spend worth, and is expected to account for 51% of all new advertising between 2014 and 2017, growing by $42 billion**. Mobile advertising is expected to grow by an average of 38% a year between 2014 and 2017.

Internet advertising revenues constantly grow

Internet advertising in the US only totaled $45.8 Bn last year, representing compounded annual growth rate of 18%**** over the past ten years, internet advertising consistently grows. The growth is comprised of 12% cagr for non-mobile revenues and 123% CAGR for mobile advertising over 2010 – 2013.

Social games

The demand for social games is expected to see continued growth with an estimated cagr of 24% in the us alone between 2012 and 2016*** driven by mobile and smartphone growth

* H2 Gambling Capital report Apr 2014
** ZenithOptimedia
*** Technavio
**** IAB

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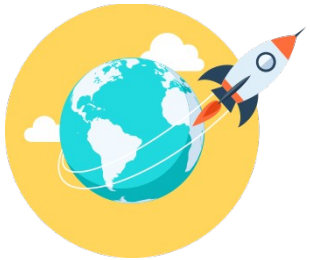
Growth Opportunities

Expand organic opportunities to further drive profit growth

- Grow market share in key territories, including Scandinavia
- Accelerate growth in newer territories such as UK, Canada, Austria, Germany, Switzerland, Greece & Denmark



Leverage new technologies and online media innovation

- Publishing skill set continues to evolve with ongoing investment
- Mobile marketing and social media activities are now industry leading
- Investment in leading edge marketing technologies including real time bidding and optimisation

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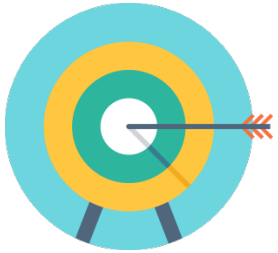
Growth Opportunities

Entry into new channels and verticals

- EDM acquisition to expedite entry into social and mobile channels to grow market share
- Current skill set enables group to target other end markets (e.g. Games, Financial Services, etc.)
- Constantly looking for new potential verticals in online marketing campaigns



US opportunity

- As US progresses towards regulated online gambling we position ourselves to become a leader once additional markets open. Already active in New Jersey and Nevada
- Current US activity includes additional verticals (non gambling), in order to gain market understanding in this important market
- EDM acquisition provided significant footstep into the US online market

Acquisitions

- Ongoing consolidation opportunities in a fragmented market
- Pursuing active pipeline of opportunities
- Financial strength and cash balance to support pipeline of opportunities

Summary & Outlook

- Strong performance in 2013 continued into 2014; Year-end trading performance exceeded market expectations
- Significant organic revenues increase in core European markets as well as in new markets, complemented with acquisitions which provide additional footstep in newer markets
- 2014 Executed the group's strategy in diversification and strong growth
- Recent entry into the social gaming scene represents strong growth opportunities for the coming years
- Outlook for 2015 remains positive with growth set to continue
- Business model reinforces management's commitment to at least 50% dividend payout ratio

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