

socialmailer

one message, many messengers!*

* Quoted from Bin Laden

We want to change the world

SocialMailer is the first integrated one-stop-shop to advertise & 1-to-1 marketing through all digital media

COMMUNICATE

Send messages to existing customers or target new customers via email, sms, Facebook, Twitter, etc..

\$: Pay for usage or allow in-message Ads

CASH-BACK

Users get rewarded by sharing their contact details and profiling themselves

\$: earn a one time fee plus variable commissions

ADVERTISING

Invest in in-mail advertising through targeted audiences' messages

\$: pay for usage and quality of user base

“If you wait until there is a case study in your industry, you will be too late”

A unique team

Antonio La Cava

Ex-Chief Legal Officer & GM of AEM
Ex-Chief Legal Officer of Waste Management
Ex-Member of the Government Transparency Committee
Ex-Member of the Board for Lombardy's public investments

Marco Brivio

CEO of BMS (Systems integrator)
Founder & President of Infrabuild (telecommunications)
Head of Technology and Innovation of Confindustria Monza-Brianza
Founder of SmartComm (mobile technology)
CEO of Radio Italia Middle East
Advisor of Italian-Iraqi Chamber of Commerce

Angelo Masala

Ex-Member of the Government Economic Development Committee
Ex-Member of the Steering Committee VINEST
CEO of Energy Finance Consulting

Christian Saviane

QWERTY Award of the Year 2000 (at age of 18)
Head of Technology at IpFrom (IP Intelligence Technology for Ad-serving and Traffic Optimization)
Web 2.0 & Digital Media Consultant at Nexta (La Stampa Group)
Head of Technology at Domain Direct (The First Marketplace of Italian Internet Domains)
Strategic Consultant at BuyOn (The First Italian Cashback On-line Platform)

Sandro Diazzi

Founder of Cinkue.com (Best Italian Tech Startup 2010 & The First Italian Digital Services Marketplace)
Ex-manager of eBay New Ventures (Kijiji startup)
Ex-Business Development Manager Southern Europe of E*TRADE

Alessandro Coscia

Founder of YouReporter.it (The First Italian Citizen Journalism Platform)
PHP Developer of Quantthink

Stefano Brivio

Head of Technology of BMS
Computer Science Engineer
IT Consultant of Radio Italia

And more human capital

Michele Nave

Founder of MacProject
Founder of Veneto Marketing
Graphic & Interface designer (Visual & Interactive Advergame)

Julien Kervizic

Founder of Followmy.tv
Ex-Quantitative Analyst at Findustria

Trevor Wood

Web Developer PHP, HTML, MYSQL, JAVA
Computer Science at LeMoyne University

Peder Sviggum

Founder of Miniclip.no (The First Norwegian Online Gaming Platform)
Web Developer PHP, HTML, MYSQL

WeiYin Chew

Web Marketing & PR specialist
Fluent in Mandarin, English, Spanish, Portuguese , French

Marco Massimiani

Web Developer PHP, HTML; MYSQL, ASP, JAVA, VB.NET
Customer Care & Client Relations Specialist

A big helluva problem...

- ✓ Traditional media explosion & seismic shift
- ✓ Fragmented media channels
- ✓ Personal communication revolution
- ✓ Lack of digital integration

“The “let’s throw some money left and right, and hope it works” approach”

...and a revolutionary solution

A web-based platform for current and prospective customers across all digital channels

A cash-back system to incentivate users to share contacts & profiling

“ *Bambi meets Terminator!* ”

Infectuous marketing

✓ Word of Mouth

- Viral videos/campaigns/sweepstakes/user empowerment

Make the customer the hero of your story

✓ Referral marketing

- Cash-back & earn if you spread the message

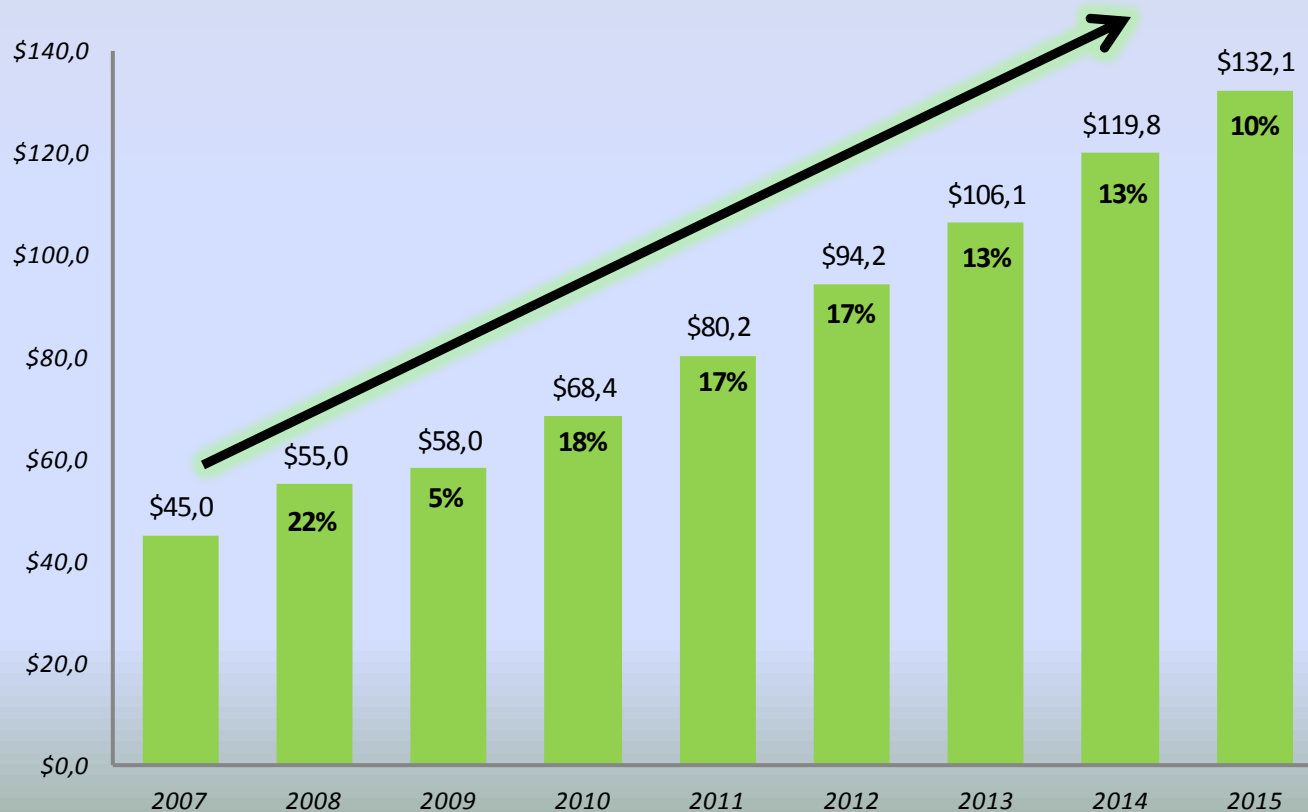
“*At no time in history has it been possible to market to so many by starting with so little*”

Traction: so far, fu*#ing good!

- ✓ Talks/pre-closing with clients worth \$300k & 35M messages/year
 - SwissCom, Ducati Group, Radio Italia, Confindustria, AsiaCell (Iraq), Moving Web (UK) + HMM (Al Maktoum Family Company Dubai), OroBianco Group, Inter FC, Banca Etruria, Banca Popolare di Sondrio, Casino di Campione
- ✓ Negotiating partnership with ITCP (Int'l Center for Theoretical Physics)
 - Partnership of UNESCO / IAEA (Int'l Atomic Energy Agency)
 - Providing cutting edge research & mathematical models to predict user behavior / advertising optimization

Our playground

- ✓ Worldwide online advertising grew +15% YoY even during the '08 crisis
- ✓ Online advertising spending as a % of total advertising has doubled in the past 7 years



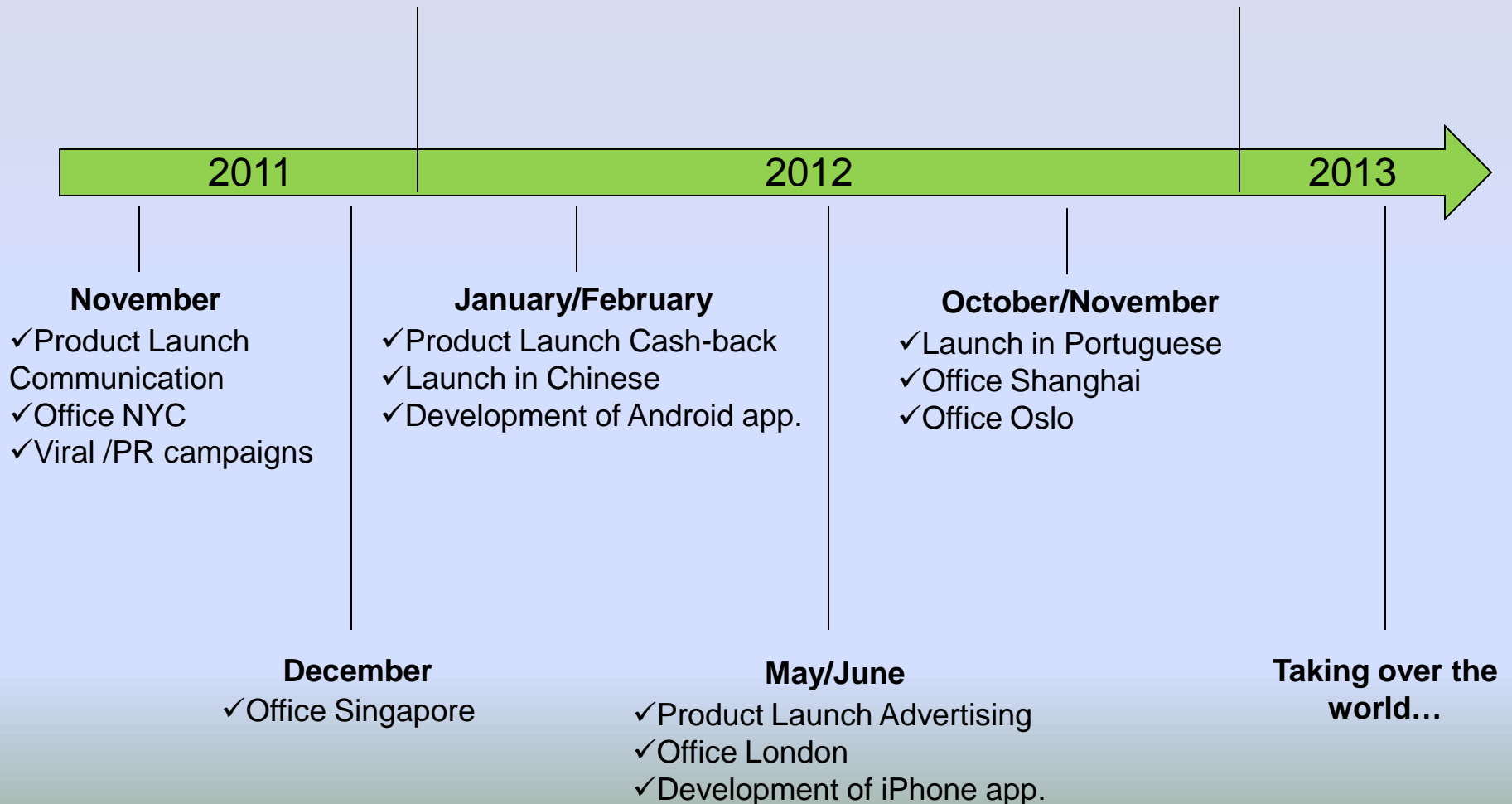
Can you see the potential?

- ✓ Social network ad spending:
 - ✓ +72% in 2010
 - ✓ +55% in 2011 to \$6bn (\$4 bn in Facebook alone)
 - ✓ Expected to double in the next 4 years
- ✓ Chinese online ad spending: +145% between 2011 and 2015
- ✓ Chinese total media ad spending at \$28.68 per person,
VS \$258.88 in Japan and \$502.49 in the US
- ✓ Japan Mobile Advertising Revenue: \$11 per User vs. \$1 Six
Years Ago

Competition? Where?

(That's right, an empty slide)

Where we're headed



Connect the dots

“

*The future of others is already
the past for us*

“

Money makes the world go around

Year 1 - Investments

WalkStone Italy	\$500'000
Forgone salaries (whole team)	\$820'000
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Total	\$1'320'000

Additional Financing

- ✓ Looking for \$5/7M in VC funding within Year 1

Estimated valuation pre-VC money: \$11M (@ 22x EBITDA)