



MASCUS.COM

**Global Online Market Place for Heavy
Machinery & Trucks**



ICMA

International Classified
Media Association

18/11/2013

MASCUS

Background Tim Scholte

- **2001-2006** General Manager Trader Classified Media
- We hosted ICMA meeting in Den Hague..**2004**

Our brands:



- Owner John Macbain, one of the most succesful entrepenuers in ICMA.
- We bought the Dutch business for 1 Euro,
- One of the few that didn't pay too much!

Background Tim Scholte



2001 - 2006 Trader Classified Media



2007 Entrepreneur

- Boten.nl (boatmagazine & boatshop24)
- Mascus License business BENELUX

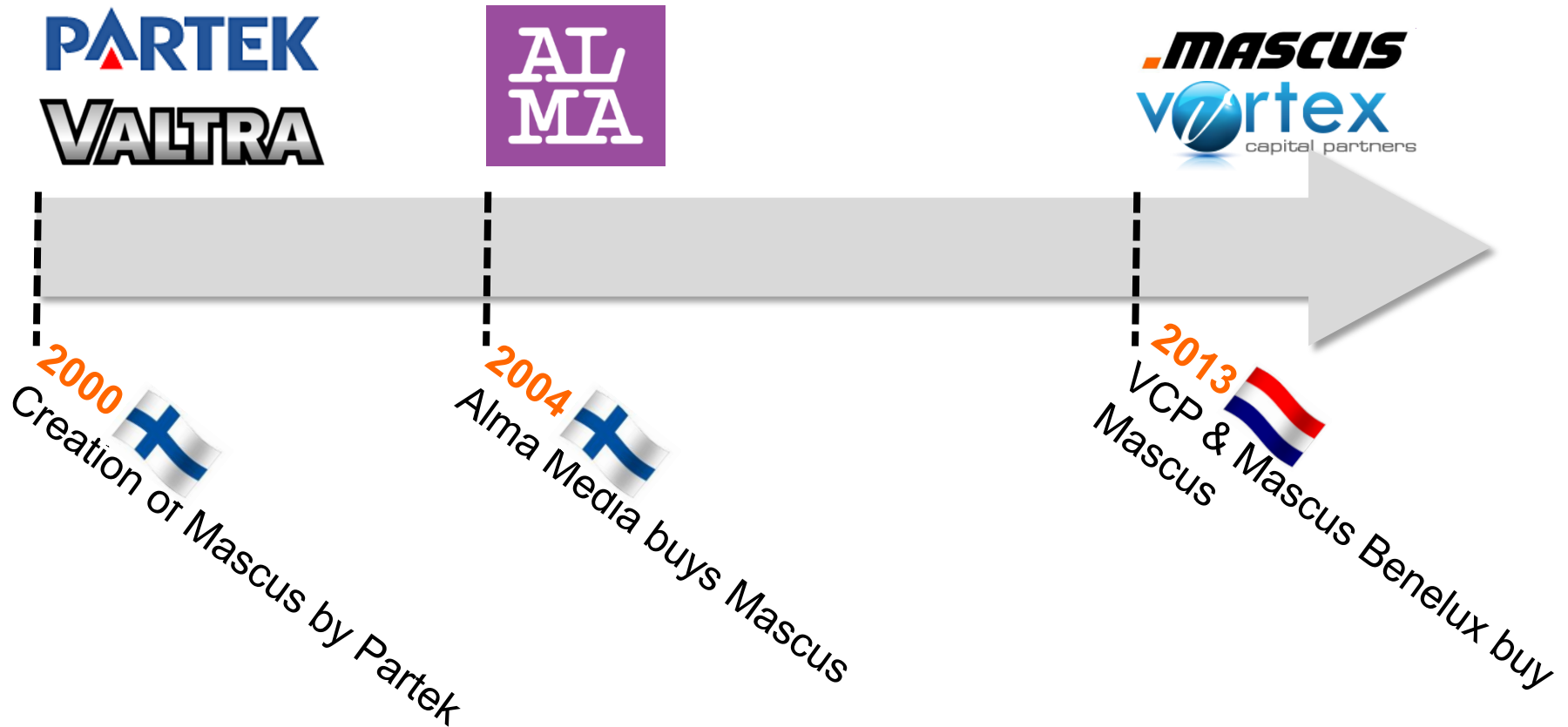


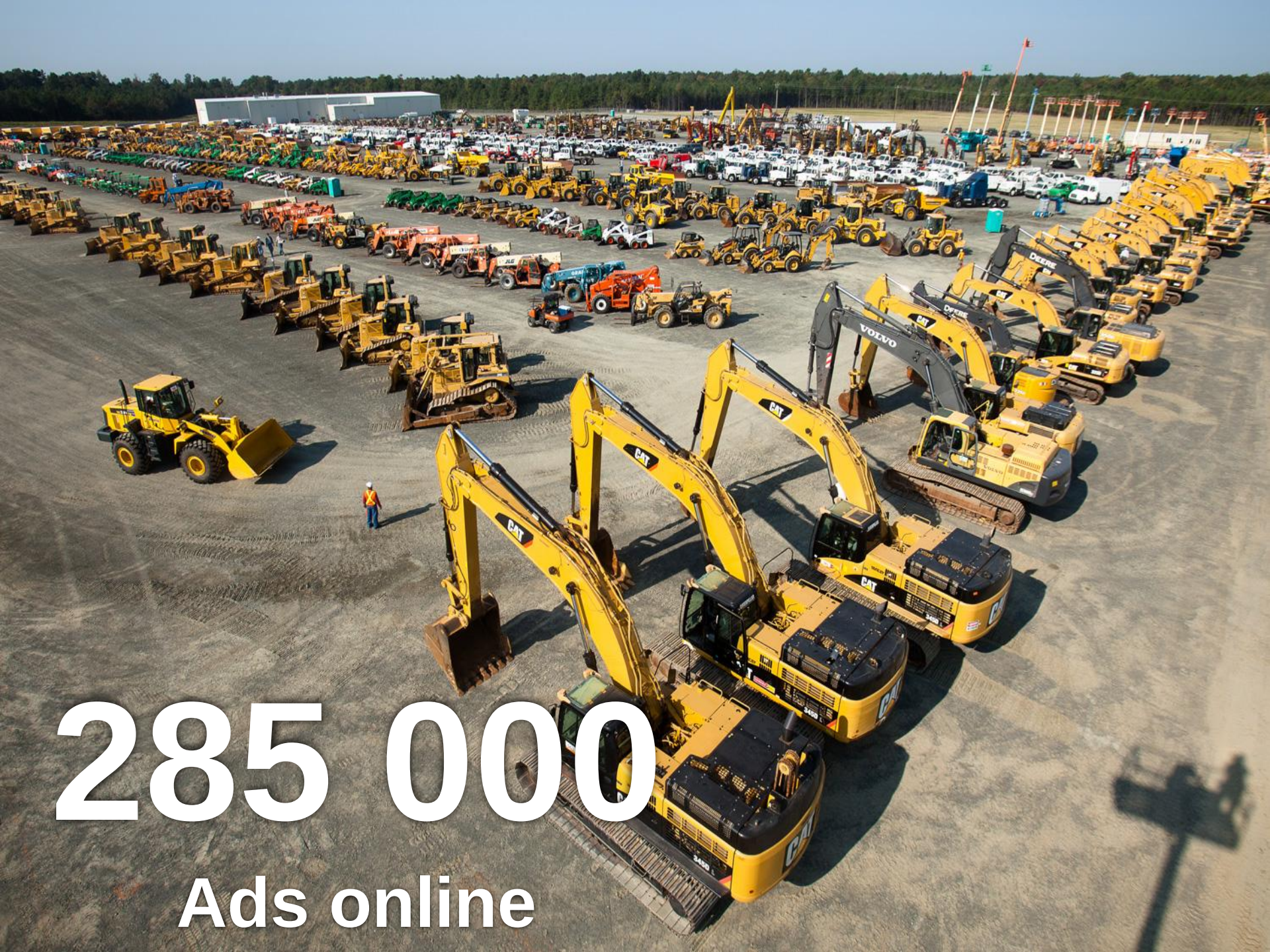
2012 Management and selling of Metro Newspaper in the Netherlands



2013 Acquisition of Mascus by Dutch License holder

History of Mascus

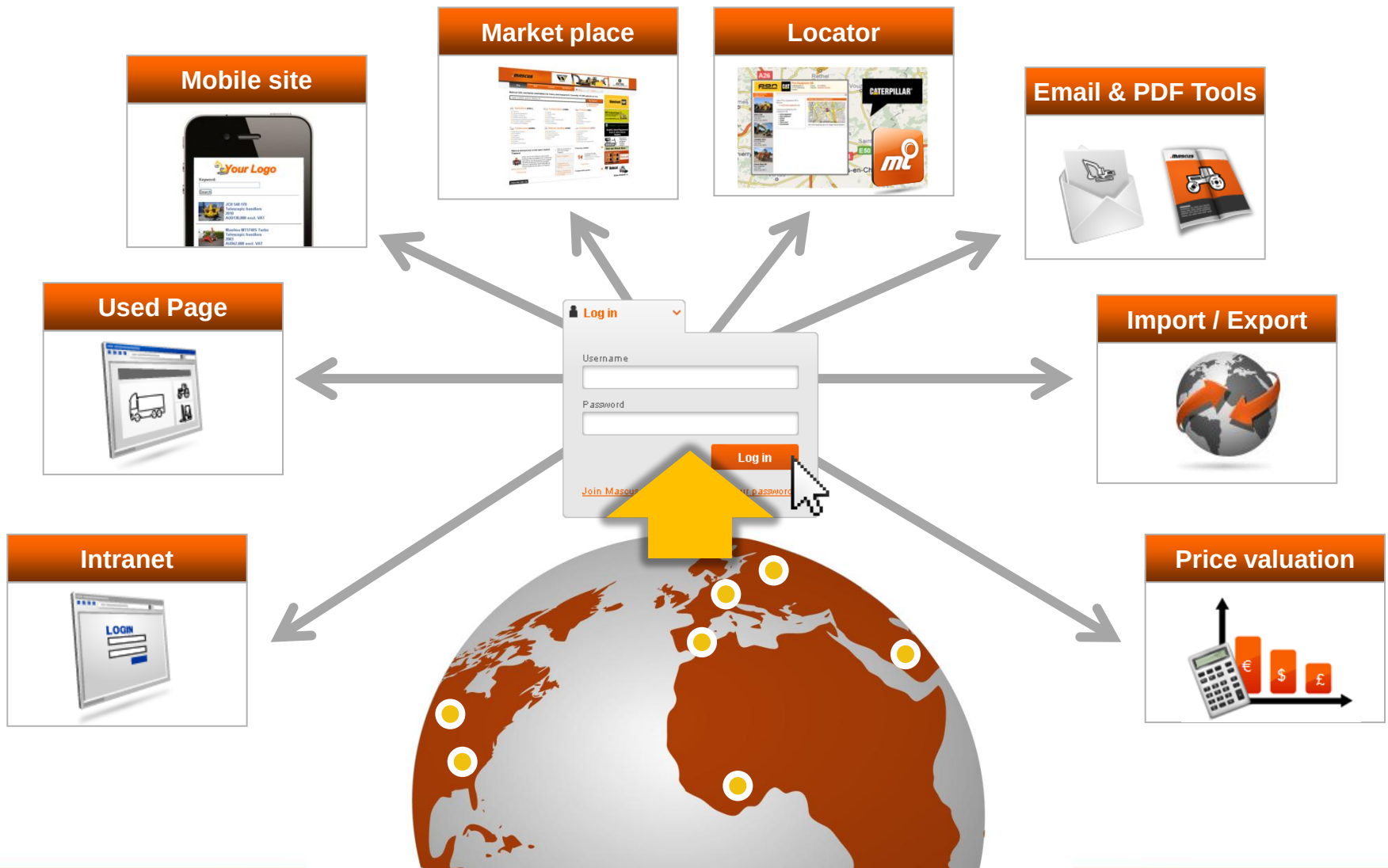




285 000

Ads online

Multi channel marketing solution



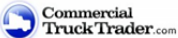
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+100
People worldwide

Mascus vs. Competitors – October 2013

Nr.	Construction	Ads	Transport	Ads	Agriculture	Ads	Material handling	Ads	Forestry	Ads
1		116 876		162 829		159 961		58 782		4 160
2		108 876		112 338		131 048		36 204		3 491
3		85 948		106 325		78 585		21 722		2 110
4		79 375		71 021		77 538		9 738		
5		45 209		64 500		77 284		7 756		
6		31 061		45 975		72 020		6 148		

Traffic last 12 months

47 870 837

Visits



.MASCUS

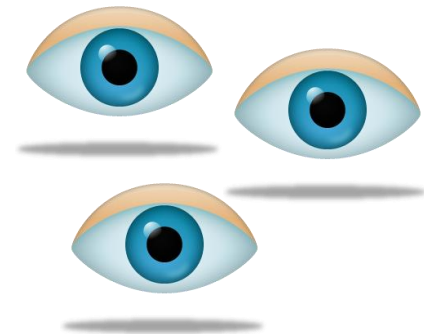
26 630 776

Unique



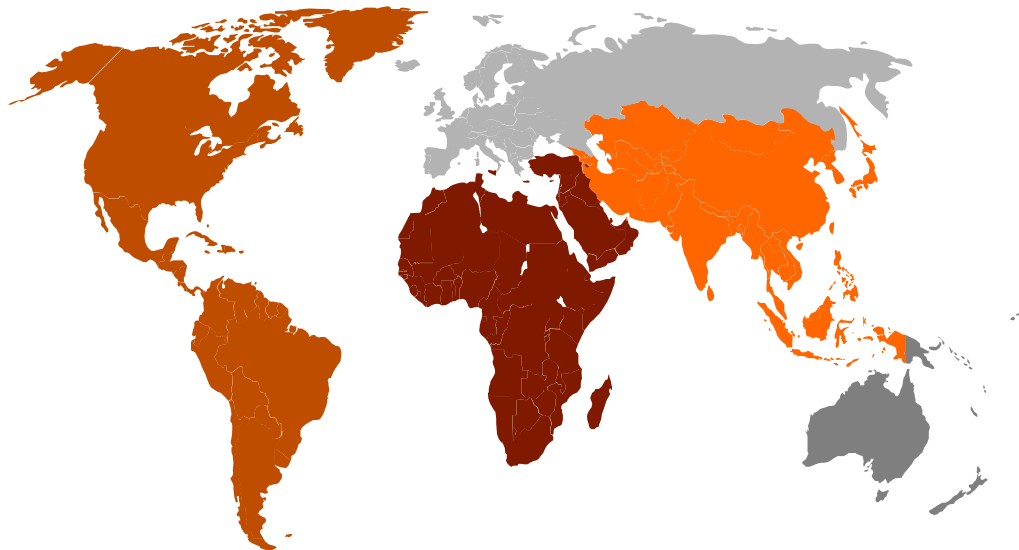
307 996 860

Page views



Traffic October 2013

**3 321 125 monthly visits &
23 492 198 page views**



Google Analytics

Europe

Visits **2 622 398** Page views **20 590 740**

Americas

Visits **217 713** Page views **787 854**

Asia

Visits **367 055** Page views **1 570 952**

Africa

Visits **59 538** Page views **358 416**

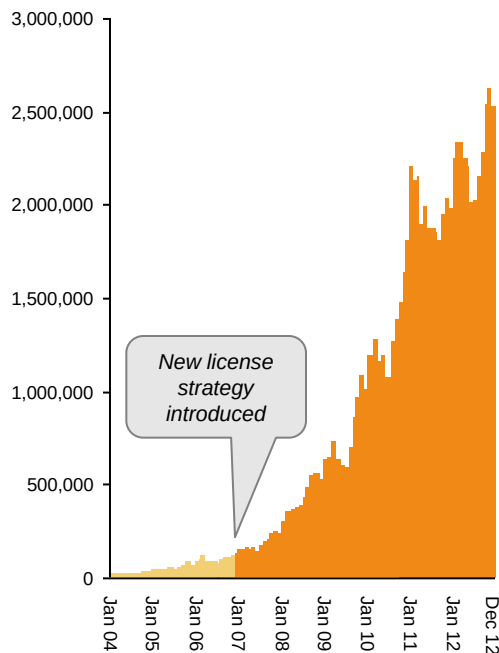
Oceania

Visits **22 804** Page views **83 434**

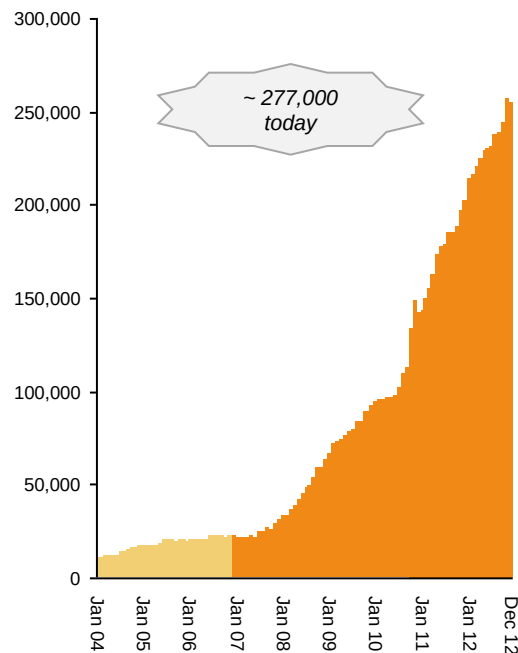
+31 617 visits not set by Google.

...Mascus is on a clear road to success to become a global leader...

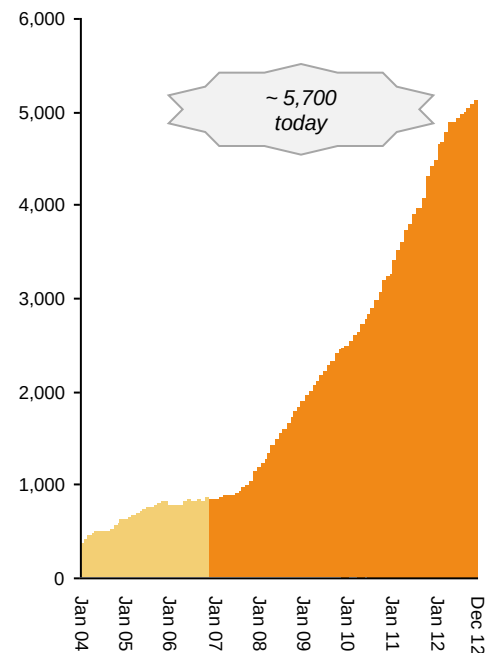
of unique visitors



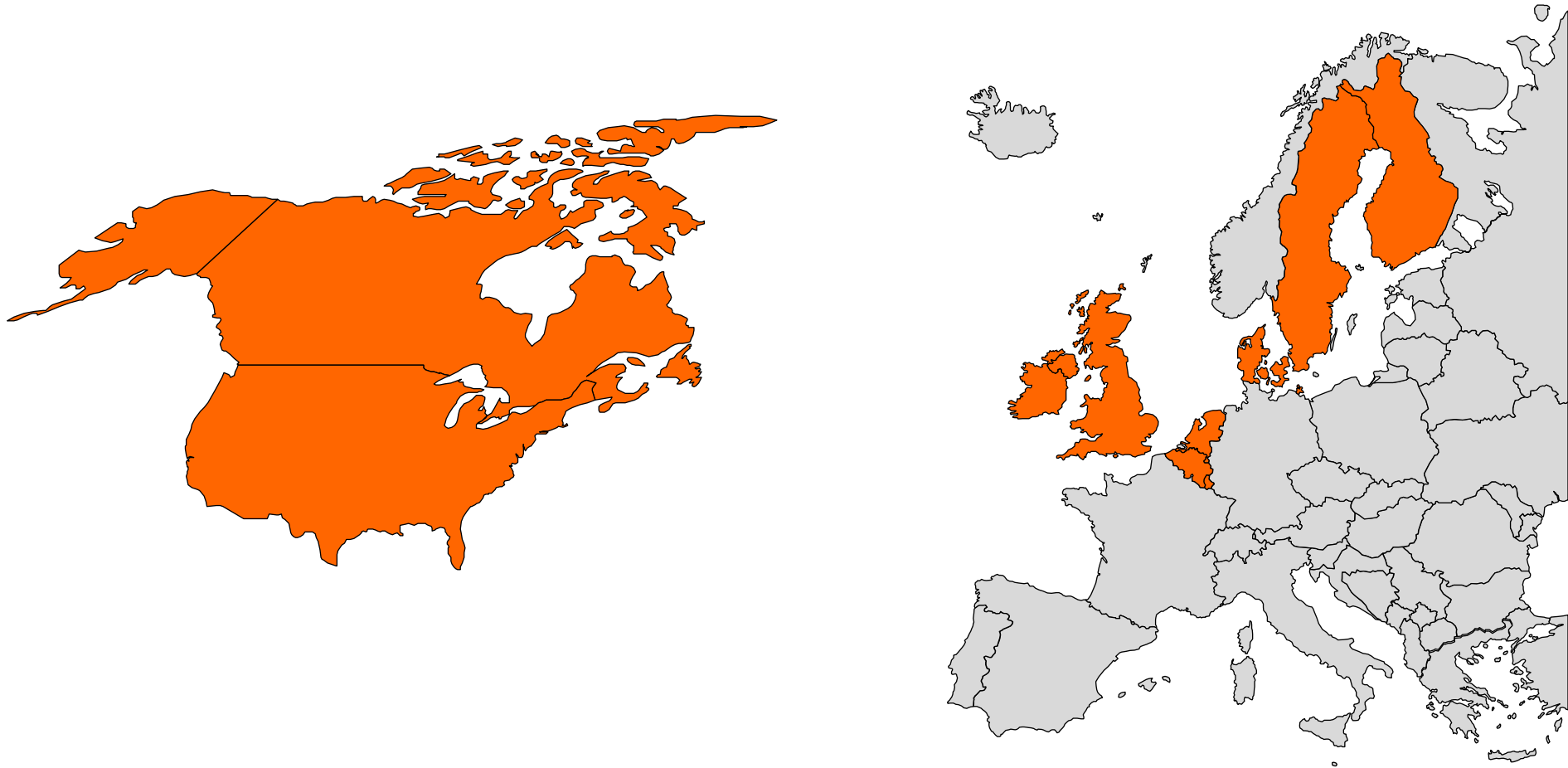
of ads



of customers



Mascus has own sales offices in Finland, Sweden, UK, Denmark, North America & Benelux



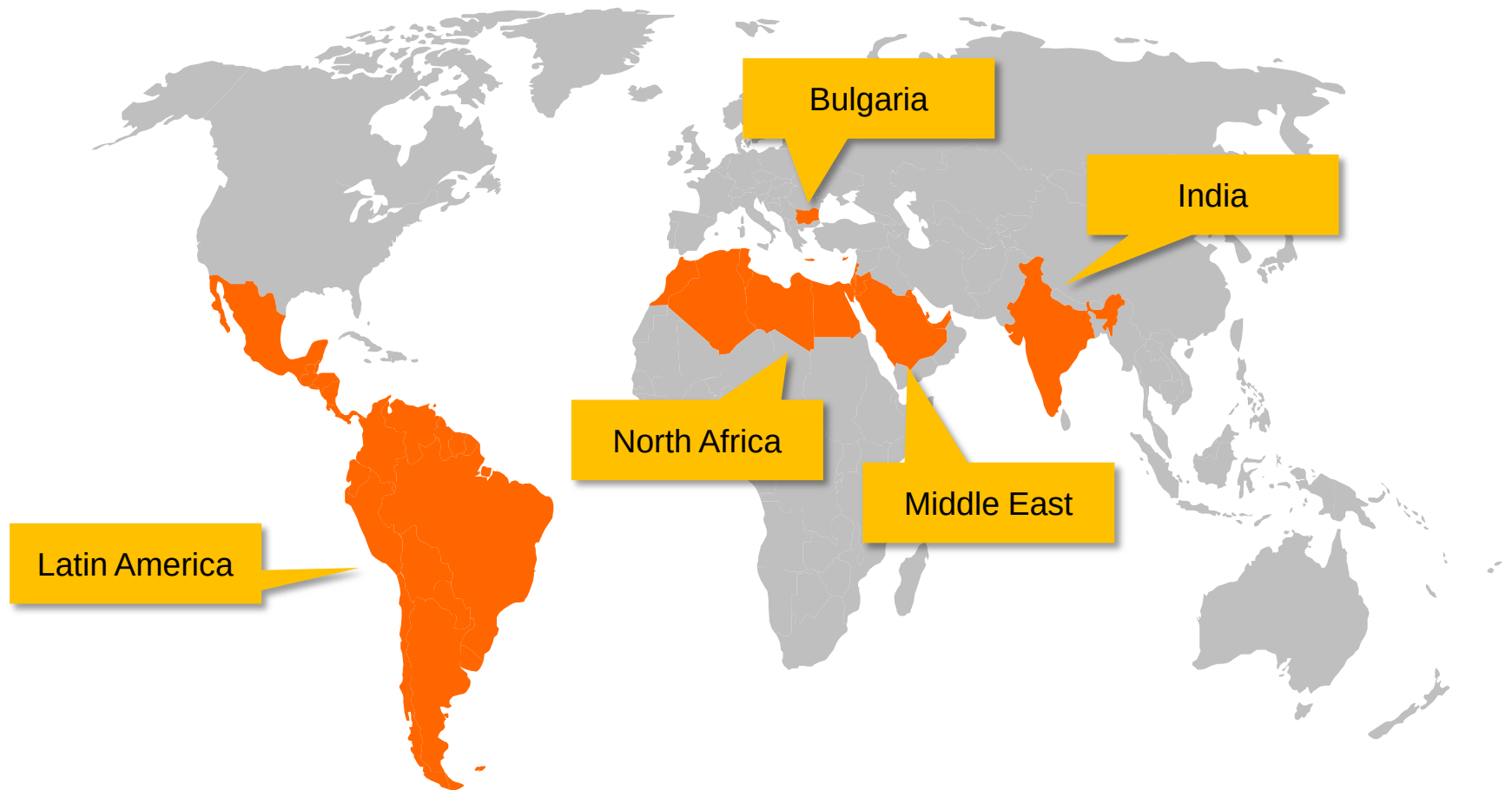
Some of our license partners



Mascus license owner profile

- Classified portal(s) editor/owner
- Looking for growth in B2B sector
- Looking for synergies with car portal
- Ready to put a sales team on the ground (trained by Mascus HQ)

We are looking for partners!



Biggest current challenges

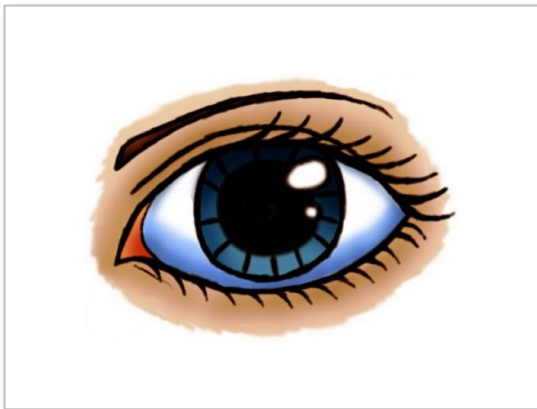
Traffic



License holders



Converting customers to cpm based banner campaigns



Increasing the quality of leads for our customers



Biggest success in the last year

Acquiition of Mascus



BAUMA participation



Building full solution for



Global solution update for



