

Content is King

From

Local Content for Local Public

To

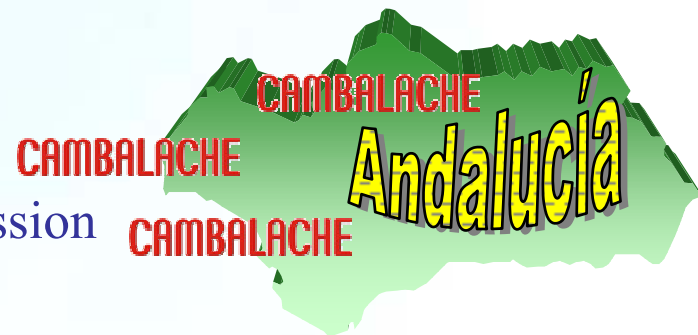
National Content for International Public

STEP 1. The first Paper

There was no free ad paper



- ▶ **Cambalache** paper
- ▶ Free ads for particulars
- ▶ Paid ads for professionals
- ▶ For sale in kiosks
- ▶ 3 issues per week
 - ▶ 25.000 ads per issue
 - ▶ 12.000 properties ads
 - ▶ 7.000 2nd. hand car ads
- ▶ Leader in South of Spain with no discussion



STEP 2. Specialized content

- ▶ Building Sector was getting stronger
- ▶ Professionals demand a quality and specialized product for their publicity



Real Estate Magazine

- ▶ **Tu casa (Your house) Magazine**
- ▶ Only professional paid ads
- ▶ Good quality colour paper
- ▶ Free distribution
- ▶ 150.000 units per month

- ▶ Dealers demand a quality and specialized product for their publicity



2nd. Hand Car Magazine

- ▶ **Cochess.com Magazine**
- ▶ Only professional paid photo ads
- ▶ Good quality colour Paper
- ▶ Free distribution
- ▶ 20.000 units per month

STEP 3. Expansion. New Offices

- Building Sector was getting stronger in all Spain. Overall in coast zones



- We open 8 new offices for Tu Casa magazine
- 1.190.000 units per month



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STEP 4. Internet. Real Estate Portal Tucasa.com

- Many people use Internet for searching properties
- Number of surfers in Spain is getting greater



- Launching Real Estate Portal **Tucasa.com**
- Agreements with big Real Estate in all Spain increasing content
- Tucasa.com has become in **1st Real Estate Portal** in Spain with national cover according **Alexa Ranking** (Amazon.com)



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STEP 5. International Portal YourHouseSpain.com

- Last year, 40% properties in Spanish coasts has been bought by foreigners



- Launching International Real Estate Portal **YourHouseSpain.com**

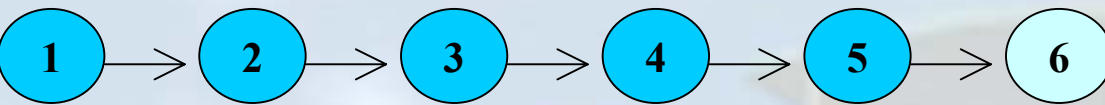
- English version. Shortly in French and German

- All content from **Tucasa.com** is in **YourHouseSpain.com**

- Information about legal steps for buying your house in Spain

- Sports, festivals and gastronomy in Spain





STEPS 1 to 5. Summary

- ▶ Our objective is giving the best quality service to our clients
- ▶ We offer a Integral Service
 - ▶ Publicity in paper
 - ▶ Publicity in Internet
 - ▶ Web design
- ▶ We offer publicity
 - ▶ For local public
 - ▶ For national public
 - ▶ For international public

Thanks to Content and New Technology

With a minimum increase of structural expenses we get

- ▶ Product diversification
- ▶ Geographic expansion

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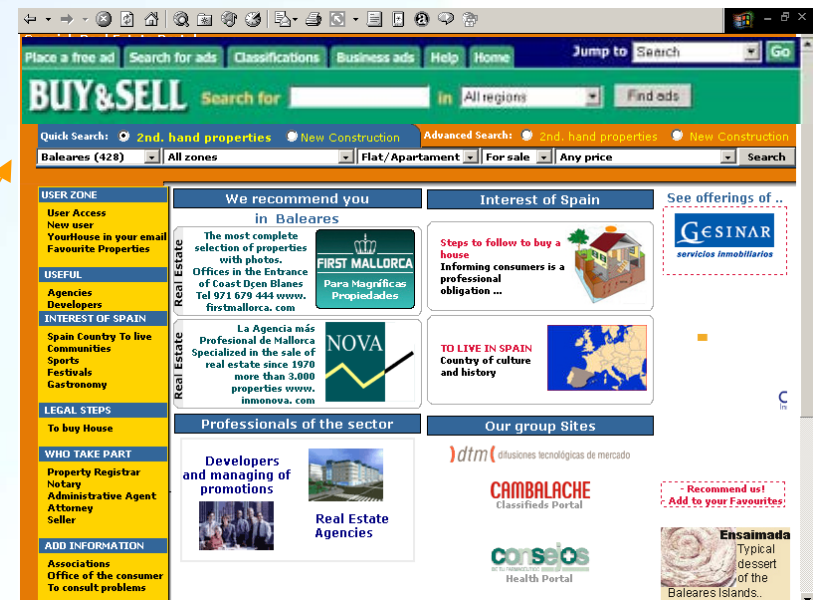
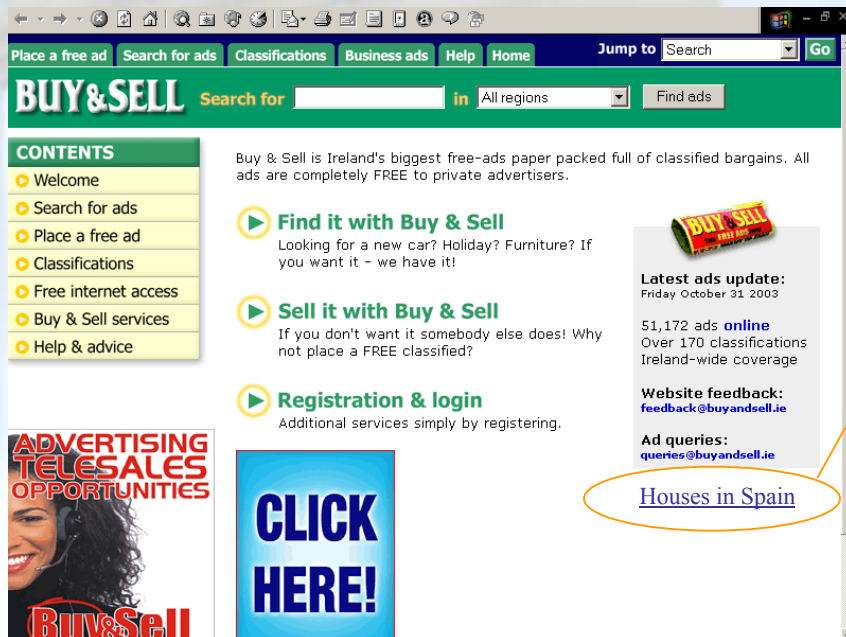
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International Content
for
International Public

STEP 6. And now?

- Collaborations with other papers, portals and websites
- We offer our content to all of you



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