

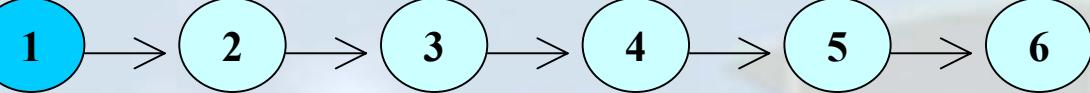
Content is King

From

Local Content for Local Public

To

National Content for International Public



Content is King

Local Content
for
Local Public

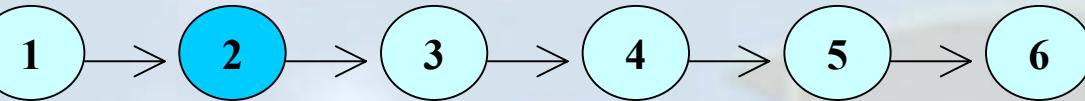
STEP 1. The first Paper

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





Content is King

Local Content
for
Local Public

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



1

2

3

4

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6

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National Content
for
National Public

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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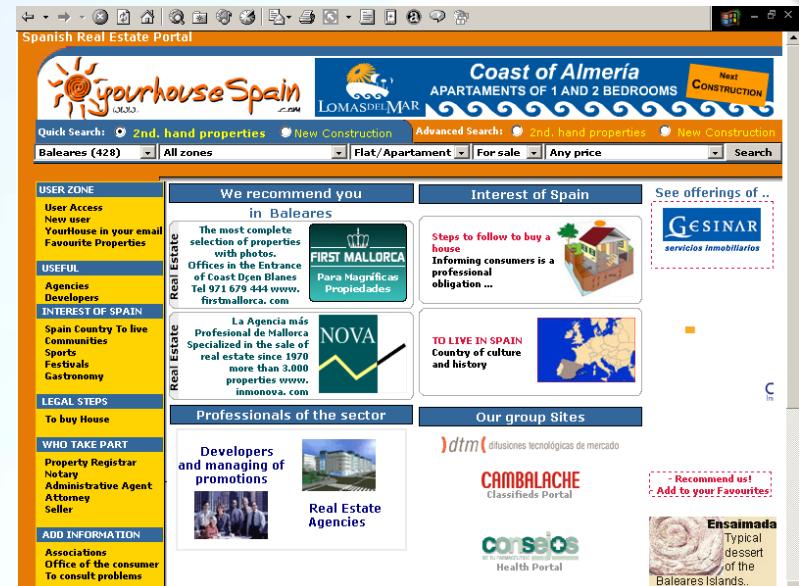
National Content
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International Public

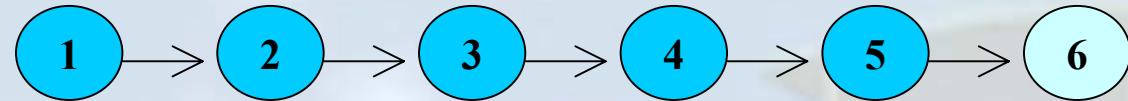
STEP 5. International Portal YourHouseSpain.com

- 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





Content is King

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



STEP 6. And now?

Content is King

International Content
for
International Public

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

Place a free ad | Search for ads | Classifications | Business ads | Help | Home | Jump to | Search | Go

BUY&SELL Search for in Find ads

CONTENTS

- Welcome
- Search for ads
- Place a free ad
- Classifications
- Free internet access
- Buy & Sell services
- Help & advice

ADVERTISING TELESALES OPPORTUNITIES

CLICK HERE!

Houses in Spain

Place a free ad | Search for ads | Classifications | Business ads | Help | Home | Jump to | Search | Go

BUY&SELL Search for in Find ads

Quick Search: 2nd. hand properties New Construction Advanced Search: 2nd. hand properties New Construction

Baleares (428) All zones Flat/Apartment For sale Any price Search

USER ZONE

User Access
New user
Yourhouse in your email
Favourite Properties

USEFUL

Agencies
Developers

INTEREST OF SPAIN

Spain Country To live
Communities
Sports
Festivals
Gastronomy

REAL ESTATE

La Agencia más
Profesional de Mallorca
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real estate in Baleares
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properties www.innomova.com

NOVA

Professionals of the sector

Developers and managing of
promotions

Real Estate Agencies

We recommend you

in Baleares

FIRST MALLORCA
Para Magnificas
Propiedades

Interest of Spain

Steps to follow to buy a
house
Informing consumers is a
professional
obligation ...

GESINAR
servicios inmobiliarios

See offerings of ..

TO LIVE IN SPAIN
Country of culture
and history

Our group Sites

dtm (dilusiones tecnologicas de mercado)

CAMBALACHE
Classifieds Portal

conseos
Health Portal

Ensaïmada
typical dessert
of the
Baleares Islands.

Recommend us
Add to your Favourites



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