

Alma Media Marketplaces City24 and Russia

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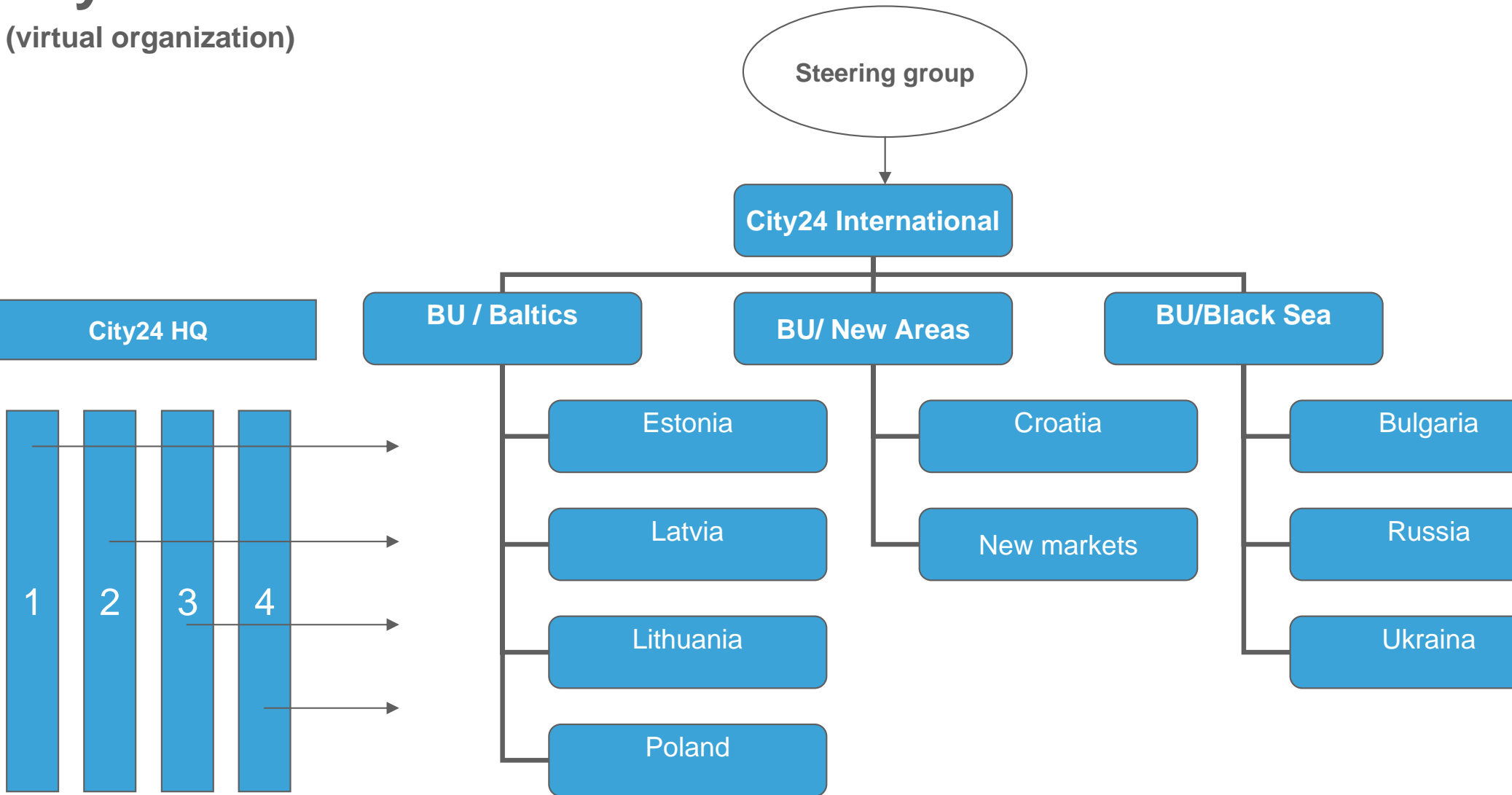
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City24 International

(virtual organization)



- 1. Business logic and product development
- 2. Technical coordination
- 3. Roll-out
- 4. Special projects (CRM, education, international marketing)



Different markets takes different targets



Focus 2008 on

- Revenue and EBIT targets
- Revenue and customer targets
 - Number of offers
 - Number of partner companies
 - Traffic
- Start-up / registration targets
 - Paperwork-market studies-partner search
 - Recruitings
 - Launch



Development of the Russian Market

- Currently the online leaders are the same as the print leaders (defensive strategy)
- Online markets are still underdeveloped especially in the regions.
- The Internet penetration in Moscow is already over 40 % and growing fast.
- Online market will grow very fast within the next years especially in Moscow.
- Internet penetration and Online business is developing at a slower pace in the regions.

<i>MUSD</i>	2006	2007	2008	2009	2010
Real estate	4	8	16	24	32
Cars	8	10	18	26	32
Jobs	4	8	16	28	38
Total	16	28	50	78	102

Estimate for the Moscow online market, source: Alma Media