

**CMD 12.9.2007**

**Riikka Wulff**



Mikko.fi on Alma Median sanomalehtien ja Markkinapaikkojen yhteinen palvelu



## Who is Mikko?

- Mikko.fi is Alma Media's new Online Marketplace for wide variety of products
  - concentrates on C-2-C and B-2-C, particularly SME's
  - uses the general platform of Alma Media's Marketplaces, combining the know-how gathered from Etuovi.com and Autotalli.com
- Offers comprehensive tools to buy, sell and rent online, as well as place ads in Alma Media's newspapers
  - combines auction-style and fixed-price trading
  - the platform brings traders together - the trading community is an essential part of Mikko.fi
- Shipping tools in co-operation with Itella
  - one of a kind concept in Finland
  - the sellers get to price and pay their packages online and print ready-to-ship package cards
  - individuals get volume discount as customers of Mikko.fi
  - the goal in this is to make trading as easy as possible

**Vanhoille tavaroille uusi elämä**



## Mikko.fi is professional in cross promotion

- Mikko.fi is not only an Online Marketplace, it is also a new brand of Alma Media's newspapers classified section
  - enables trading on a local and on a national basis
- Ads from web to the newspaper, readers from newspaper to web
  - the newspaper readers get more information online, online traders can easily combine newspaper ad to the web ad
- Items from Etuovi.com and Autotalli.com databases to Mikko.fi database
  - benefits the customers of Etuovi.com and Autotalli.com
- Launching advertisement in all Alma Media's print and web medias
- Mikko adds on Alma Media's media mix offering our readers, users and advertisers an additional way of reaching potential buyers and sellers

**Vanhoille tavaroille uusi elämä**



## Business Goals

- Vision is to be the market leader by 2010
  - measured by unique visitors and the amount of ads
  - the goal is to be a site where thousands of items are traded every day
- Break-even point by 2010
  - Mikko.fi is profitable business by itself, but it also provides sales to the newspapers' classified section
  - Revenue stream comes from sponsorship deals, banner advertisement, dealer fees and from individuals paying for better visibility in Mikko.fi
- Values are
  - closeness: local aspect to a national Marketplace
  - user friendliness: users are an essential part of the development process
  - easiness: it is simple to place an ad and to find an ad
- Slogan "New life to old products" is aimed at getting people to make environmentally friendly choices

**Vanhoille tavaroille uusi elämä**