

Alma Media Marketplaces

Raimo Mäkilä
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ALMA | MEDIA





VISION: Electronic Marketplaces

- To be the market leader in real estate, used car, job and heavy equipment market places in Finland
 - To create an European wide media on real estate and heavy equipment market places
-
- As job and car market places are already consolidated in Western Europe, focus is on real estate and heavy equipment market places..



Marketplaces, products

bovision.se

Sök bostad

Ange en eller flera kommuner eller ett objektnummer ?

Snabbsökning: Välj här...

Medlemmar - logga in:

Användarnamn:

Lösenord:

Logga in

Anslna företag

- Företagsservice
- bovision.se
- Om bovision.se
- Kontakta oss

Läs mer om vår tjänst. Klicka här!

Mäklare/Förmedlare

Sök efter mäklare/förmedlare. [Gå dit >>](#)

Aktuella bolåneräntor, villor

Långgivare	Rörig/3 mån	2 år	5 år
SBAB	3,23	4,22	4,74
Nordea	3,15	4,23	4,77
SHB/Stadshypotek	3,33	4,19	4,73
AB Spintab	3,34	4,19	4,78
Kaupthing Bank	3,59	4,25	4,80
Landshypotek (jord/skog)	3,45	4,35	4,80
Danske Bolån	3,50	4,25	4,75
Länsförsäkringar	3,23	4,25	4,78
Ikanobanken	3,23	4,22	4,74
SalusAnsvar	3,23	4,22	4,74

Vilken bank ger dig lägst månadskostnad? [Klicka här!](#)

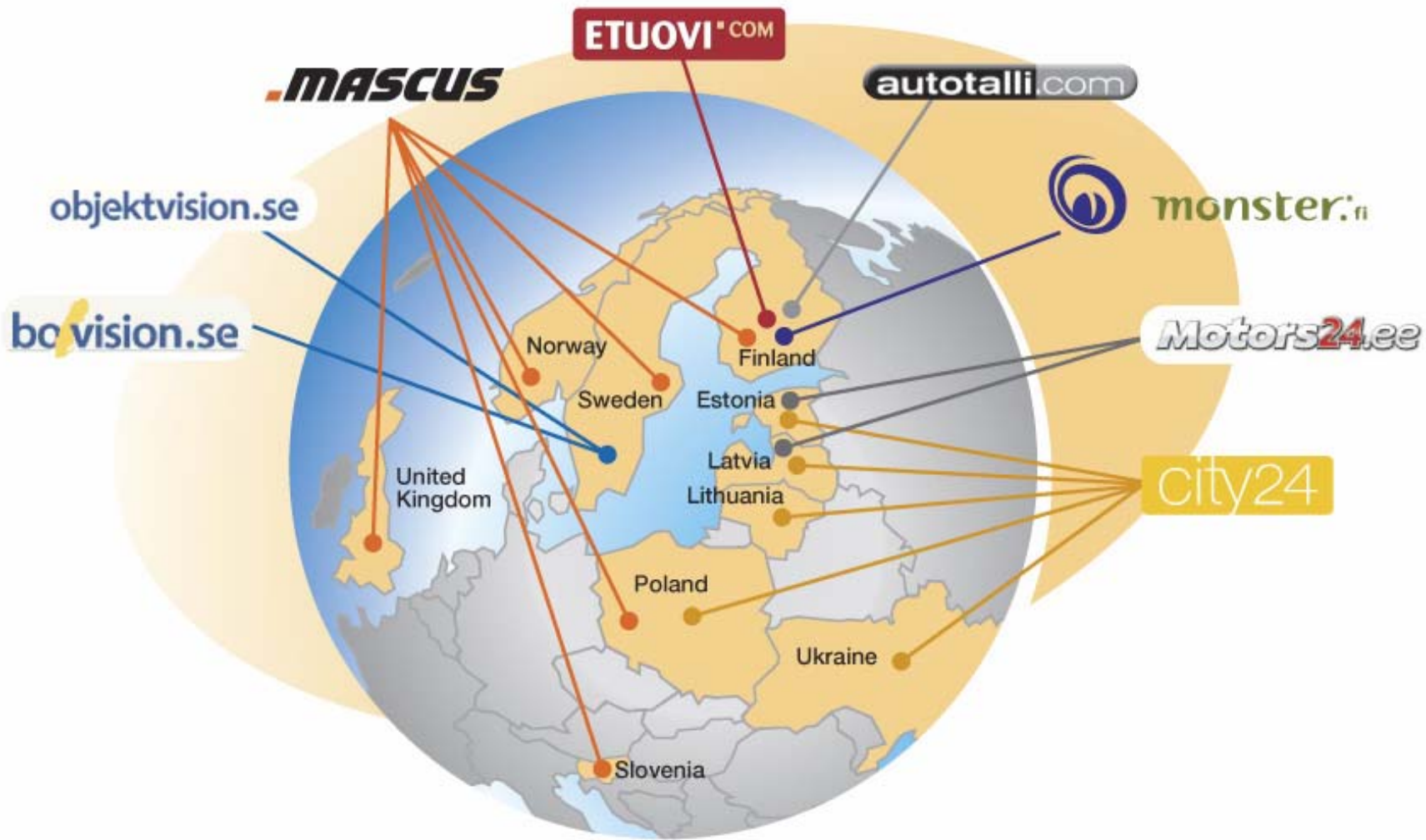
Tjänster i bovision.se

- Bostadslån
- BoPriset
- Heminredning
- Flyttchecklista
- Hantverkare
- Byta bostad

10 år på nätet

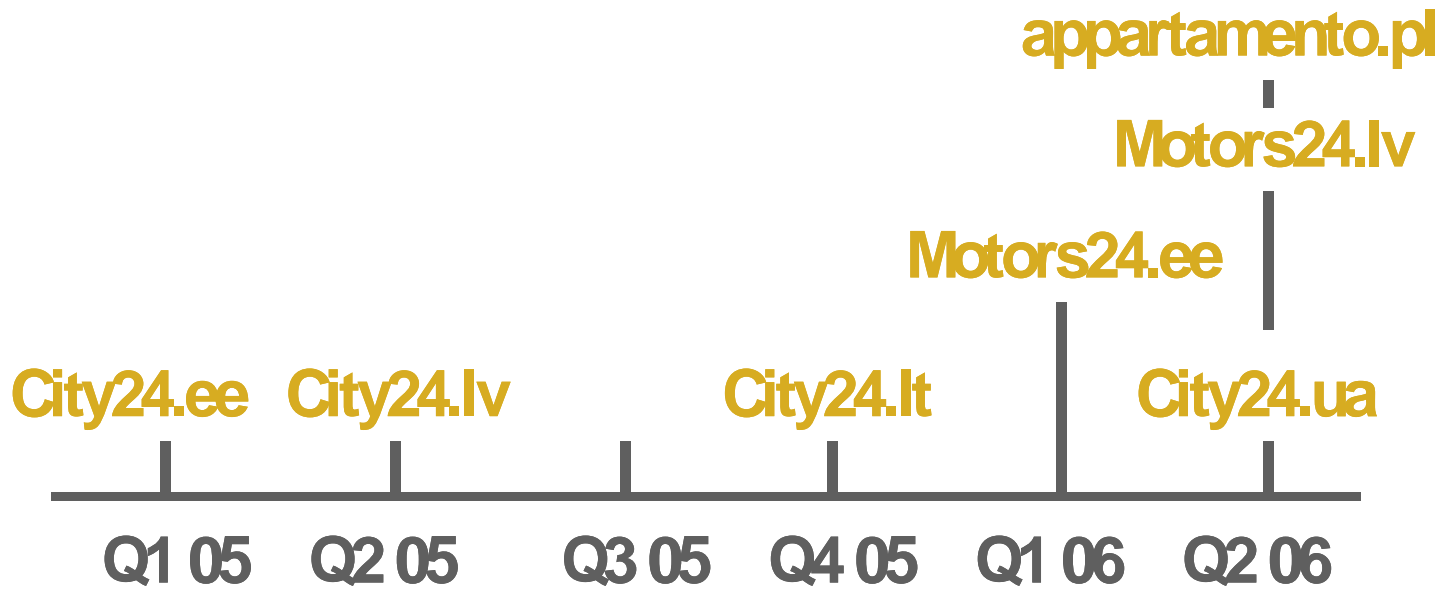
VELUX

Fönster i tak



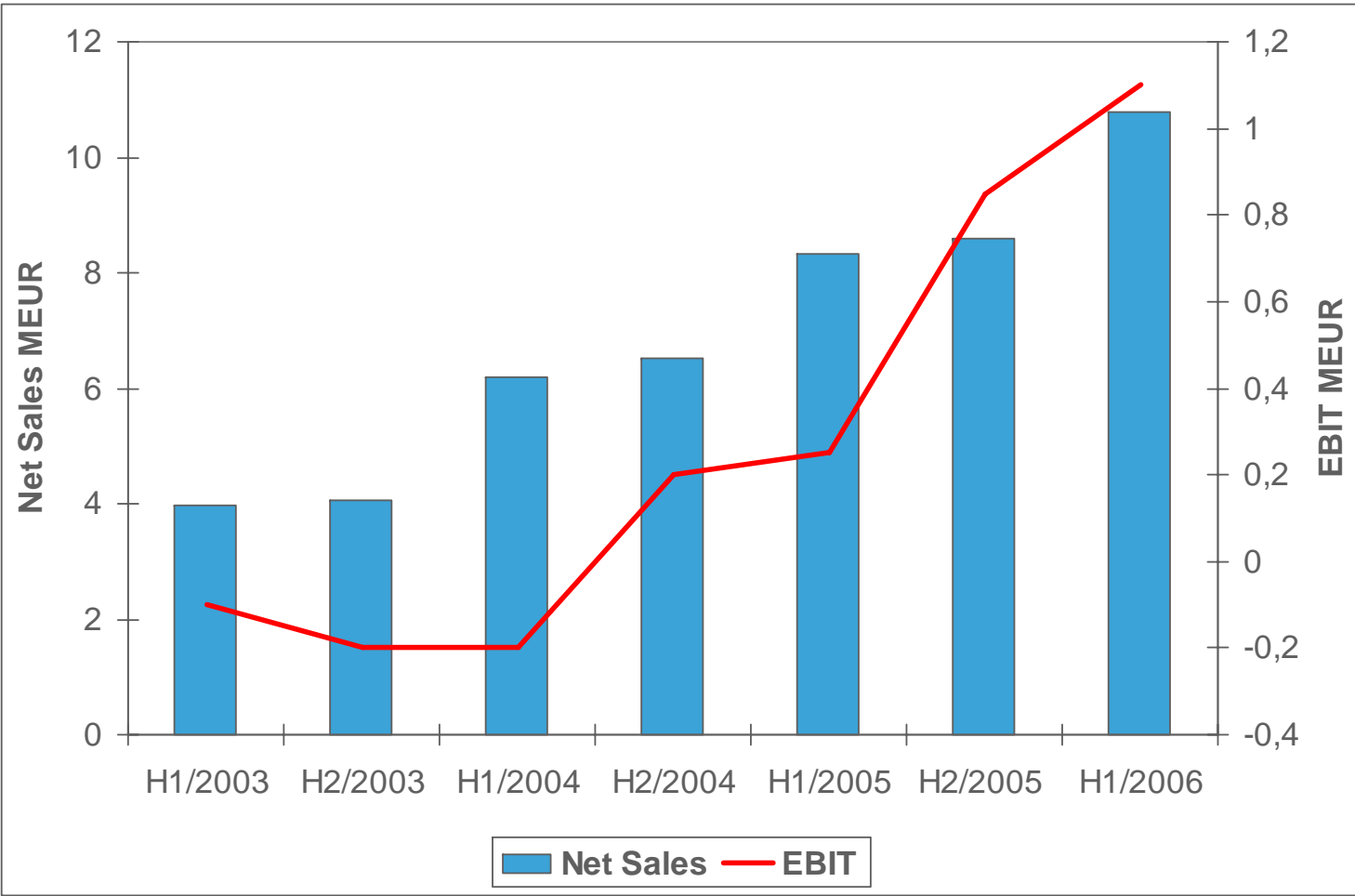


City24 and Motors24 expansion schedule





SEMIANNUAL NET SALES AND EBIT 2003-2006: Marketplaces



2006/H1
Net sales 10,8 MEUR
+ 28%
EBIT 1,1 MEUR



BUSINESS IDEA & COMPETITIVE ADVANTAGE: Electronic Marketplaces

We offer media services in categories, where transaction costs are substantial

- car, house, job, heavy equipment market places
- high transaction cost makes high media income a possibility
- focus in electronic market places, but print products are important in brand development

For the consumers we offer:

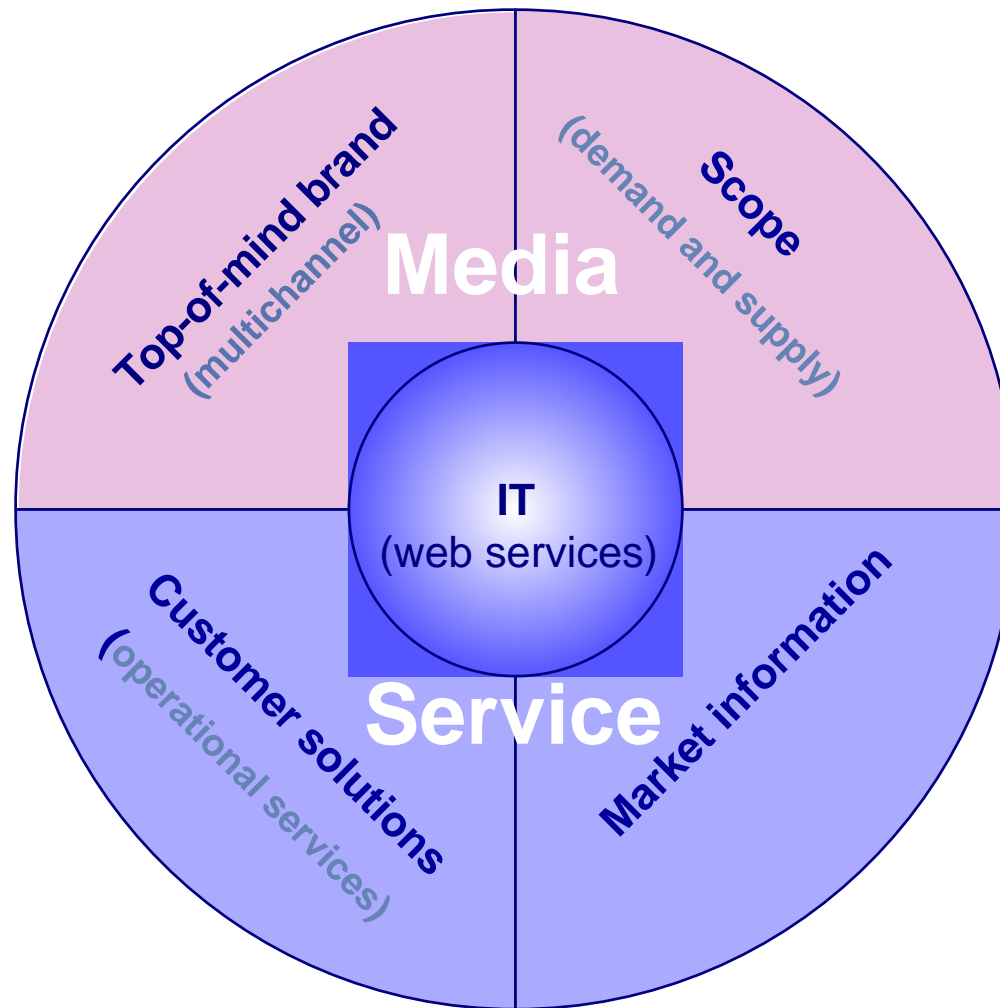
- top of mind brand
- the biggest market place in terms of supply
- superior usability (= superior IT)

For the advertisers we offer:

- the best supply of potential customers
- IT -support for their own market places
- the best customer service

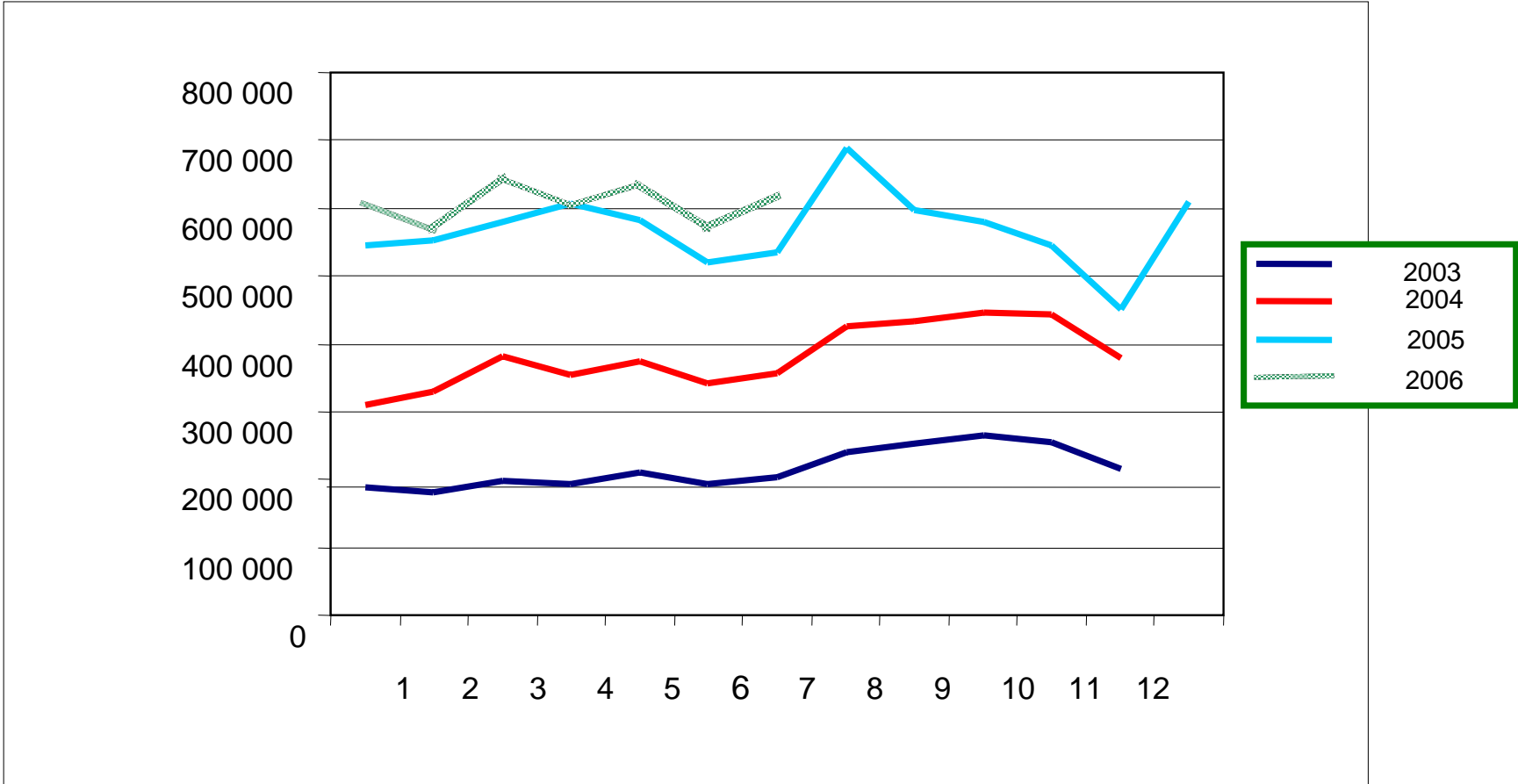


What is our business about ? Etuovi.com and Mascus.com



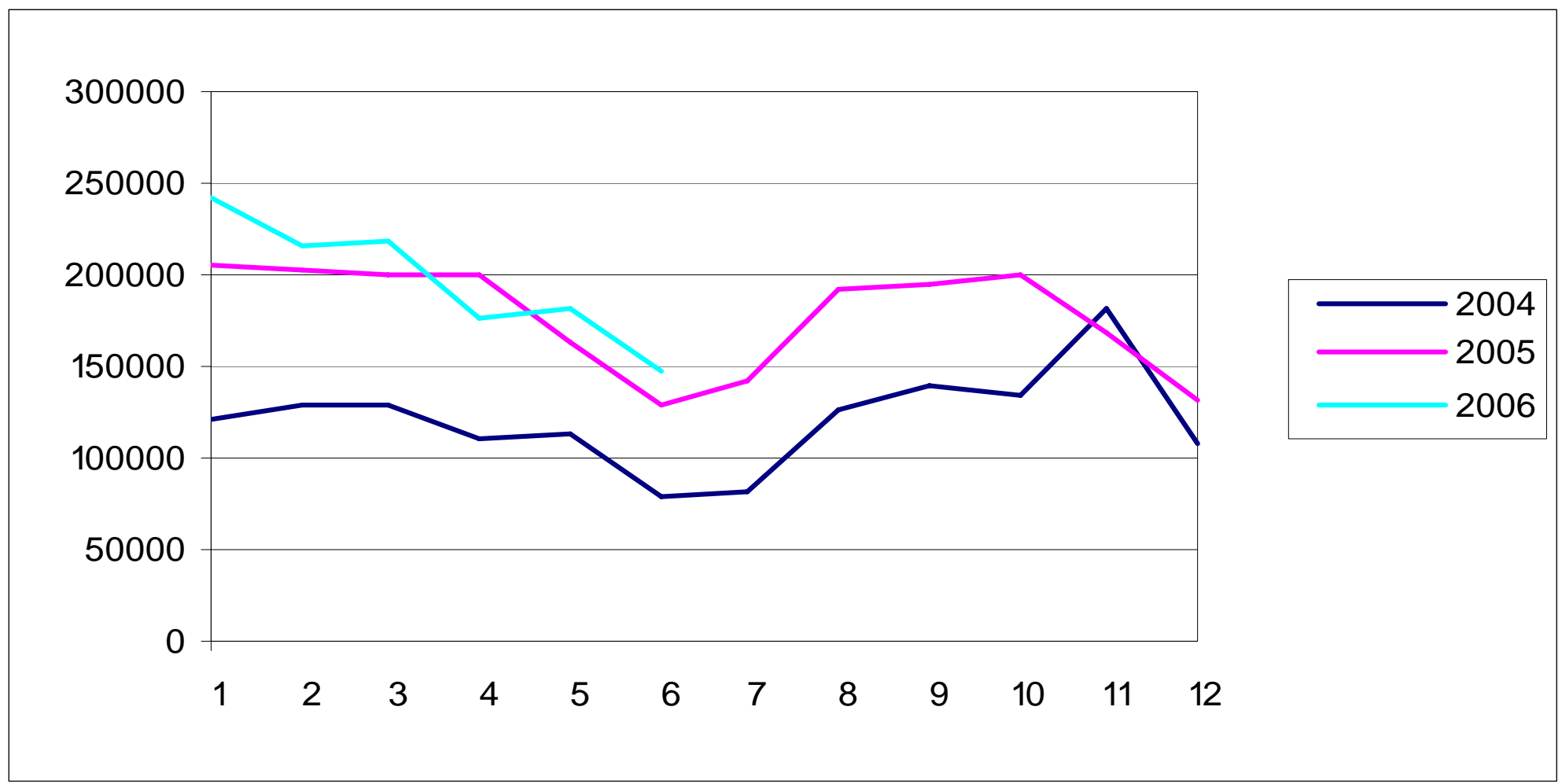


Etuovi.com, monthly visitors 2003 - 2006



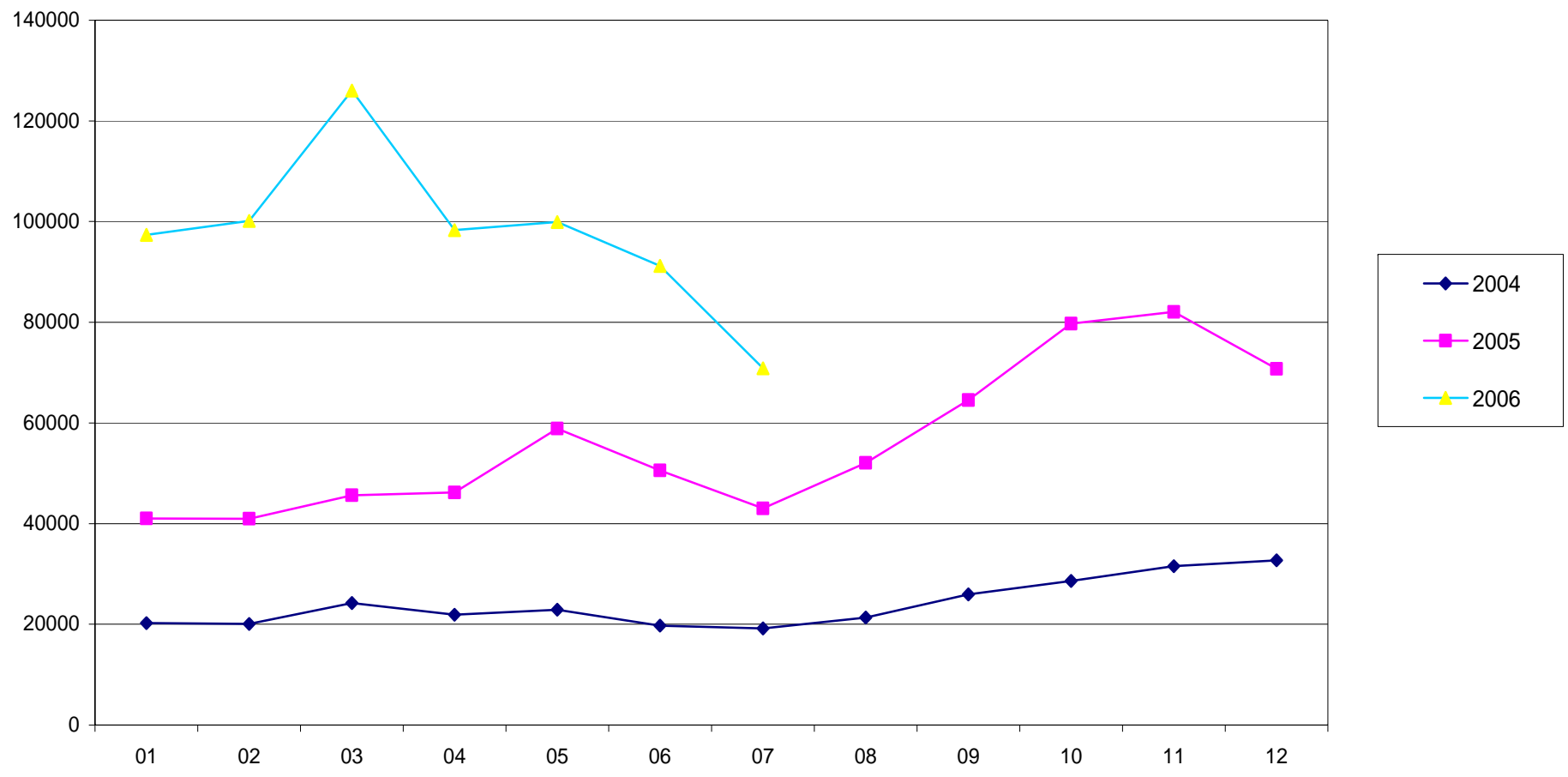


Monster.com, monthly visitors 2004-2006



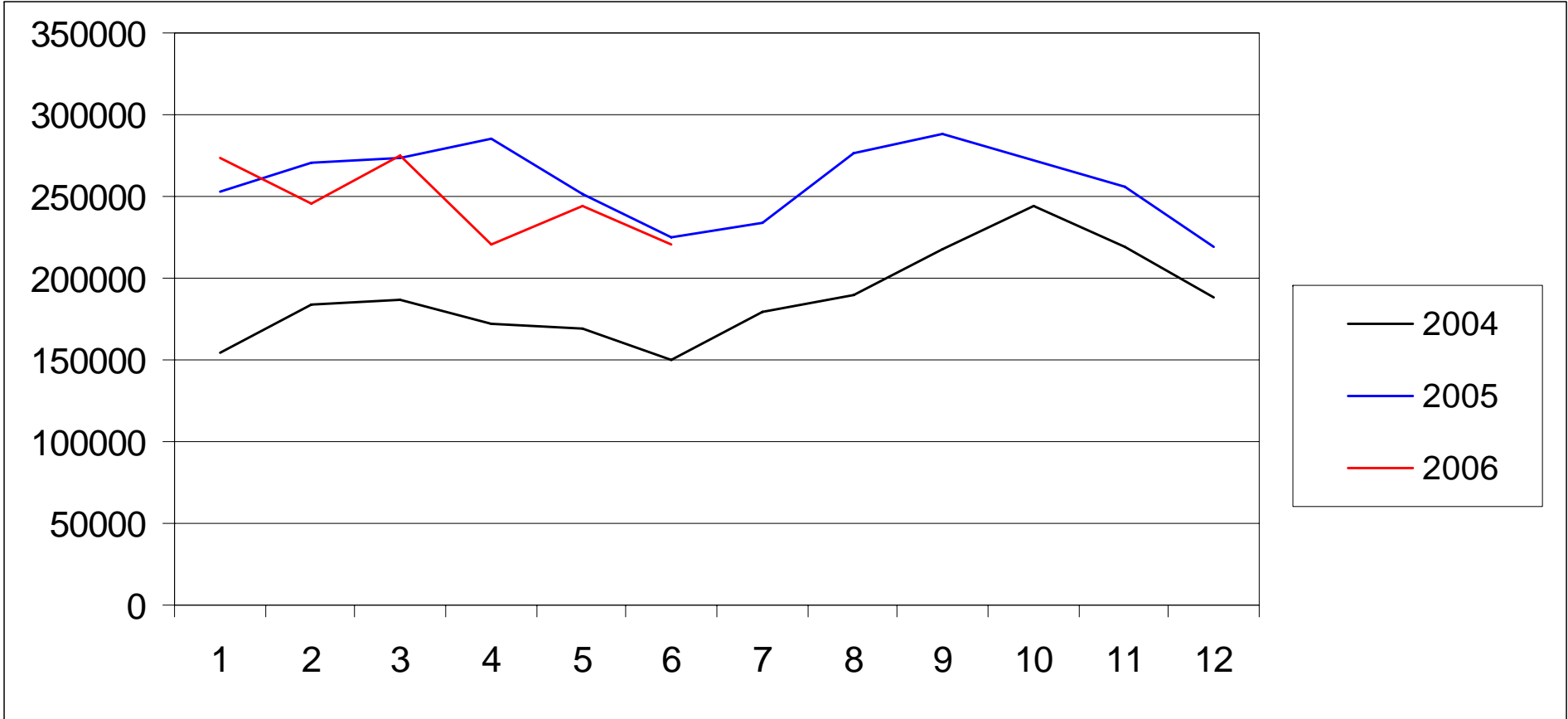


Mascus.com, monthly visitors 2004-2006



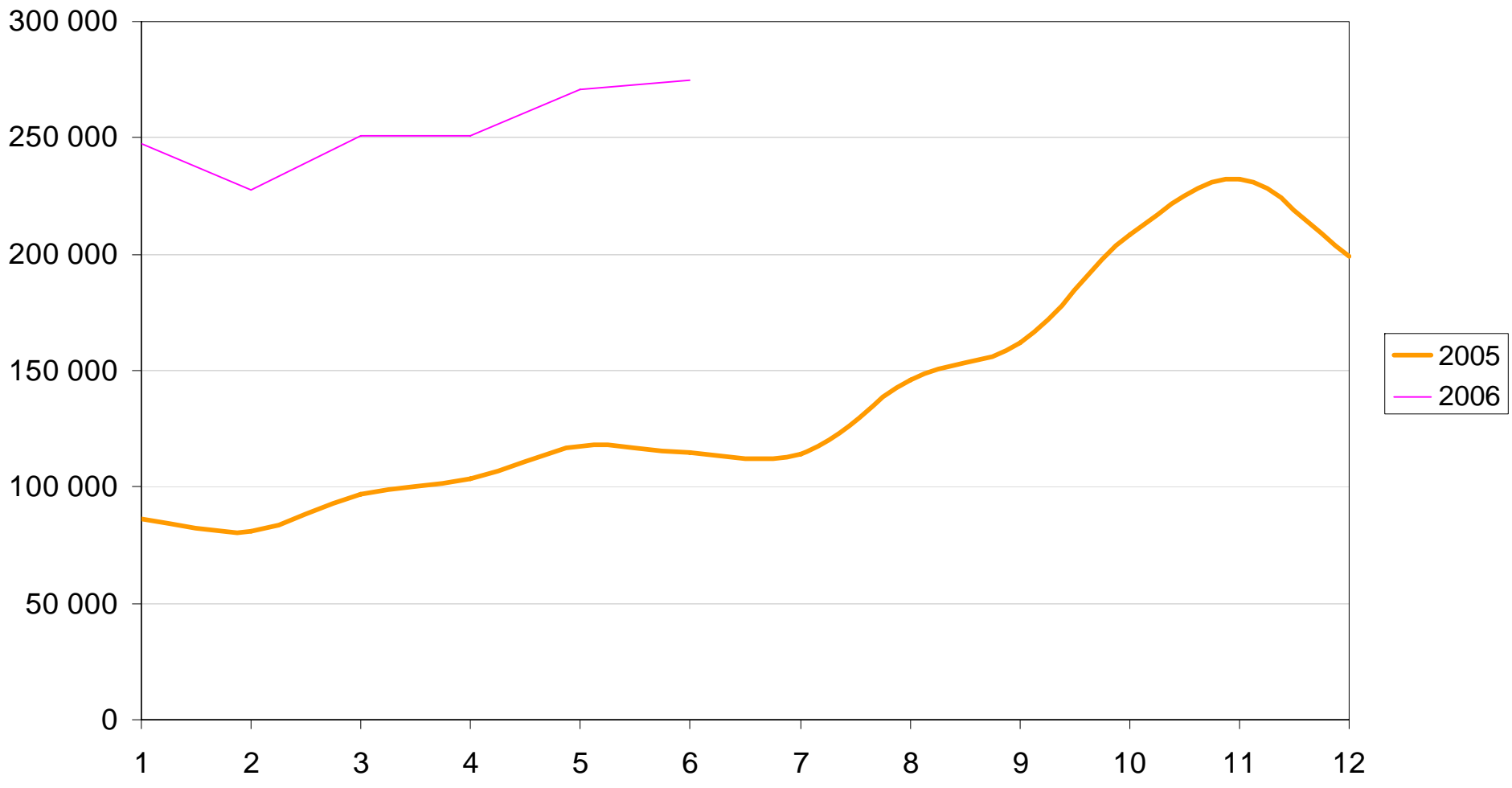


Autotalli.com , monthly visitors 2004-2006





City24, monthly visitors 2005-2006





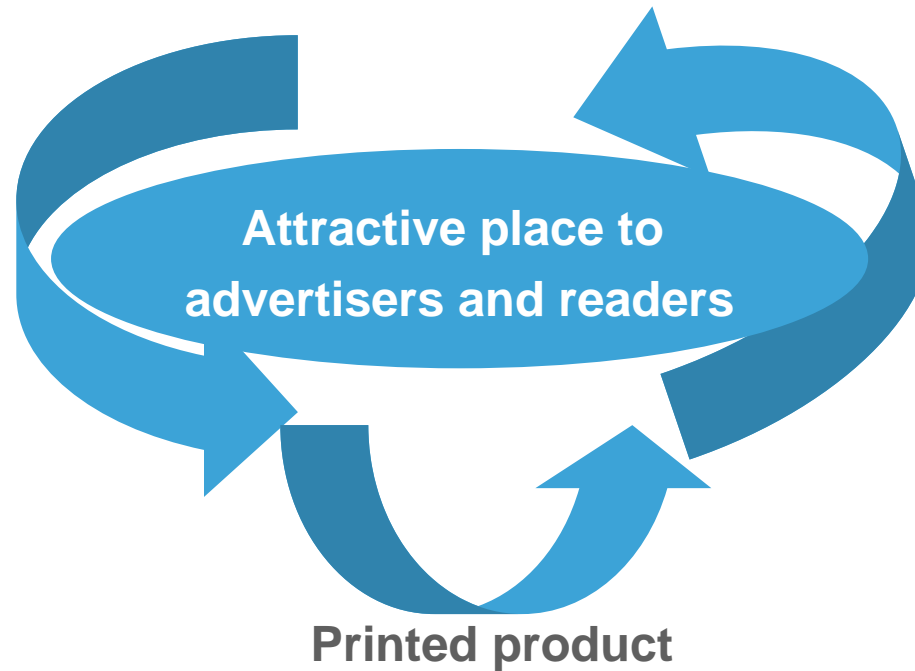
Success factors

- per click -based pricing model (Etuovi, Autotalli)
- growing internet advertising (broader target groups) -> new customers
- increasing volumes in new markets
- customer need for more efficient marketing
- tools for the customer to their internal processes
- cost effective model to enter the new markets



Marketplaces' business model

Marketplace
advertising in high
traffic websites ->
increasing traffic



Deals with
advertisers bring
objects to the
database ->
better content

Online pricing and sources of income

- Flat fee + Cost per Click (CPC)
- Banner advertising
- Platform sales