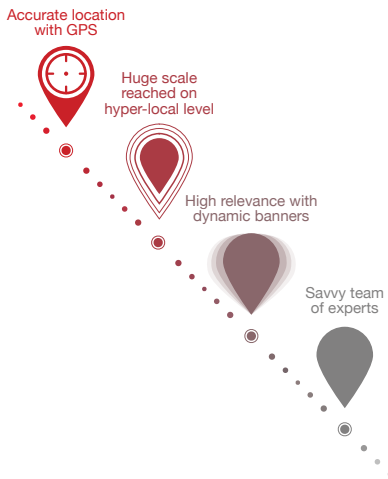


HYPERLOCAL

MOBILE AD NETWORK

- D**ynamic content banner
- L**ocation based banner

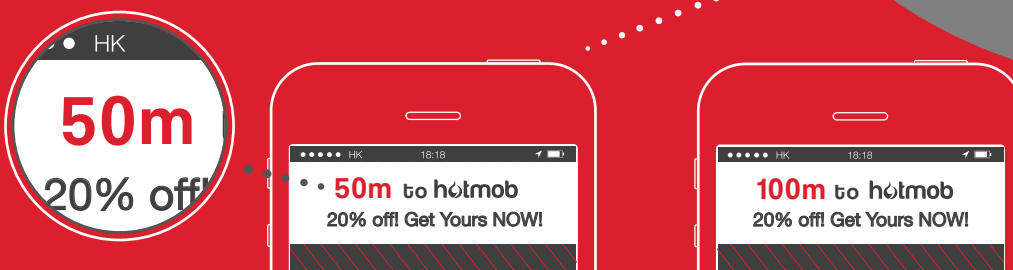


Hotmob and YOOSE team up in a exclusive partnership to provide location-based mobile advertising in Hong Kong. YOOSE has pioneered itself to become a global hyperlocal mobile ad network. Through geo-fencing, you are able to engage a specific audience at the right place and time making your campaign more relevant, intimate and engaging. You can expect campaign delivery to reach huge scale on a hyperlocal level providing exceptional CTRs up to 3x more than the industry average.

Dynamic Content Banner

Location specific text copy shows distance and place in real-time

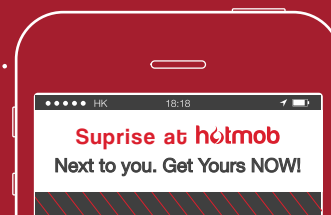
► Targeting : location & device



Location Based Banner

Location-based mobile ad delivers banner ad within specified region

► Targeting : location & device



Call-to-Action



Format	Dynamic Content Banner	Location Based Banner
Unit	HK\$ 100 / CPM	HK\$ 80 / CPM
Minimum Buy	HK\$ 30,000	HK\$ 24,000
Spec.	i.) 320px (w) x 50px (h), ii.) 728px (w) x 90px (h) and iii.) 300px (w) x 250px (h)	
Remarks	- Shows distance in real-time to a targeted point of interest in reference to current point of location - Specific app selection is not allowed	- Standard banner shows in specific location - Specific app selection is not allowed