

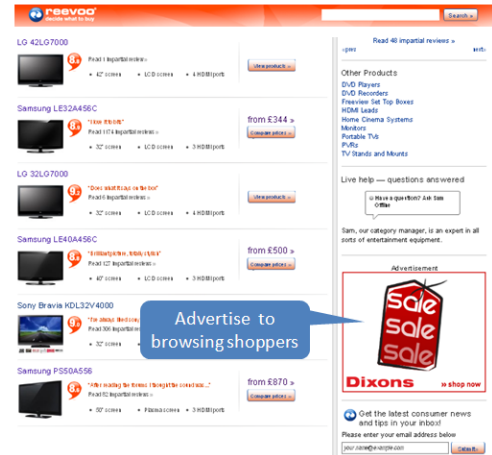
The Opportunity for Brands to Engage with Shoppers on Reevoo.com

Innovative Advertising Opportunities;
Showcase Products; Receive Highly
Qualified Traffic

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Why should I advertise on Reevo.com, and what kind of adverts would they be?

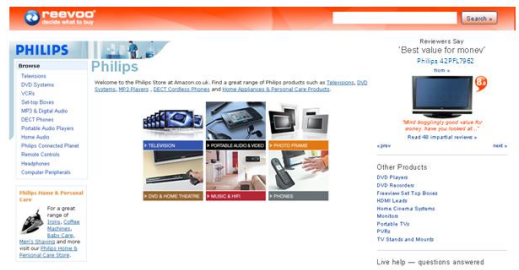
- Hundreds of thousands of shoppers visit Reevo.com every month in search of information on electrical products
- Most of these shoppers are in a browsing mode and have not yet decided on which product, or even which brand, to purchase
- As such there exists a highly valuable opportunity to capture the attention of these shoppers at a critical point in their buying cycle, to promote brands via advertising whilst they browse
- A range of types of advertising mediums are currently supported including skyscrapers, MPU, Shop-in-Shops, sponsorship, etc.
- Reevo has a world class team of developers who are available to work with brands to develop innovative alternative advertising solutions to be showcased on Reevo.com
- We aim to showcase innovative and interactive adverts as we believe that such content offers the most value to both shoppers and advertisers alike



Example of Advertisement on Reevo.com

How could I better showcase my products on Reevo.com?

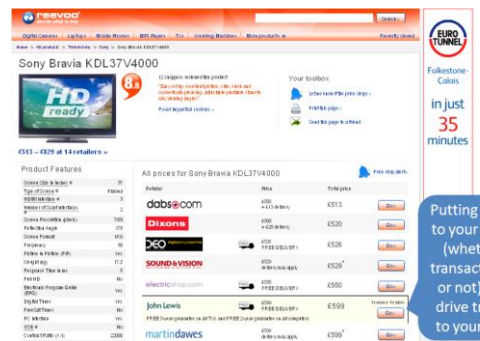
- Reevo display a range of product information beyond customer reviews including product images, specification data, product videos and user manuals
- This information is collected from a variety of sources and we would be very happy to incorporate any appropriate, relevant information supplied by brands to ensure products are marketed effectively
- There also exists the opportunity to develop Shop-in-Shops on Reevo.com: brand specific sections within reevo.com where shoppers can view your products in a setting controlled by you
- We are open to discussing the format of these sections, and foresee a variety of exciting opportunities
- We are also building a community of shoppers on Reevo.com and are inviting brands to contribute to these forums; we also look forward to offering brands more interactive opportunities to engage with this community in due course (identifying brand advocates, surveying customer opinion etc.)



Example Shop-in-Shop on Reevo.com
(Mock-up for demonstration purposes only)

How could I receive traffic to my website from Reevo.com?

- Once Reevo.com has helped shoppers to decide which product to buy, we then show shoppers a range of transactional sites where that product can be purchased
- Including a link to your site in the pricing table, or on a different part of the product page, would drive traffic to your site (and highly qualified traffic at that, as shoppers are typically late in the buying cycle!)
- We prefer to price on a CPA basis as we see this is the most appropriate means to price i.e. we only get paid when you get paid, although CPC deals are also available



Example of Pricing Table on Reevo.com