





QUESTION:

WHAT IF WE CREATED THE **CONTENT**, THE **PLATFORM**,
AND THE **DISTRIBUTION CHANNEL?**



THE ANSWER:

WE OWN THE AUDIENCE.

MOKO SOCIAL MEDIA:

ESTABLISHING A DIGITAL PORTFOLIO ACROSS 3 DISTINCT VERTICALS
WITH A COMBINED USER BASE OF MILLIONS OF TARGETED CONSUMERS

Partnership
Official mobile app of IM Leagues



Audience
Now available on 860+ campuses

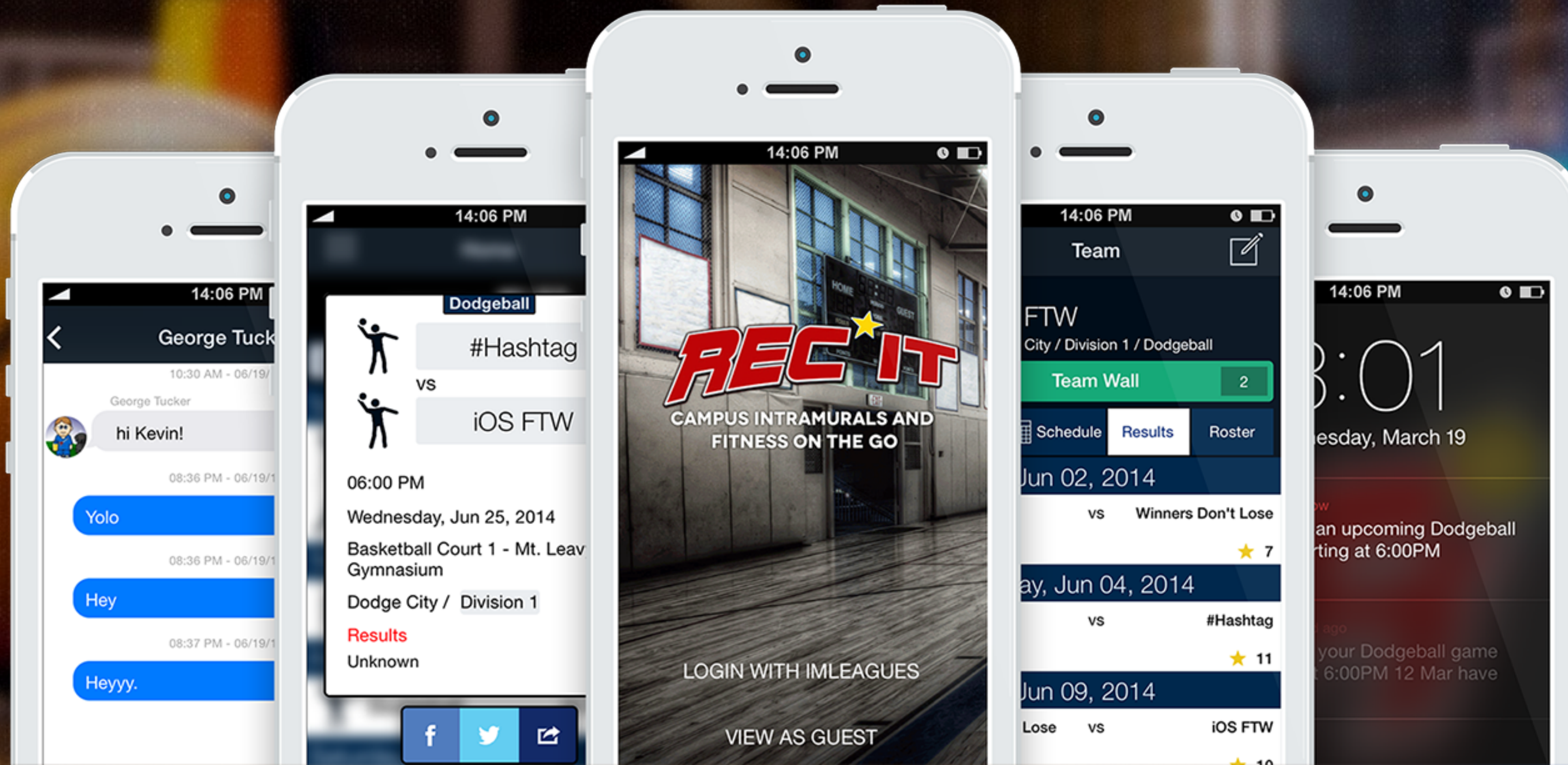


Technology
Scheduling tool that combines the power of social connectivity



First Mover Advantage
No other mobile product delivers college students instant access to their campus rec information

college intramurals & fitness made easy





A college specific social app for sharing, experiencing and connecting students' college life.

Virginia Tech



@adellecharles
4 minuts ago



The transparent facade show academic purpose of the buil

@chatyrko I worked on a Sunda

@pherkashin Cool idea!!!

@osvaldas Haaa, realy cool can



@leemunroe



I can't think of a better way to make a
small difference in the world than to
keep designing.

385
posts

2,7K
followers

594
followings



Target Audience

21 million enrolled college
students



**College Specific Social
Network**

A closed campus community to
record and share funny, curious or
noteworthy things around school



Instant Access To Student Body

Registration instantly links users to
their college's private group



Partnership With Brands

Ad reach can be broad or tailored
to individual college campus

BNR
BLUE NATION REVIEW

u.s. political mobile social network



Speak the news

Online digital political opinion/
news content creator & aggregator



Tell a story

Democratic & progressive political
commentators, observers, activists
and readers brought together



Mobilized Access

Native iOS and Android Apps,
plus VOYCIT community App
launching in December quarter



Curation

Jimmy Williams leads a cast of
political hot-shots

user-generated political social community



Create Groups and Communities

Enable political activists, politicians, lobby groups and individuals to communicate



Generate Own Content

Tell your story, experiences and take part in a healthy debate



Share and Discuss

Share with your groups what's important to you and affect change

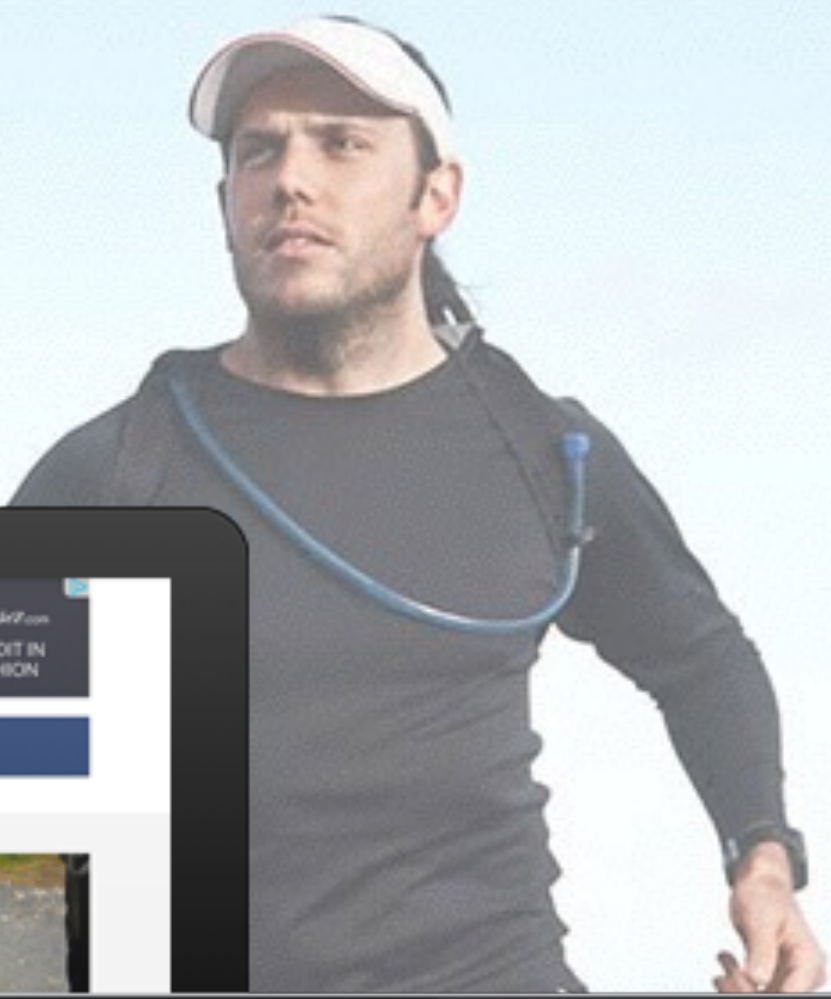


Target Your Base

Lobbyists can test ideas and policies on user-groups



mobile digital community for running enthusiasts



Content Rich

Go to destination for running industry news and inspiration



Size Matters

Largest participatory sport in the U.S. with 54.2m participants



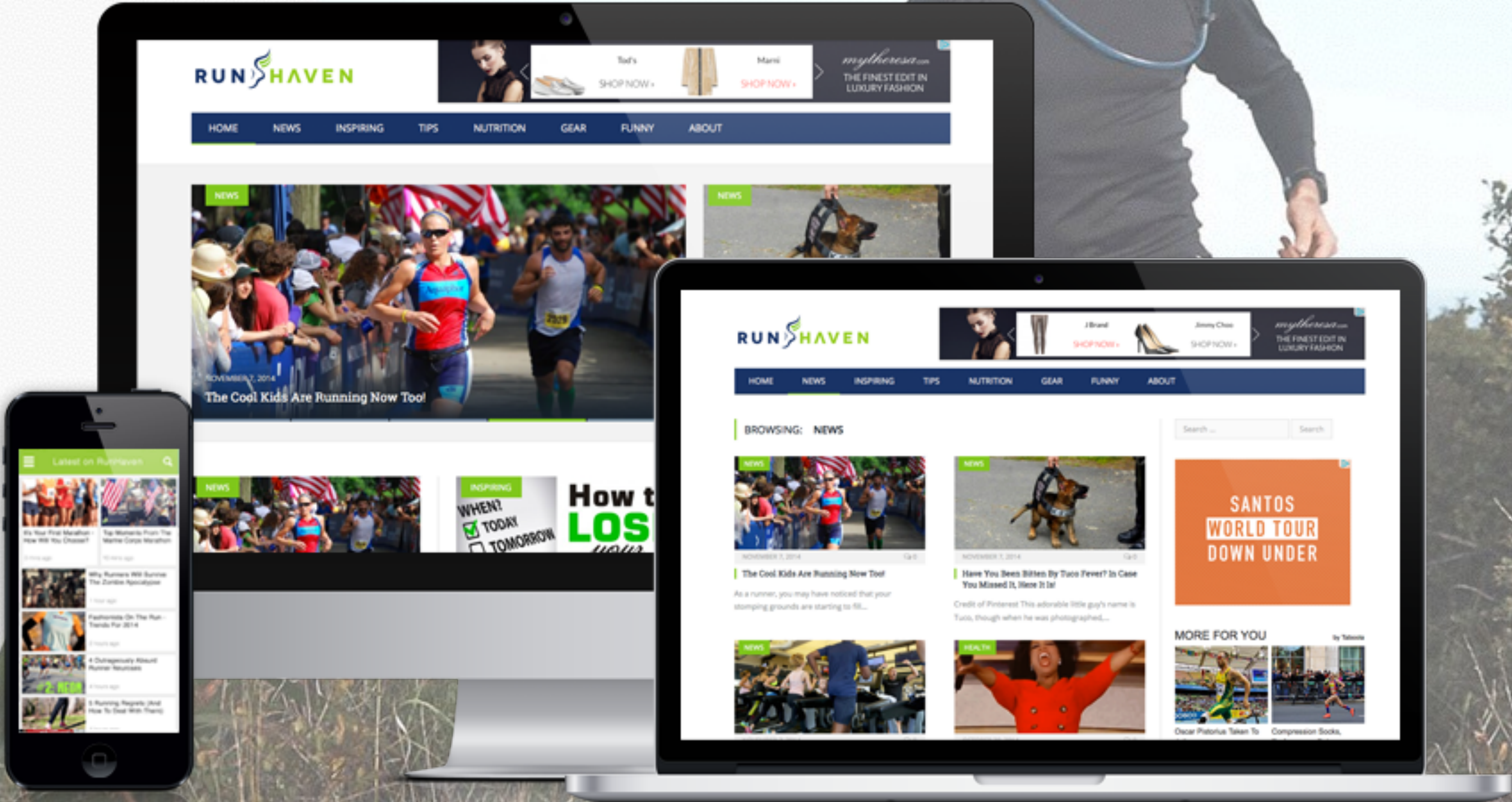
Experts

On-staff industry mavens creating unique content



Oversight

Lead by former world class professional road racer Bill Reifsnyder



The logo for raceadvizor, featuring the brand name in a white sans-serif font with a location pin icon integrated into the letter 'o', all contained within a black circle.

Most extensive searchable database of races with news, registration utility and information on events across the country.



Target Audience

19+ million race finishers in the U.S.
Females account for 10.8 million finishers nationwide. ¹



Over 40,000 events already logged and loaded.

Searchable by type, region, date, etc.



Launching

Q1 2015



Mass-Sharable Curated Content

Signature grid snapshot of the day's important and entertaining content on the Web



Super Sharers

65% of Tagroom audience come to find content worth sharing

tagroom.



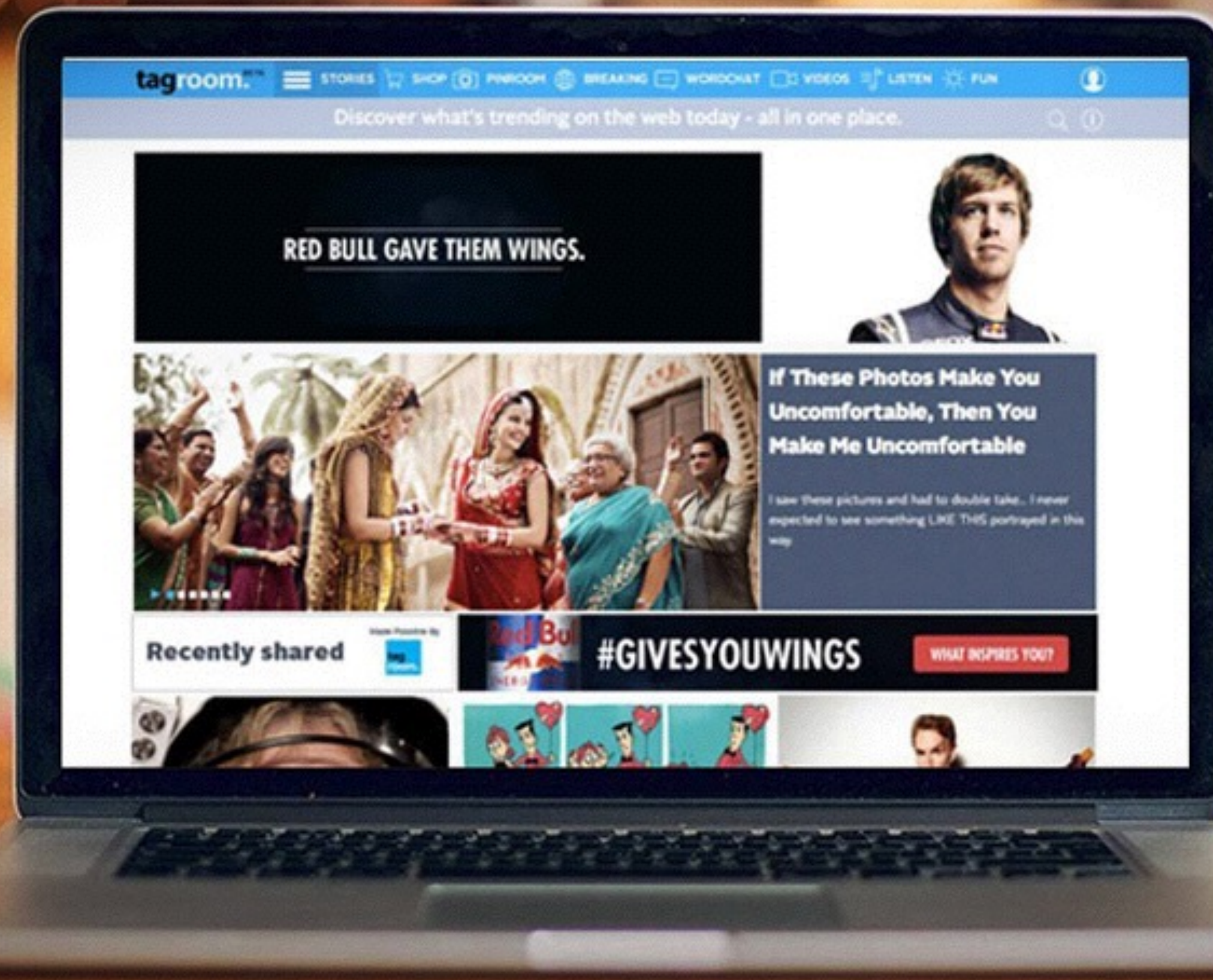
Unlimited Advertising Solutions

Able to accommodate most campaign requirements and budgets



Eyes On Us

Over 3 million monthly page views



news and entertainment content for the social, mobile and visual age.



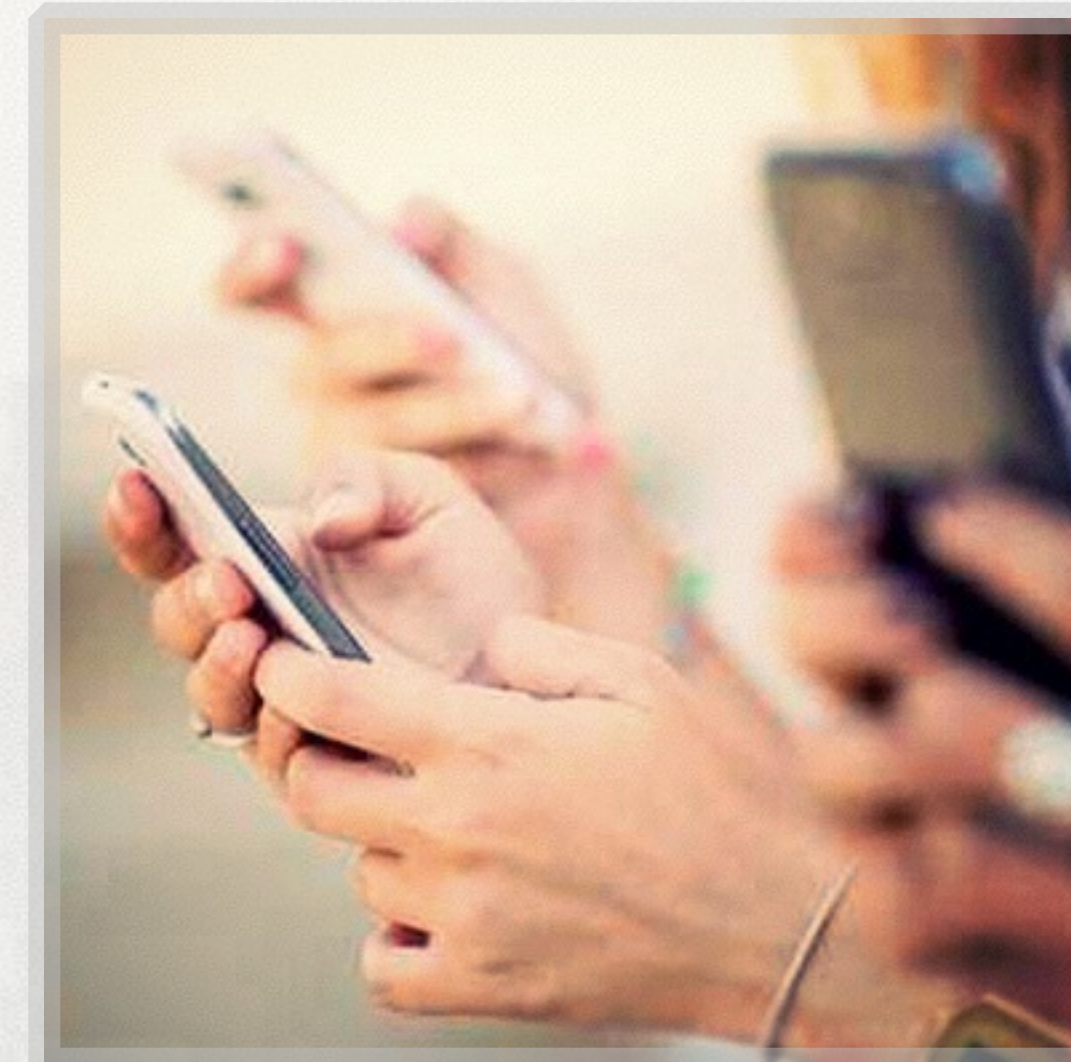
21 Million students
Currently enrolled in U.S Colleges/
Universities¹



**153 Million registered
voters**
in the U.S.²



**54.2 Million avid
runners/joggers**
Across the U.S. ³



98% of 18-24 year olds
On the internet use social media⁴

¹ National Center for Education Statistics (NCES) – U.S. Dept of Education

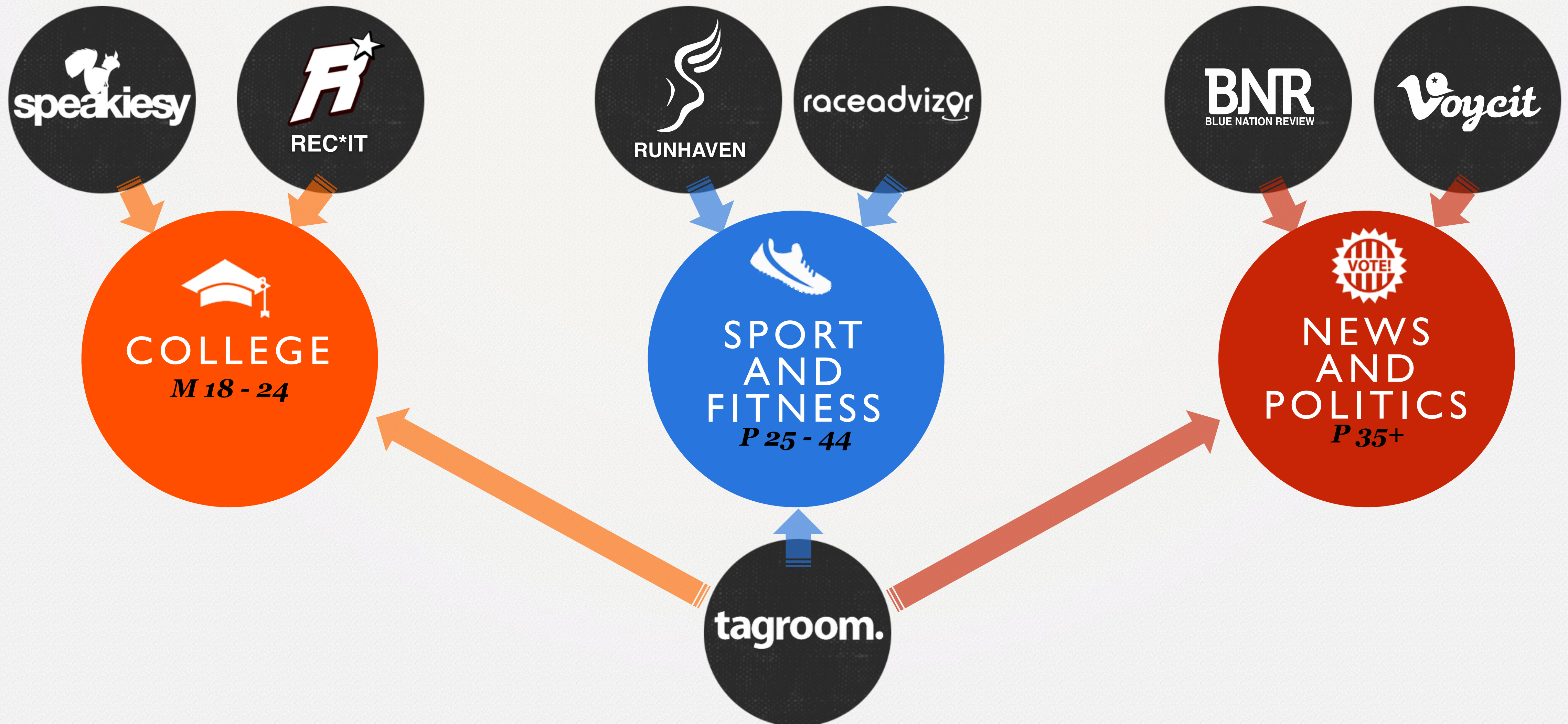
² U.S. Census Bureau

³ Running USA: 2014 State of the Sport - Part II: Running Industry Report

⁴ Comscore Media Metrix 2014

MOKO IS A COMMUNITY BUILDER

We develop and brand mobile social networks for tailored audiences.
We create digital content and publishing assets to large, like-minded groups of people to socialize and communicate around their common interests.



CREATING A SEAMLESS CONTENT EXPERIENCE ACROSS USER SCREENS.

In-App

3 app releases (iOS & Android platforms)
3 more scheduled for 2H2014/ 1Q2015

Current Stats:

425,000+ installs

Desktop / Mobile Web

3 premium content sites on desktop
3 mobile optimized sites launched in 2014
...more coming 1Q2015

Current Stats:

5.5+ Million Users



QSR

Sporting
Goods

Super
PACs

Retail &
Apparel

tech /
consumer
electronics

TRAVEL
&
TOURISM

Education &
Employment

Auto

TELCOMM

Financial Services

Entertainment

CPG

FOOD &
ALCOHOL

Insurance

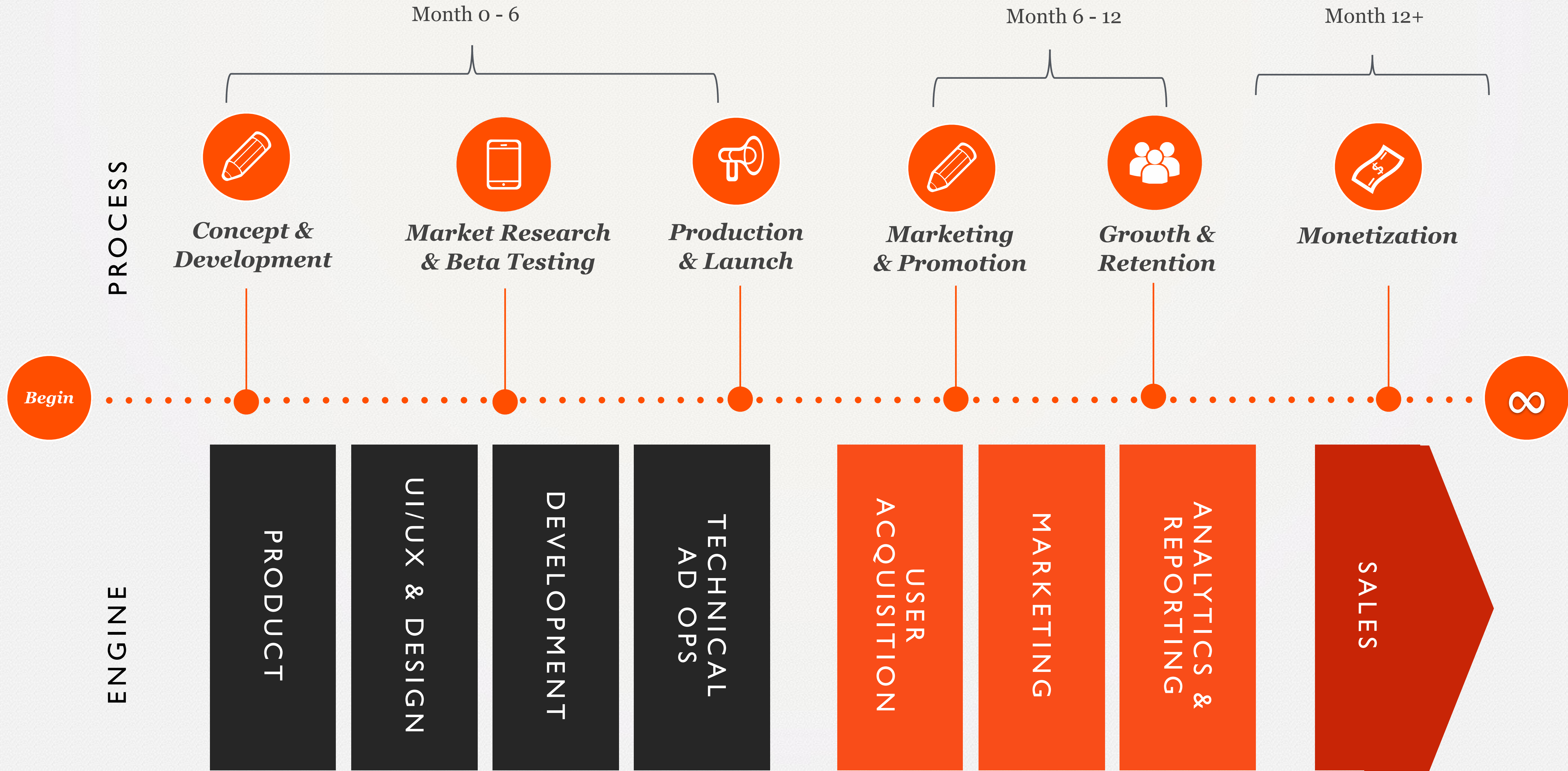
television

movies

video games



THE PLATFORM



What is digital Advertising?

High Tech?

Simply put, digital advertising is the buying and selling of ads through machines. It is similar to online stock trading in that an advertiser uses software to buy ad impressions. All of the magic happens through machines....self learning machines!

Not the
Google Analytics
typical
of
machines

 Alexa

SIGNAL



[a·mo·bee]

YAHOO!
AD EXCHANGE

iab.

Adblade

quantcast

doubleclick
by Google

atlas

mopub

Casale
MEDIA

airpush

Coremetrics
An IBM Company

inMOBI
Simplifying Mobile

appnexus

ADiFY

BURST
MEDIA

Facebook
Exchange

sprout

CONVERSANT

MAGNETIC

Tapjoy

Advertising.com

BrightRoll

TREMOR
VIDEO

DISTIMO

Apponomics

Adap.TV

BuySellAds

mojiva



nielsen

AppsFlyer

DISTIMO

comSCORE

AdBrite

criteo

TEALIUM

Jumpstart



millennialmedia
the mobile advertising & data platform

Experian
Services



1965

The Old Days:

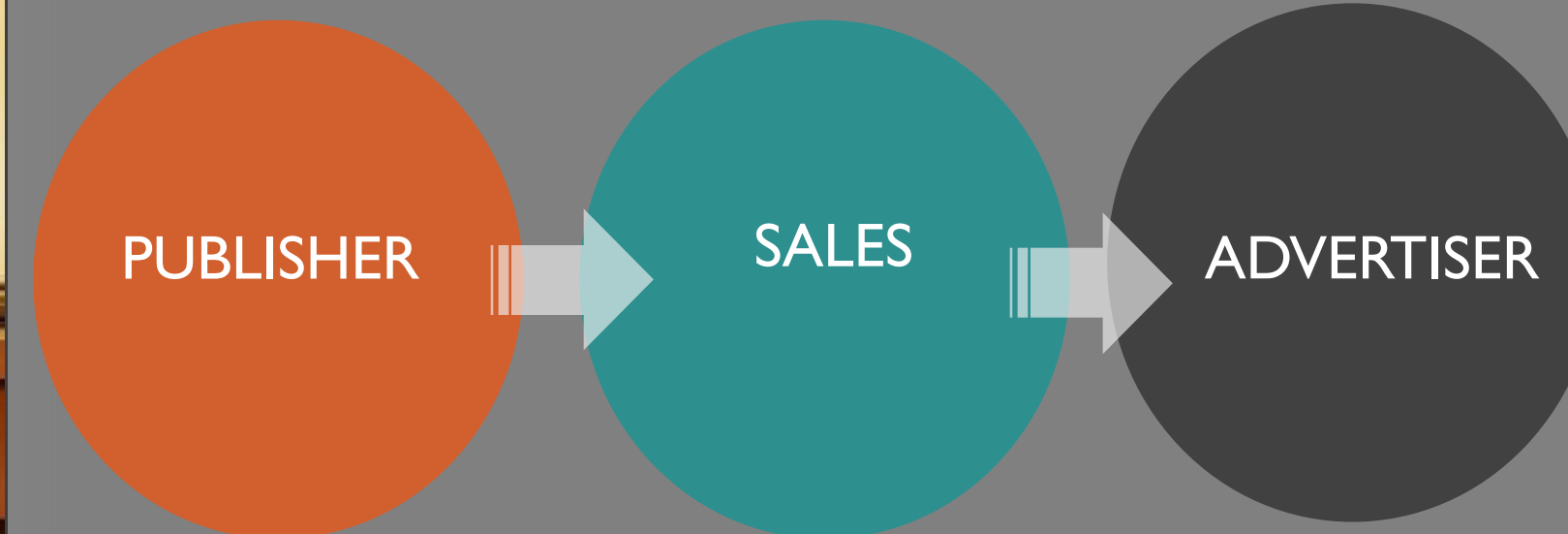
Relationships were king! Martini lunch's, the magazine would take the ad agency or brand out. They get to know each other. An ad buy is done. Magazine printed.



2013

The Old Digital Days: 2yrs ago

Hard to believe but even digital advertising was bought and sold manually. Ad sales network “pre-bought” impressions for websites, packaged them up and sold them to brands.



2015

Today

With programmatic advertising, digital ad buying is faster, more efficient, and less expensive. Also, advertisers now have more granularity into their advertising campaigns by paying for impressions individually and using a dashboard to strategically manage and target their ad campaigns.



AD SALES PROCESS

SALES TEAM

*Prospecting
Building Pipelines
Sales Presentations
RFP Management*

SALES DEVELOPMENT

*Research & Analysis
Monetization Opportunities
Brainstorms
Media Plan & Proposal
IO Management*

***ACCOUNT
MANAGEMENT***

*Campaign Management
Client Services
Optimization & Reporting
Upsell*

AD OPS

*Technical Implementation
Inventory Management
Trafficking
Delivery Optimization*

FINANCE

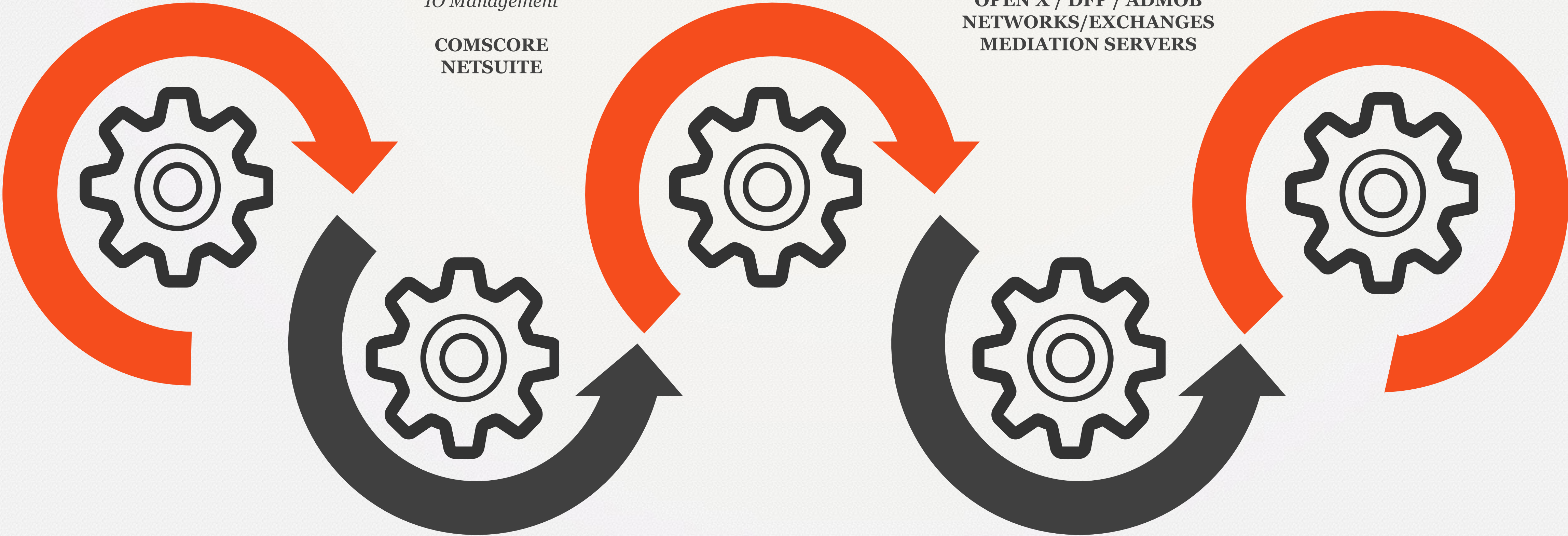
*Billing & Invoicing
Payment Processing
Reconciliation*

NETSUITE

**COMSCORE
NETSUITE**

**OPEN X / DFP / ADMOB
NETWORKS/EXCHANGES
MEDIATION SERVERS**

= \$\$\$



MARKETING STRATEGY & ROLLOUT

DIGITAL

User Acquisition Media Campaigns



Content Sharing Deals
(Revenue Generating)



SOCIAL MEDIA

Facebook
Twitter
Pinterest
Instagram
Share
RSS Feeds



OFF-LINE

Activation Teams

Experiential Events



Rec*It
Tuition
Sweeps



Rec*It
Street
Teams



Speakiesy
In-App
Scavenger
Hunt



With these metrics ...we have proven the app adds value to the daily lives of Intramural sports participants who have downloaded it.

USER GROWTH

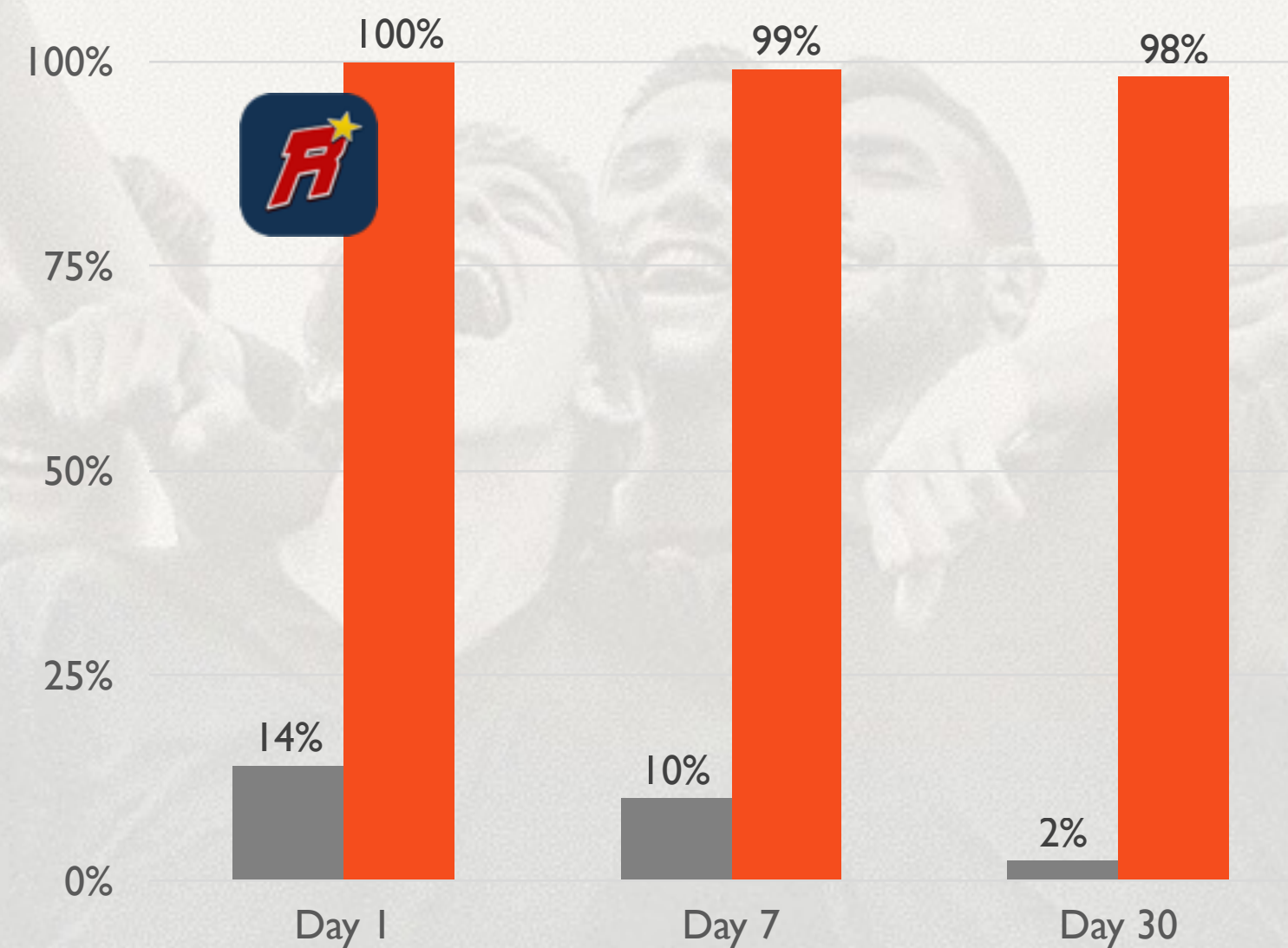
Lifetime downloads



46K D.A.U's

13.3 Million screenviews per month

USER RETENTION

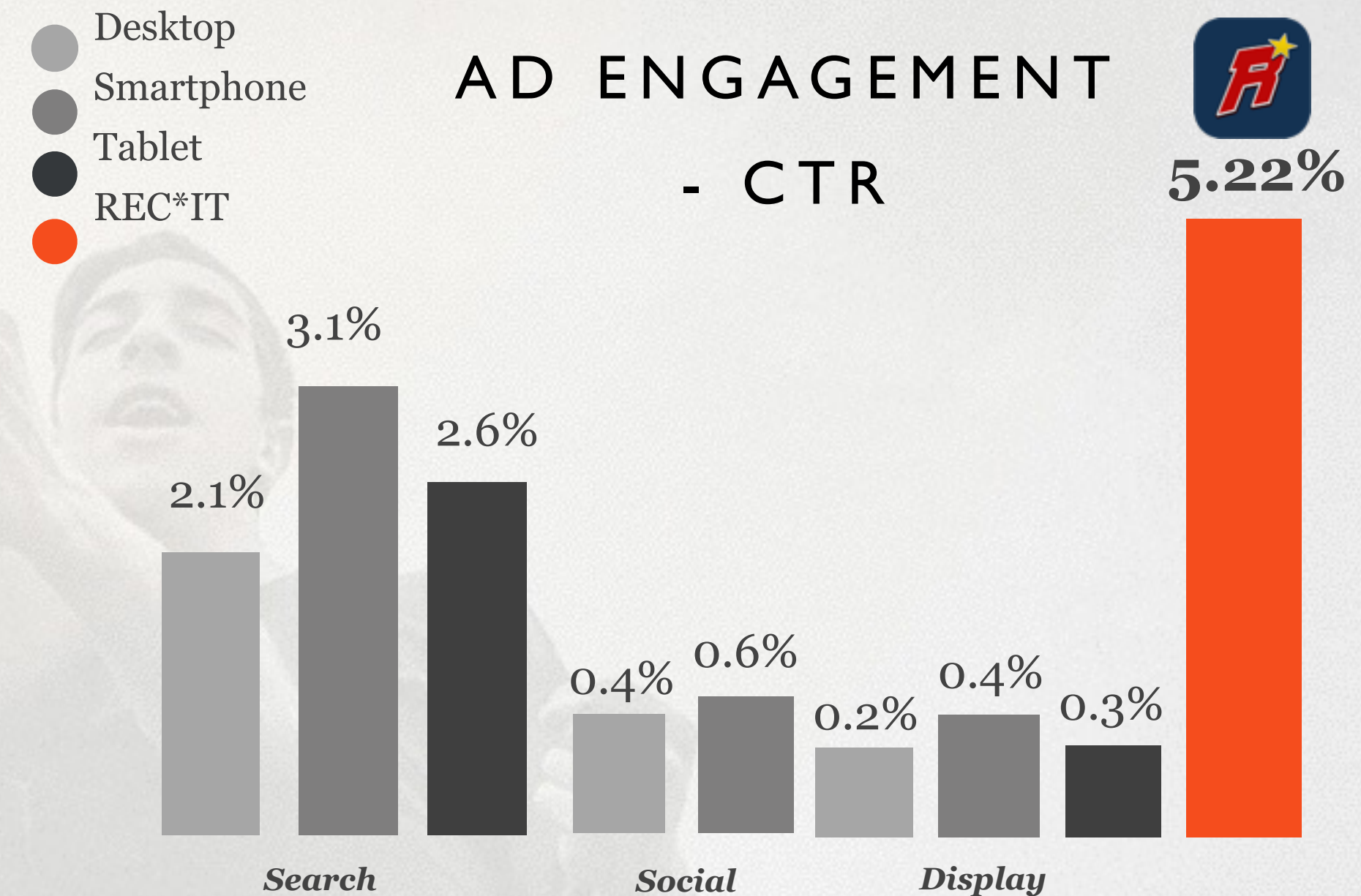


98% Retention

with over 5.5 minutes of engagement per session,

AD ENGAGEMENT

- CTR



13x higher than industry avg

~ 2x higher than SEARCH

Avg direct CPM rates \$3.50

What this means in terms of the market?

The avg app sees under 10K downloads.

The avg app has under 2 mins engagement.

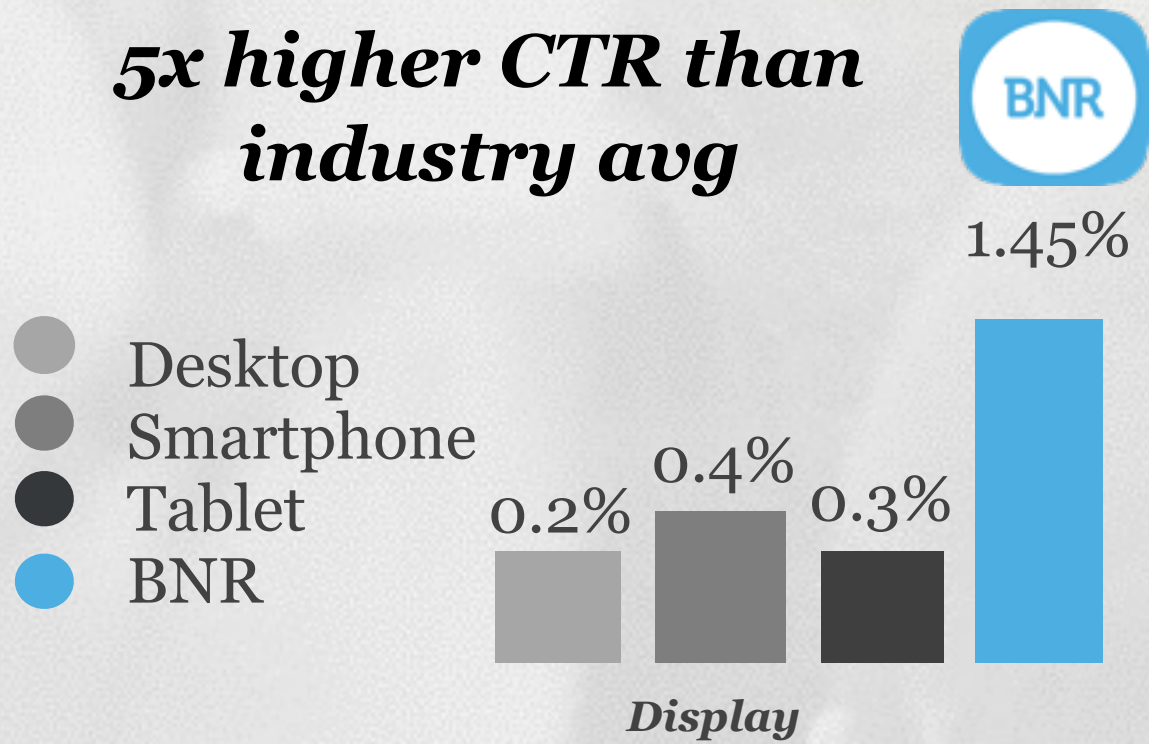
After 10yrs, 15K employees & billions in investment, Facebook gets \$4.90¹

USER GROWTH
BLUENATIONREVIEW.COM



AD ENGAGEMENT - CTR

5x higher CTR than industry avg



Marin Software Enterprise-Class Advertiser's CTRs, by Device & Channel: Q3 2014



BUILDING AUDIENCE

BlueNationReview.com
Launched in June 2014 but already:

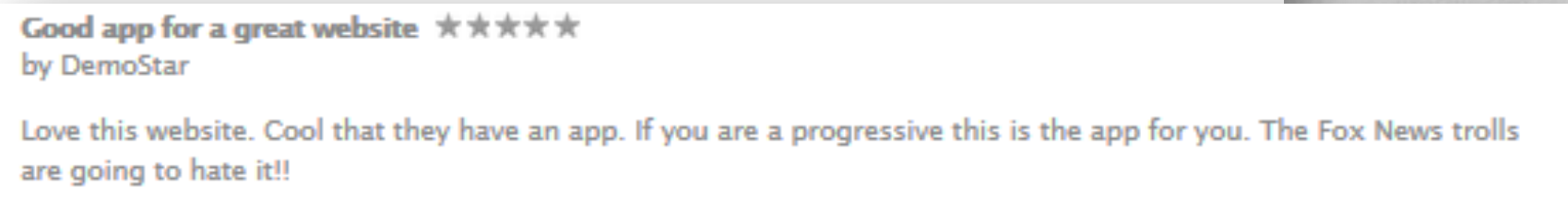
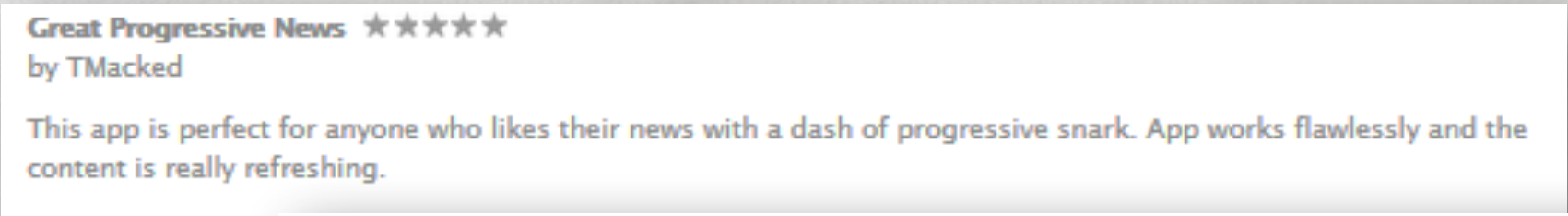
- 64 % of Politico's Monthly Uniques
- 53% of Fox News Politics Monthly Uniques
- 52% of CNN Politics Monthly Uniques
- 27% of HuffPost Politics Monthly Uniques



BUILDING A COMMUNITY

COMSCORE MEDIA METRIX

BNR: 6 months = 745,837 likes
(incl. Progressive America)
Politico: 7 years = 473,389 likes
HuffPost Politics: 9 years = 1.2 million likes
Gawker: 7 years = 888,476 likes
The Daily Caller: 5 years = 424,510 likes



#2 NEWS APP | ANDROID PLAYSTORE

Category	#1	#2	#3	#4	#5
News & Magazines	CNN	BNR	8	FOX NEWS	YAHOO!

#7 NEWS APP | IOS APP STORE

iOS Top App Charts	
United States - News 9:00am UTC-7 (Oct 22, 2014)	
#	Free
1	Alien Blue - reddit official cli... reddit
2	CNN App for iPhone CNN Interactive Group, Inc.
3	Daily, an app for craigslist fo... Lifelike Apps, Inc
4	Yahoo Yahoo
5	BuzzFeed BuzzFeed
6	FOX News FOX News Digital
7	Blue Nation Review - BNR Moko Social Media Limited

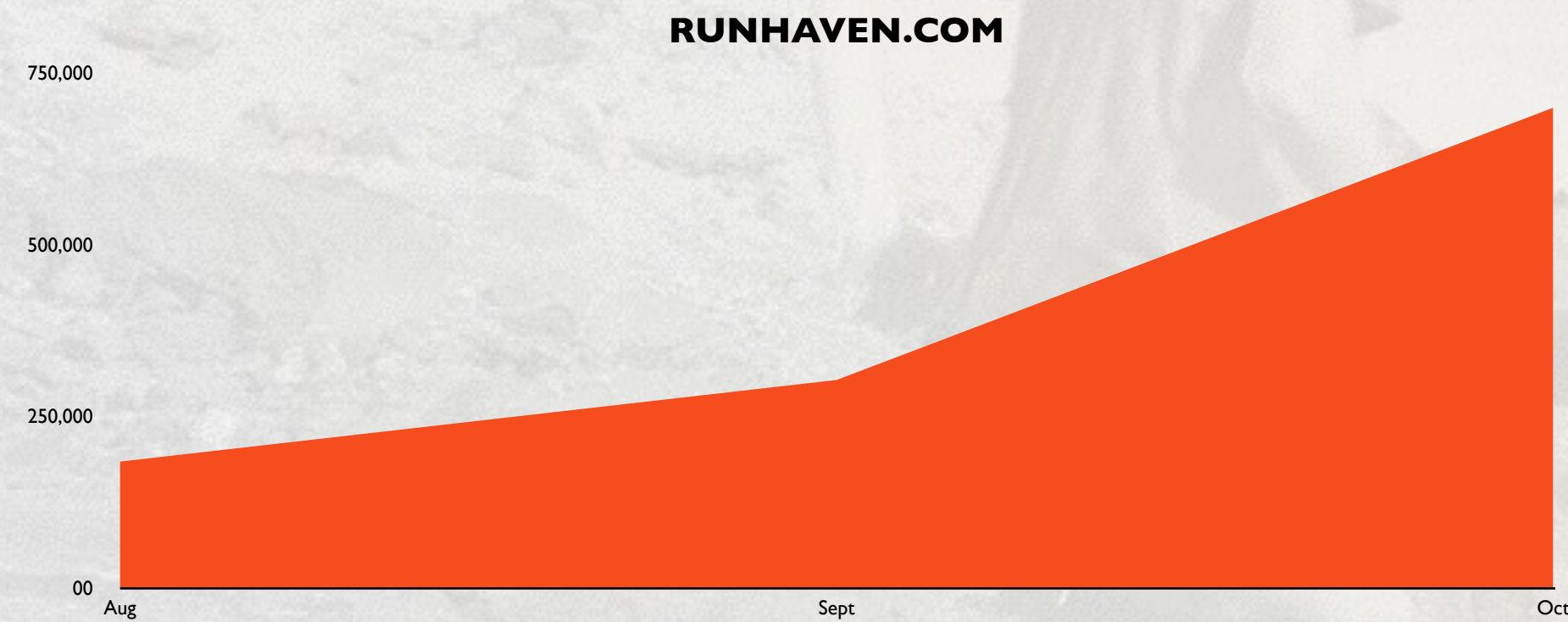
USER GROWTH

RunHaven.com

Monthly pageviews have grown

265+% *in the last 3 months.*

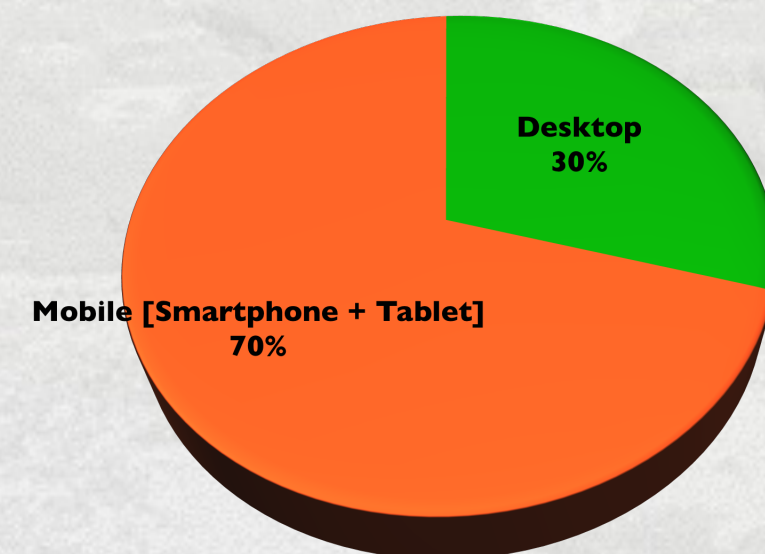
Google Analytics



Highly desirable target audience.

- 62% Female
- Age: 25 – 44
- 70% Mobile [Smartphones & Tablet]

Google Analytics



Facebook fans = 428,246



WHY RACEADVIZOR?

MARKET DEMAND

Non-traditional events are growing exponentially and each year the number of participants has nearly doubled; most learned about events through social media or friends.

64% *planned to participate in an event in the next 12 months.*

2014 State of the Sport - Part I: Non-Traditional Running Events

REVENUE POTENTIAL

Advertising spending of the sporting goods industry in the United States (2013) =

\$436.8 MILLION

Source: Statista 2014

Creating the ultimate one-stop planning destination for one of the fastest growing fitness activities in the industry.

MOKO SOCIAL MEDIA:

A RAPIDLY GROWING DIGITAL PORTFOLIO

OF HIGHLY ENGAGED COMMUNITIES





MOKO has built a unique scaleable platform that:
...is acquiring the right users that are relevant to advertisers,
...creating more user engagement,
...resulting in a more valuable business.



MOBILITY. SOCIAL . PUBLISHING

TAILORED MOBILE SOLUTIONS

JOIN US ON THE JOURNEY.