

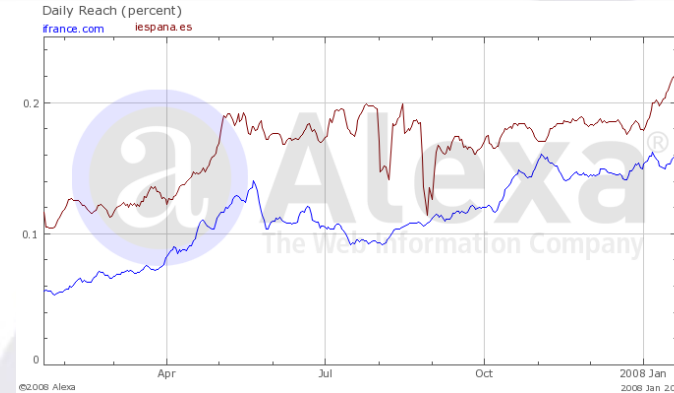
BUSINESS PLAN

iEUROP 2008

iEUROP REVIEW

iEUROP is an Internet player

- ✓ 2 portals : www.ifrance.com & www.iespana.es
- ✓ Free and professional hosting services
- ✓ A web 2.0 portal www.iDOO.com with Web-blog-mail-video-chat, and new services like iDOOBizz, iDOOShops, iDOOBank, iDOOTools
- ✓ A business model based on User Generated Content monetization.



iEUROP history : launched in 2005 to acquire iFRANCE (a \$275 M in “2000”), almost abandonned in 2004. A restart in two steps :

- ✓ Restart of iFRANCE (in 18 months → revenues x 10, Visitors number rose from 900 K to 20 M)
- ✓ Launch in 2007 of the new iDOO portal.

iEUROP numbers

- ✓ 5,5 M registers, 14 M of UV, 20 M of V, 100 M of PV (mediametrie e-stat)
- ✓ Revenues 2004 = \$360 K, 2005 = \$660 K, 2006 = \$3 030 K, 2007 = \$5 700 K
- ✓ 03/07: G. Cohen Invested \$4.5 M; 11/07: Value \$90 M (paper)



HOW iEUROP'S REVENUES FLOW

			V/register	Nb visits
Webmaster	4.0%	56 000	178.6	10 000 000
Active user	35.0%	1 400 000	3.6	5 000 000
registered		4 000 000	1.3	5 000 000
Total		5 456 000	3.67	20 000 000
		NB Pages per visit	6	
		Total /month	120 000 000	
		RPM (e-CPM + link)	\$1.73	
		Monthly revenues	\$207 000	
		Annual revenues	\$2 484 000	

- ✓ Any registered user can create a web, a blog or use a mail.
- ✓ Active user is a registered user that use their environment
- ✓ Webmasters are registered user that create a high quality web site or blog

**Numbers of visits are directly related
to the quality of the content**

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- ✓ Currently, any visitor sees an average of 6 pages.
- ✓ We're selling our pages for \$1.73 per thousand (all formats included)
- ✓ Media revenues represent \$207 K per month

iEUROP knows how to monetize UGC (User Generated Content)



iDOO THE NEW iEUROP PORTAL

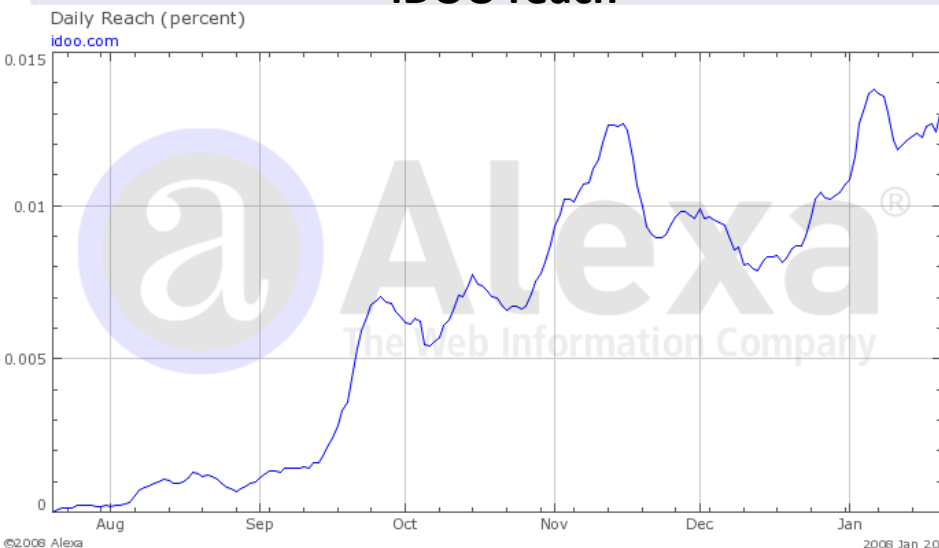
iDOO is a services portal that has a single sign-on that provides :

- ✓ WEB 2.0 services : Web – blog – mail – video – chat, which unlike equivalent providers generates revenues for the contributors
- ✓ Innovatives services : iDOOKiosk, iDOOnotifier, iDOOTools, OpenIDoo,...
- ✓ Business services : iDOOShops, iDOObizz, iDOOMaster, iDOOBank

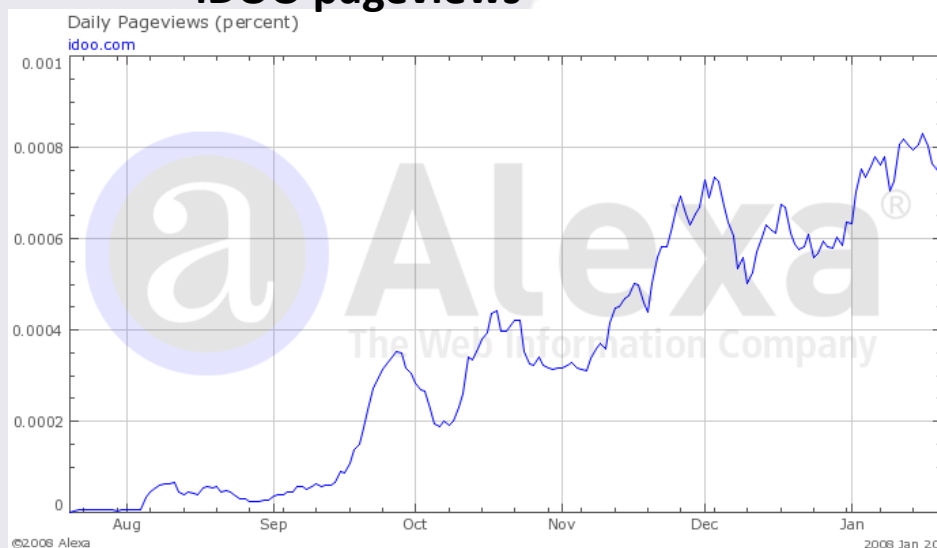
iDOO.com a good start:

- ✓ iDOO.com has 130 000 registered users within 20 weeks (mediametrie e-stat).
- ✓ iDOO has overtaken Jubii (Lycos competitor) despite a much lower investment

iDOO reach



iDOO pageviews



BUSINESS PARTNERSHIP WITH MANDRIVA

Open source community is lost : a lot of money invested

- ✓ RedHat (& fedora) « worth » close to 3,5 B\$
- ✓ Ubuntu is owned by Mark Shuttleworthson a south-african billionaires
- ✓ MySQL bought by SUN 1 B\$

Mandriva (Mandrake + Connectiva) publish one of the fourth largest distributions, (with RedHat, Suse and Ubuntu)

- ✓ The Mandriva distribution and its trademark are known and valued worldwide by the open-source community. (80 languages, 150 countries)
- ✓ The largest European distribution
- ✓ The Geeks community is extremely faithful and reliable
- ✓ 2007 Q4 back in black after years of loses
- ✓ 2 to 3 million of downloads per update (2 time per years).

**This project is an opportunity for iEUROP
that needs no further funds raising**



AUDIENCE CONTRIBUTION OF MANDRIVA

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Annual revenues				\$2 484 000

iEUROP 2008 Business model

- ✓ We have a business model based on the monetization of UGC. Because of the convergence (TV-VOIP-VOD-Internet...) , Ad flows will be driven to Internet.
- ✓ iDOO is a Web 2.0 services site (Web-Blog-Mail-Video-chat), and a business services provider (iDOOShops, iDOOBizz, iDOOBank, iDOOMaster) for nano & micro & small companies, fed by advertizing revenues.

AUDIENCE CONTRIBUTION OF MANDRIVA

			V/reg.	Nb visits		V/reg.	Nb visits
Webmaster	4.0%	56 000	178.6	10 000 000	500 000	178.6	89 285 714
Active user	35.0%	1 400 000	3.6	5 000 000	1 100 000	3.6	3 928 571
registers		4 000 000	1.3	5 000 000	3 400 000	1.3	4 250 000
Total		5 456 000	3.67	20 000 000	5 000 000	19.49	97 464 286
		NB Pages per visit	6				6
		Total /month	120 000 000				584 785 714
		RPM (e-CPM + Link)	\$1.73				\$1.73
		Monthly revenues	\$207 000				\$1 008 757
		Annual revenues	\$2 484 000				\$12 105 064

- ✓ Mandriva's Geek is a perfect profile for being a good Webmaster.
- ✓ With an OnLine-OffLine OS we will organically recrute qualifed webmasters
- ✓ For the end-user, his OS is a space where he can accept widget ads, and receive part of the ad revenues.

PROGRESS SINCE iFRANCE ACQUISITION

		portal restart		internal advert. Comp.
Year	Acquisition	2 005	2 006	2 007
Webmaster	9 800	28 000	49 000	56 000
Active user	245 000	700 000	1 225 000	1 400 000
regeistered user	700 000	2 000 000	3 500 000	4 000 000
Nb V/reg. User	3.50	3.50	3.50	3.67
Visits	3 341 800	9 548 000	16 709 000	20 000 000
Pages per visits	6	6	6	6
PV/m	20 050 800	57 288 000	100 254 000	120 000 000
Revenues/1000V	\$ 0.60	\$ 0.68	\$ 1.65	\$ 1.73
Annual revenues	\$ 144 366	\$ 464 033	\$ 1 985 029	\$ 2 484 000
Total revenues	\$ 360 000	\$ 660 000	\$ 3 000 000	\$ 5 700 000
%	40%	70%	66%	44%

Since iFRANCE acquisition in 2005

- ✓ 2005 : portal redesign to reach high level audience
- ✓ 2006 : Webmail in Flash
- ✓ 2007 : launch of our advertising company
- ✓ 2007 : launch of iDOO
- ✓ 2007 : launch or acquire iDOOKiosK, iDOOBizz et iDOOTools, iDOOshops, iDOOSpot

PROGRESS SINCE iFRANCE ACQUISITION

		portal restart		IdooKiosk+ Idoo shops internal advert. Comp.	iDOOSpot Ad-server iDOO	13 languages	
Year	Acquisition	2 005	2 006	2 007	2 008	2 009	2 010
Webmaster	9 800	28 000	49 000	56 000	84 000	154 000	210 000
Active user	245 000	700 000	1 225 000	1 400 000	2 100 000	3 850 000	5 250 000
registered user	700 000	2 000 000	3 500 000	4 000 000	6 000 000	11 000 000	15 000 000
Nb V/reg. User	3.50	3.50	3.50	3.67	4.00	4.00	5.00
Visits	3 341 800	9 548 000	16 709 000	20 000 000	32 736 000	60 016 000	102 300 000
Pages per visits	6	6	6	6	8	9	10
PV/m	20 050 800	57 288 000	100 254 000	120 000 000	261 888 000	540 144 000	1 023 000 000
Revenues/1000V	\$ 0.60	\$ 0.68	\$ 1.65	\$ 1.73	\$ 2.10	\$ 1.65	\$ 1.65
Annual revenues	\$ 144 366	\$ 464 033	\$ 1 985 029	\$ 2 484 000	\$ 6 599 578	\$ 10 694 851	\$ 20 255 400
Total revenues	\$ 360 000	\$ 660 000	\$ 3 000 000	\$ 5 700 000	\$ 7 500 000	\$ 12 000 000	\$ 22 500 000
%	40%	70%	66%	44%	88%	89%	90%

Without further deals or capitalization:

- ✓ 2008 : continuing iDOO with MyiDOO, and iDOOBank
- ✓ 2008 : Ad-server (OSEO project of \$1.5 M)
- ✓ 2008 : Spotcoffe (iDOOSpot) WIFI network with and ads portal
- ✓ 2009 : going from 4 to 13 languages

iEUROP has a explosive growth and the cash to maintain it



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Mandriva affect on the audience :

- ✓ due to the OnLine-OffLine OS
Webmaster recruitment
- ✓ BUZZ effect of the deal
- ✓ Build-in a revenue generating Business
model based on ads for OS

2 008	2 009
84 000	210 000
2 100 000	5 250 000
6 000 000	15 000 000
4.00	4.00
32 736 000	81 840 000
8	9
261 888 000	736 560 000
\$ 2.10	\$ 1.65
\$ 6 599 578	\$ 14 583 888
\$ 21 000 000	\$ 41 700 000
31%	35%

iEUROP has a explosive growth and the cash to maintain it



Our PROPOSAL :
Making an investment
For a worldwide
project

BREAKING A BUSINESS MODEL = VALUE

There is a real value for the first one that brakes an existing business model :

- ✓ **Skype** = \$2,5 B (\$4,5 M de CA) : **1st on VOIP**
- ✓ **Youtube** = \$1,2 B (withought business model) **1st on contributive video**
- ✓ **MySpace** = \$580 M (54M of UV) + \$200 M invest. **1st social portal**
- ✓ **FaceBook** = \$240 M for 1,6% + ads. exclu (Src Microsoft). **1st social network**

The actual project is to create a real new Business model :

Project : create the **1st OnLine-OffLine OS = iDOO + Linux**

Opportunity : The « low cost PC » market and Smartphone

1. Key market features
2. Why our OS on this market
3. User experience
4. Our assets
5. The investment

KEY MARKET FEATURES

Market size

- ✓ worldwide market
 - Emerging countries (China - India – Est Europ – Latin America - Africa)
 - Application machines
- ✓ The worldwide PC market will triple :
 - 2007 : 3 product lines (eee, XO OLPC, classmate)
 - 3 to 4 billion potential
- ✓ Breaking the Windows – X86 model (Wintel)
 - « Open-source Hardware »
 - No compatibility constraint
 - reseller, ODM, Telco, ISP ⇔ new players (≈ iphone)
- ✓ Wireless = Needed and available (GPRS – WIFI – WIMAX – cable).
 - Opportunity for Telco (1 Billion number of margin revenue ☺).
- ✓ « Time to Market » is a given



iDOO/Linux OS is perfectly adapted to this market

WHY THE IDOO OS

We provide two majors values

Technical value:

- Large and Free applications offer
- Disk space
- Always « On-Line »
- Speed execution

Financial value:

- Potential revenues from UGC
- Social e-commerce
- Widget Ads sales
- High competitive ASP sales offer

On the \$100 PC market, iDOO/Linux solution is the solution easy to realise, effective and with an exceptional added value



USER EXPERIENCE VALUE

The iDOO OS is a real revolution in term of Experience user :

Whatever my peripheral is, my environment is unique:

- ✓ A single sign on
- ✓ My system is reachable at all times
- ✓ No more synchronization and backup
- ✓ My OS is like my phone : unique
- ✓ Always the same user interface
- ✓ Efficient even on my mobile
- ✓ Datas are secured through my USB key
- ✓ My OnLine OS become my ultimate screen

Records everything,
collects my M2M data,
Full time alert system,
data crawling, ...

- ✓ All my music, photos, videos and documents in a single place under my control



M2M



Smartphone



\$100 PC



Computer



iDOO OnLine

Market open to new players, challenging existing leaders

WHY iEUROP WILL SUCCEED

Reason of success :

✓ Ability to provide **now** an OnLine-OffLine OS

- With a Business model (Ads + licence)
- With an efficient and global service
- A unique « time to market »

Interesting to note : Microsoft (OffLine) wants to buy Yahoo (OnLine)
: Google (OnLine) looks after Apple (OffLine)

✓ iEUROP and Mandriva 100% European

- Asset for many emerging countries
- Asset for public institutions

✓ Two values creation:

- Technical
- Financial

Mandriva + large fund raising = Worldwide Buzz



Number of machines	3 000 000 000
Market share	15%
Nb of iDOO OS	450 000 000
OS \$100PC OS price \$	1.00
"OffLine" revenues \$	450 000 000
Ad rev./OS/year \$	1.00
"OnLine" Revenues \$	450 000 000
TOTAL revenues \$	900 000 000

iDOO/Linux OS + OnLine-OffLine concept = Technological and financial added values. Very powerful marketing message



FUNDS RAISING TO DO WHAT ?

Technical:

- ✓ To have our own \$100 PC OS Linux distribution.
- ✓ Develop the Linux-iDOO integration = OnLine-OffLine OS

Sales:

- ✓ Build an OEM network with all large players
- ✓ iDOO communication.
- ✓ Give credibility and visibility (incoming calls)
- ✓ Emerging countries lobbying
- ✓ Make iDOOShops as a new « social e-commerce » solution

Focus actions:

- ✓ Public institutions lobbying
- ✓ Technological organizations, open-source support (iEUROP.org)
- ✓ OnLine-OffLine OS promoting organization

**This first round is large and important (credibility and global player)
But the rewards far outweigh the possible risk**

