



Rezon Media is the largest group of specialized media outlets in Bulgaria

The Company's strategy is to invest in specialized Internet sites and print media.

Rezon Media was established in 1993.

Rezon Media:

- ✓ Owns the largest advertising network of specialized Internet sites including [imot.bg](#), [mobile.bg](#), [fakti.bg](#), [Probook.bg](#), [Bazar.bg](#), [Zaplata.Bg](#), and [fokus.bg](#) among others;
- ✓ Owns the most popular print media outlets in the field of car and real estate sales such as [mobile.bg](#), [Avtopazar](#), [Sofiiski Imoti](#), [Varnenski Imoti](#), [Rusenski Imoti](#), [Plovdivski Imoti](#), [Burgaski Imoti](#), and [Plevenski Imoti](#);
- ✓ Ranks third among online media in Bulgaria in terms of impressions.

Monthly Chart of the Largest Online Companies in Bulgaria

No.	Company	Number of Impressions	Visitors	Average Time of Stay	Audience Share
1	DARIK NET	785 177 268	3 171 163	04:43:43	75.40%
2	REZON MG	785 048 092	1 293 245	02:01:34	30.75%
3	ALLEGROGROUP	407 629 596	1 273 830	02:59:51	30.29%
4	PRODAVALNIK.COM	404 157 612	1 140 967	03:17:52	27.13%
5	SPORTAL MG+XENIUM	125 140 344	1 826 098	01:26:19	43.42%
6	INVESTOR	74 644 826	1 690 577	00:42:50	40.20%
7	DIR	73 786 291	1 030 266	01:25:12	24.50%
8	NEG	51 023 605	1 199 859	00:56:50	28.53%
9	TOP MEDIA GROUP	29 889 319	1 247 393	00:37:09	29.66%
10	CME	26 580 768	1 215 047	00:21:11	28.89%
11	NEWSPAPER GROUP BG	24 439 335	910 477	00:39:13	21.65%
12	SANOMA	22 704 936	685 738	00:21:11	16.31%
13	3BAY.BG	18 976 675	1 103 315	00:18:06	26.23%
14	ECONOMEDIA	14 631 530	770 046	00:26:46	18.31%
15	WEB MEDIA GROUP	12 856 276	400 656	00:39:53	9.53%

As reported by Gemius in January of 2014.

The foundations of Rezon Media were laid in the summer of 1993 in the city of Sofia.



In the interest of efficiency and transparency, Rezon Media enlisted the services of the GEMIUS, an independent international rating agency, to measure the online audience of its sites.

Let's bring facts to light!

факту



- ✓ Impartial and accurate information site
- ✓ It brings facts to light, but leaves comments to the audience
- ✓ A team of 22 dedicated professionals
- ✓ 24-hour continuous media coverage 7 days a week

When facts speak ...

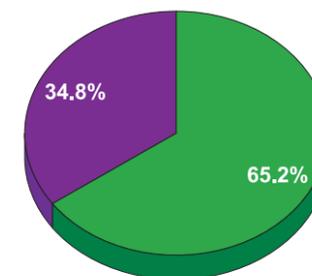
Fakti.bg produces an extraordinary printed issue several times a year.



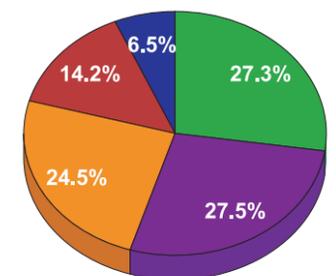
Visits to fakti.bg*

- 368 025 unique visitors in January 2014
- 5 935 015 impressions in January 2014

Audience of fakti.bg



In terms of gender:
■ Males
■ Females



In terms of age:
■ 15 - 24
■ 25 - 34
■ 35 - 44
■ 45 - 54
■ Over 55

* As reported by Gemius in January 2014

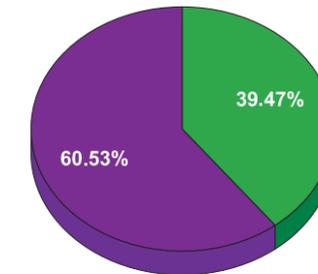


- ✓ Probook.bg is a social network entirely directed to professionals. It allows its members to communicate and share various forms of interesting events and issues in their professional lives.
- ✓ Probook.bg is a powerful tool in the work of HR professionals and employers which provides them:
 - Access to profiles of more than 250,000 professionals. Every day the largest community of professionally active users increases by over 500 new users.
 - Quick search in the fastest growing database by all possible criteria: education, skills, position held, former workplace...

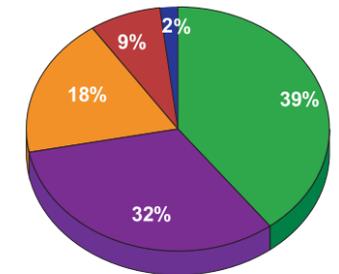
Active users probook.bg

■ over 250,000 registered professionals

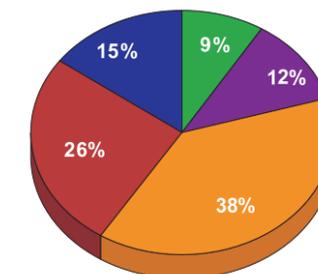
Audience of probook.bg



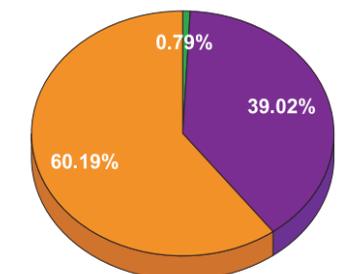
By gender: ■ Males ■ Females



By age: ■ 18 - 29 ■ 30 - 39 ■ 40 - 49 ■ 50 - 59 ■ Over 60



By position: ■ Unqualified staff ■ Administrative and Support staff ■ Expert staff without managerial functions ■ Middle Management ■ Senior management level



By educational background: ■ Primary ■ Secondary ■ Higher



The Absolute Online Leader
on the Bulgarian Automobile Market

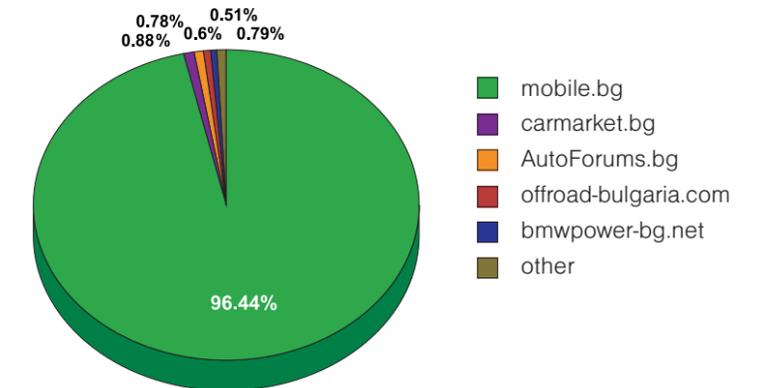


- ✓ The largest inventory of online automotive classifieds;
- ✓ An online media following technological innovations, interesting design solutions, and news from the automotive industry;
- ✓ The site with the largest male following.

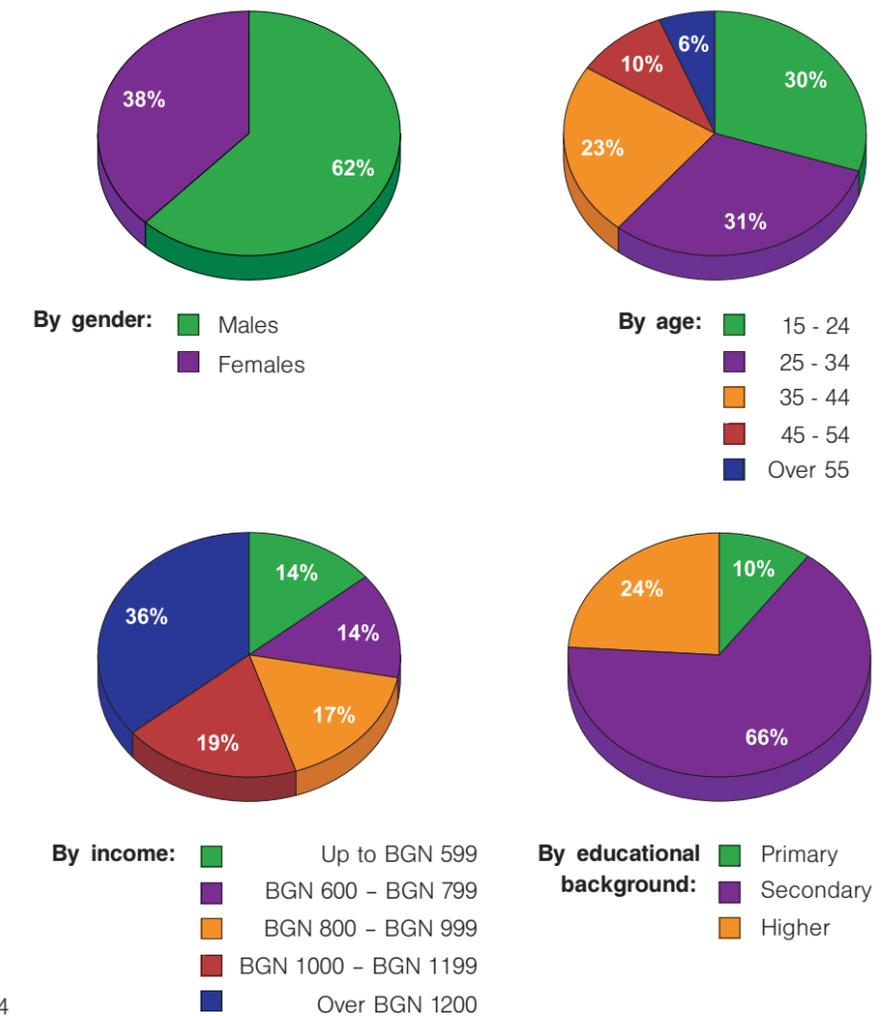
Visits to mobile.bg*

- 846 502 unique visitors in January 2014
- 657 030 898 impressions in January 2014

mobile.bg's Market Share in Terms of Impressions



Audience of mobile.bg



* As reported by Gemius in January 2014



**The Undisputed Leader
on the Online Real Estate Market in Bulgaria**

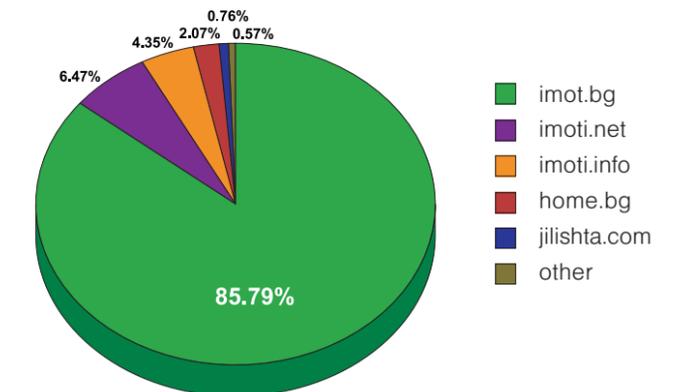


- ✓ The most visited real estate website in Bulgaria;
- ✓ The largest inventory of real estate classifieds;
- ✓ A dependable source of information on the Bulgarian and Global real estate markets featuring news and analytical articles and commentaries. The site also offers interesting statistics and forecasts for the real estate, investment, and construction business.

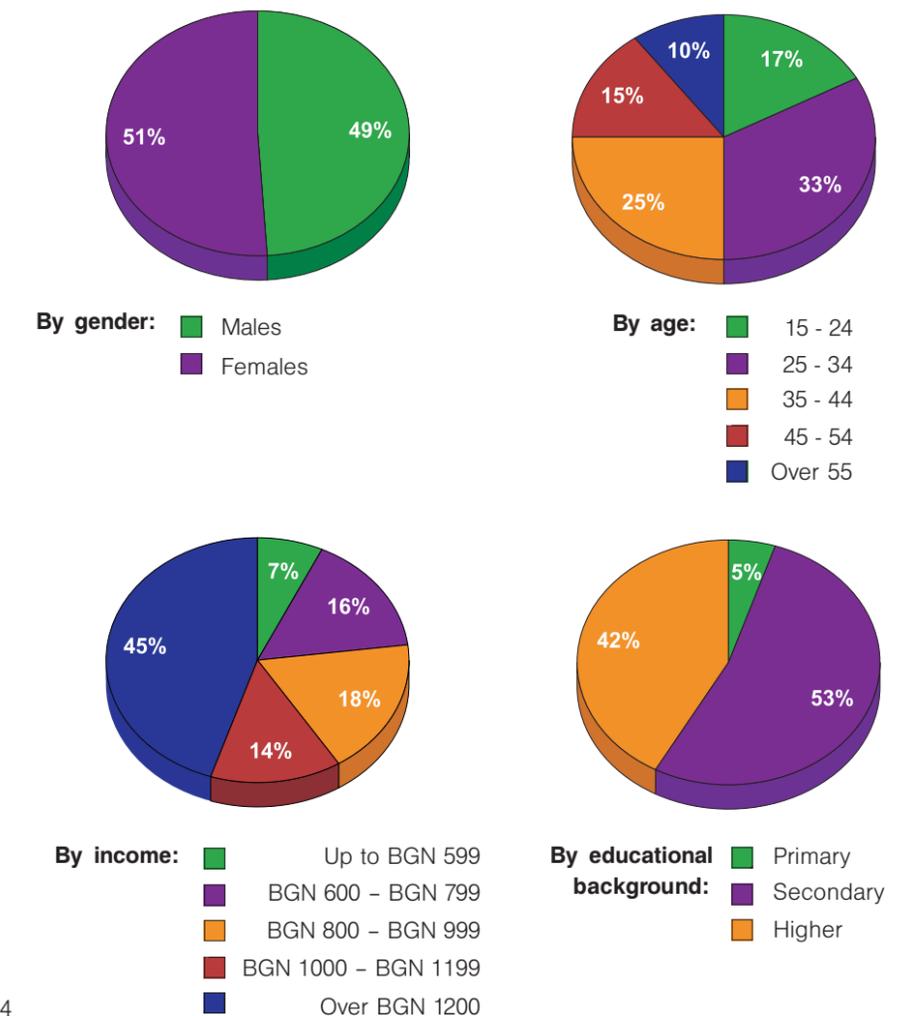
Visits to imot.bg*

- 245 258 unique visitors in January 2014
- 87 222 147 impressions in January 2014

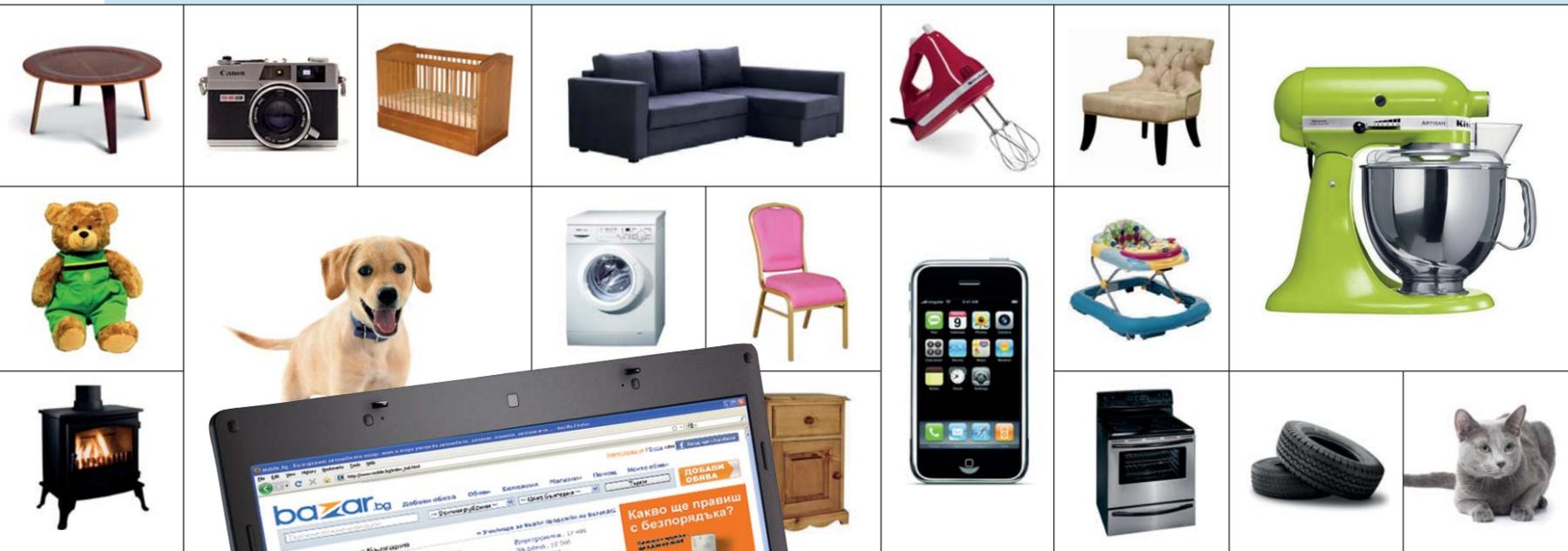
imot.bg's Market Share in Terms of Impressions



Audience of imot.bg



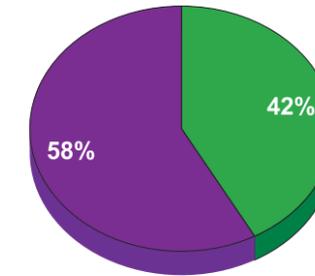
* As reported by Gemius in January 2014



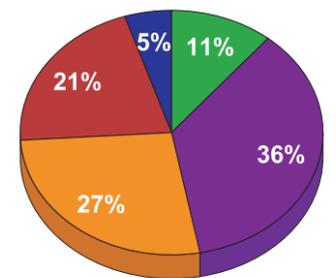
Visits to Bazar.bg*

- 482 753 unique visitors in January 2014
- 31 018 100 impressions in January 2014

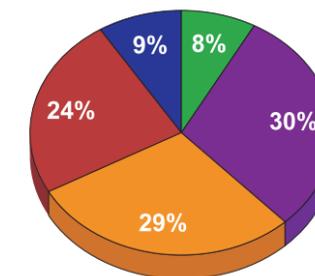
Audience of Bazar.bg



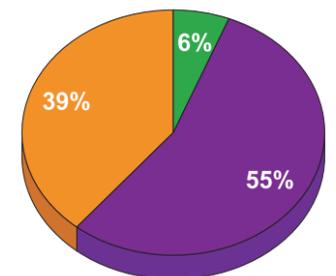
By gender: ■ Males
■ Females



By age: ■ 15 - 24
■ 25 - 34
■ 35 - 44
■ 45 - 54
■ Over 55



By income: ■ Up to BGN 599
■ BGN 600 - BGN 799
■ BGN 800 - BGN 999
■ BGN 1000 - BGN 1199
■ Over BGN 1200



By educational background: ■ Primary
■ Secondary
■ Higher

- ✓ The site allows people to buy or sell any goods or services with no middleman, 24/7;
- ✓ Bazar.bg gives you a unique opportunity for targeted advertising and finding loyal customers for your business;
- ✓ In only one year since its creation, Bazar.bg became Bulgaria's number one site for miscellaneous classifieds;

* As reported by Gemius in January 2014



All news, ads for cars, properties and vacancies in one platform!



- ✓ The mission of Info7.me is to unite and sort information from all sites posting ads for real estate, cars, jobs and news.
- ✓ Info7.me strives to provide the most complete and accurate answers to 7 key questions: What? Who? How many? When? Where? How? Are there more interesting suggestions?
- ✓ Info7.me finds the most advantageous proposal for the user, without having to search each site separately. Ads from the major national, regional and corporate sites are constantly adding and updating to meet user requirements.
- ✓ Info7.me solves the problem of dispersed information on the Internet.



The site specialized for purchase and sale of cars!



- ✓ Car24.bg is one of the few sites that provide users ads for cars ONLY
- ✓ More than 85,000 offers for car sales are published the site every day
- ✓ Detailed search by different criteria facilitates the user to find the exact car.



One of the Leading Employment Sites in Bulgaria



- ✓ The largest inventory of employment classifieds;
- ✓ The most comprehensive and accurate information on the trends and what is in demand on the Bulgarian job market. Every day the site publishes up-to-date employment advertisements, news, specialized management and human resource development articles and interviews with human resource professionals;
- ✓ Access to over 200 professional candidate selection tests such as the English Language Proficiency Test (four levels), an IQ Test, and various tests to determine the candidates' proficiency in using Excel, Photoshop, WebTests, ASP, CSS, HTML, JavaScript, HP, SQL, XML, CorelDraw, PageMaker, Digital Editing, Red Hat, Linux 9.0 General, an Overall Computer Literacy Test, Accountant's Test, Flash Test, etc.;
- ✓ The site is visited by 90 % of the actively looking for or offering jobs in Bulgaria.



It is Where Bulgarian Car Buyers and Car Sellers Meet



A Luxury Magazine for Everyone Who Likes the Smell of Gasoline



The "mobile.bg" newspaper is the successor of the weekly paper "Avto Pazar" whose first issue was released on 12 June 1997.

The "mobile.bg" newspaper is the market leader for cars in Bulgaria among the print media. The weekly paper with the largest number of ads for car sales.

Aside from classifieds, "mobile.bg" offers:

- Articles on technological innovation, design solutions, and news from the automotive industry;
- Original comparisons of the quality and performance of cars of various makes;
- Professional evaluation of used cars;
- Up-to-date information from the automotive world and useful safety and maintenance tips for every driver.

The mobile.bg magazine is the leading national monthly offering advertisement and pricing information on the Bulgarian automotive market.

The magazine features a fine selection of the best materials on automotive history containing personal experiences, comparisons between classic automobiles and extensive market and technical information.

СОФИЙСКИ ИМОТИ®

Ahead of the Competition
Since 1994



The first issue of the Sofiiski Imoti gazette hit the newsstands on March 21, 1994 in 16 black-and-white pages.

It was the first gazette in Bulgaria to combine real estate classifieds by various real estate agencies in one place and arrange them by type, location, and price.

In less than two years its volume and quality increased tenfold making it the best-selling print media for real estate purchase and sale classifieds in Bulgaria to date. It is the realtors' Bible for the Sofia area.

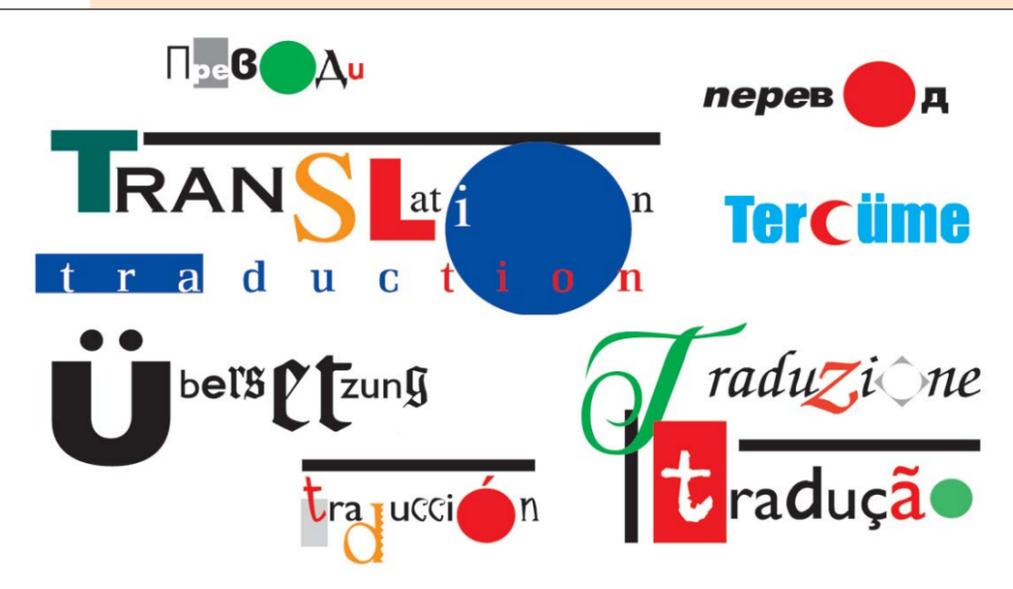


The only specialized real estate weeklies in Varna, Burgas, Plovdiv, Russe, and Pleven offering a large number of real estate classifieds for the respective area.





The centre for translation and legalization of documents with over 20 years of history



TRANSLATION CENTER REZON Ltd. is one of the first licensed translation agencies in Bulgaria.

Since 1991 TRANSLATION CENTER REZON Ltd. has been providing high quality specialized translations in 47 languages and legalization of documents in all institutions in Bulgaria.

The center works closely with over 300 approved translators with extensive experience and broad knowledge in various specialized fields. All translators have signed an affidavit of correctness of the translations done by them and a Privacy Statement ensuring non-distribution of the information of the translated text.

TRANSLATION CENTER REZON provides also adequate expert advice on layout, translation and legalization of any official document in order that it might be recognized in every country.

Quality, competence and discretion are the three key standards which the center does not compromise with over the years since its establishment.

<http://prevodi.rezon.bg/>



The Modern printing house with long traditions!



SPEKTAR printing house is the successor of the state printing house Photoizdat established in 1963. The new company was established in 1998, and over the years it became a modern, advanced printing house, meeting all requirements for quality and service levels.

In 2007 Spektar printing house completed the construction of its new building in Druzhba 2, Sofia.

The latest generation of Heidelberg machines is disposed on an area of over 6000 square meters; there is also a bookbinding workshop with finishing machines by Heidelberg, Polar, Muller Martini.

The prepress department is equipped with CTP Heidelberg, workflow software series of Heidelberg Prinect for taking orders, assembling, RIP and proofing.

The printing house has also a Man Uniman 4/2S newspaper press.

<http://Spektar.bg/>

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