



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:

- ✓ Owns the largest advertising network of specialized Internet sites including imot.bg, mobile.bg, fakti.bg, bazar.bg, zaplata.bg among others;
- ✓ The second media in Bulgaria by the number of visitors.

Rezon Media was established in 1993.

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



Monthly Chart of the Largest Online Companies in Bulgaria

Nº	Company	Visitors	Number of Impressions	Time of Stay (hours)
1	NET INFO	3 557 900	430 089 941	12 084 086
2	REZON MG	2 500 850	445 931 950	3 347 860
3	INVESTOR	2 495 250	53181486	1 000 943
4	WEBGROUND GROUP	2 210 600	43 501 779	789 397
5	CME	2 179 750	28 288 772	1 701 216
6	SPORTAL MEDIA GROUP	2 157 400	84 415 570	1 370 085
7	BLITZ	1 683 650	76 837 138	1 288 776
8	NEWSPAPER GROUP BULGARIA	1 624 250	36 915 114	871 083
9	MARICA.BG	1 471 950	18 095 463	294 243
10	FRAMAR.BG	1 470 800	10 969 964	274 911
11	OLX BULGARIA	1 464 000	365 835 824	2 352 056
12	DIR	1 430 150	43 446 432	991 469
13	WEB MEDIA GROUP	1 407 350	34 249 803	571 481
14	TRUD.BG	1 200 900	15 049 638	355 437
15	WEBCAFE	1 036 350	8 119 477	186 249

As reported by Gemius in March 2022.

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!

# факти



- ✓ 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 ...

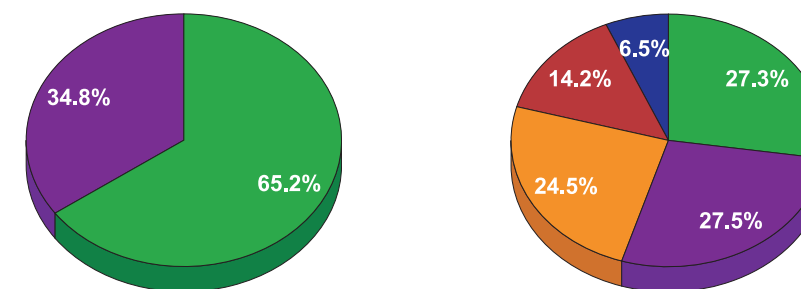
Fakti.bg produces an extraordinary printed issue several times a year.



Visits to fakti.bg\*

- 1 318 700 unique visitors in March 2022.
- 43 865 208 impressions in March 2022.

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





**The Absolute Online Leader  
on the Bulgarian Automobile Market**



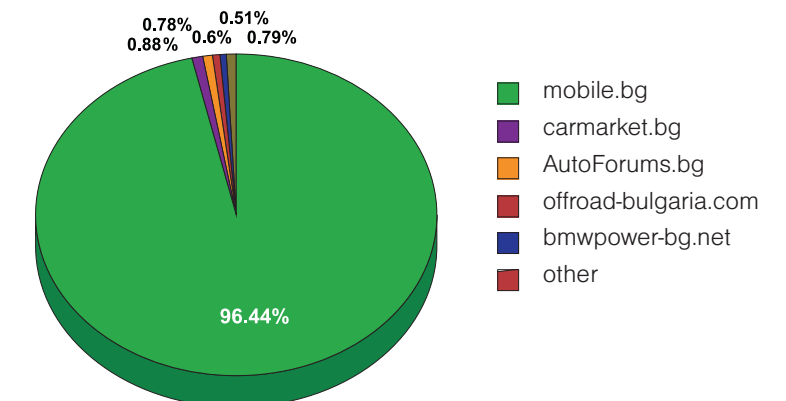
- ✓ The largest inventory of online automotive classifieds;
- ✓ An online media following technological innovations, interesting design solutions, and news from the automotive industry;
- ✓ The site with the largest male following.

\* As reported by Gemius

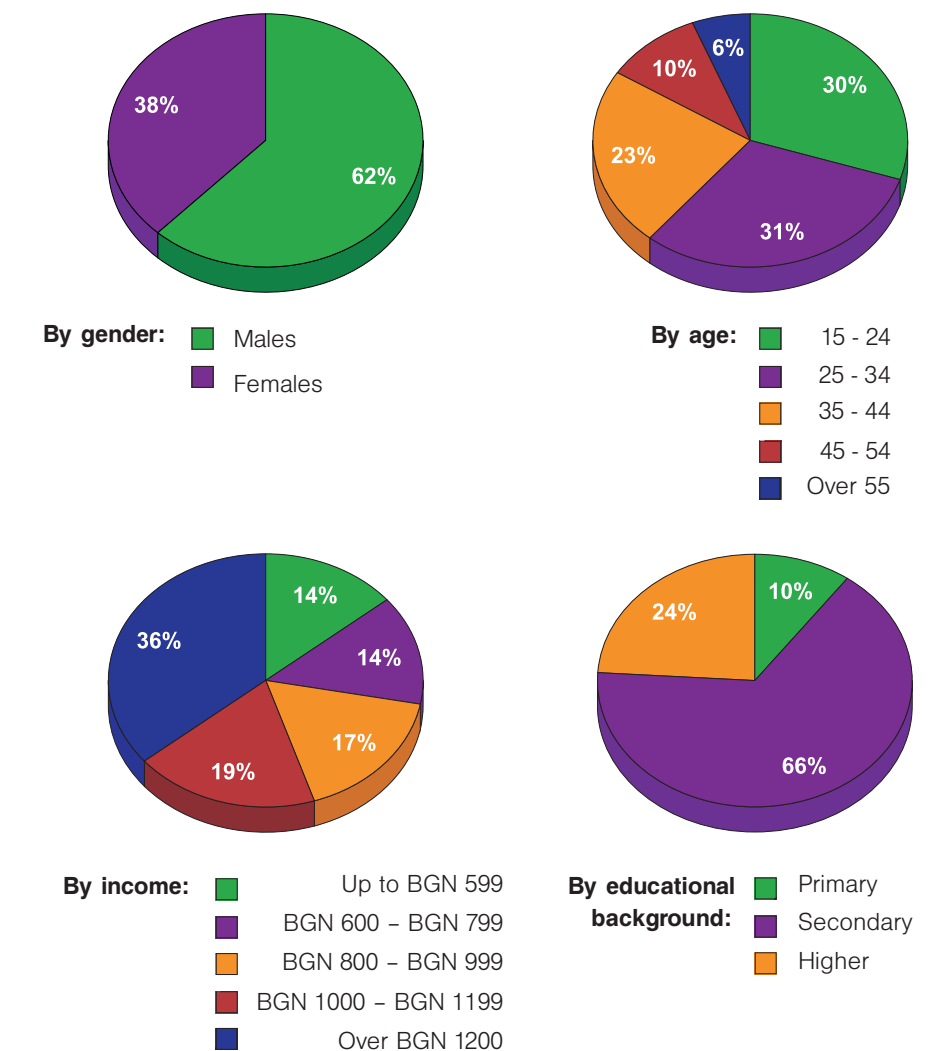
## Visits to mobile.bg\*

- 815 650 unique visitors in March 2022.
- 194 838 698 impressions in March 2022.

## mobile.bg's Market Share in Terms of Impressions



## Audience of mobile.bg







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



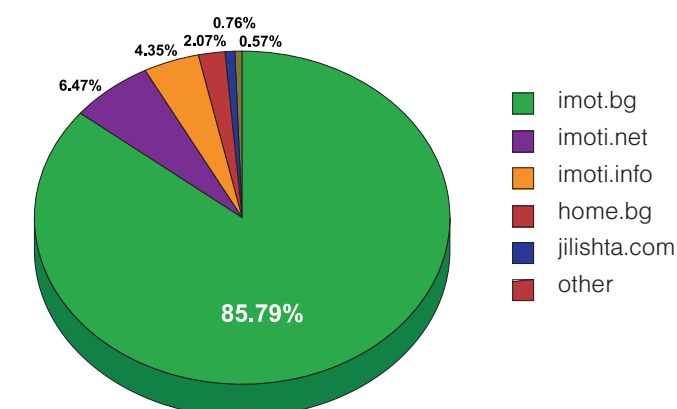
- ✓ The most visited real estate website in Bulgaria;
- ✓ The largest inventory of real estate classifieds;
- ✓ A dependable source of information on the Bulgarian and Global real estate markets featuring news and analytical articles and commentaries. The site also offers interesting statistics and forecasts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

\* As reported by Gemius

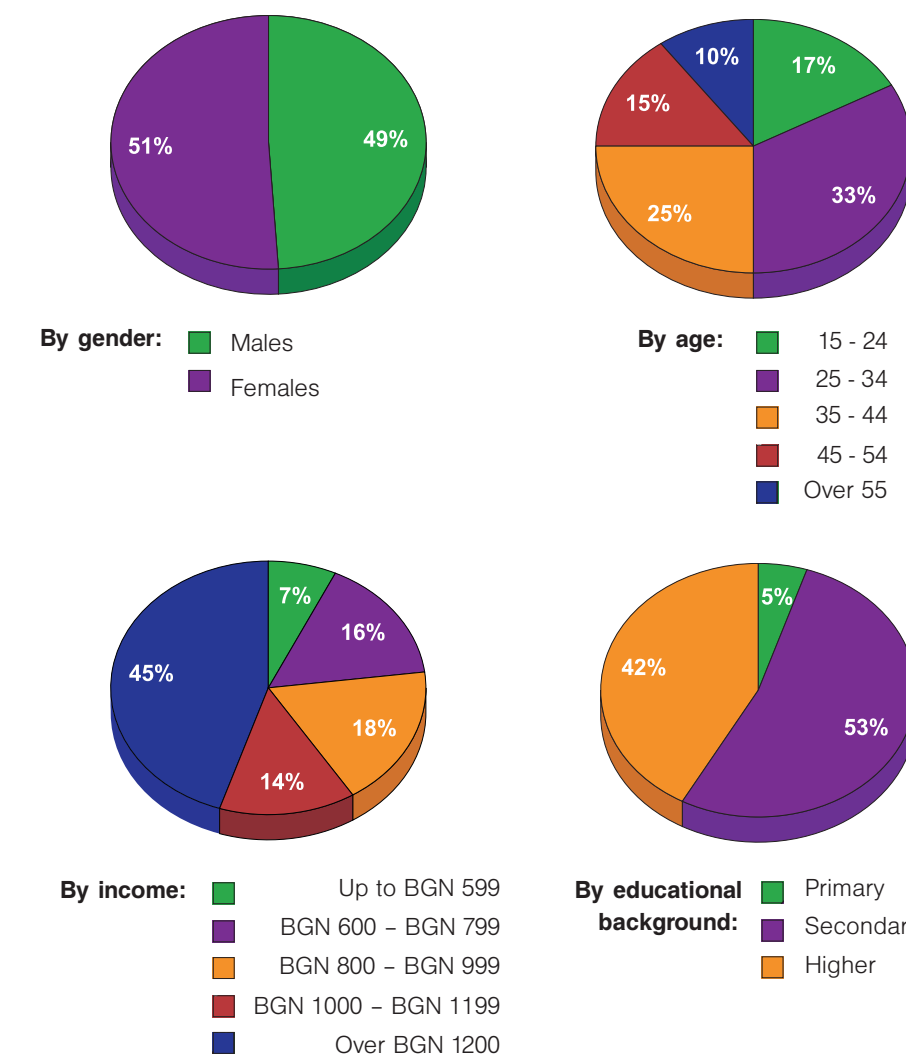
## Visits to imot.bg\*

- 455 450 unique visitors in March 2022.
- 56 327 740 impressions in March 2022.

## imot.bg's Market Share in Terms of Impressions



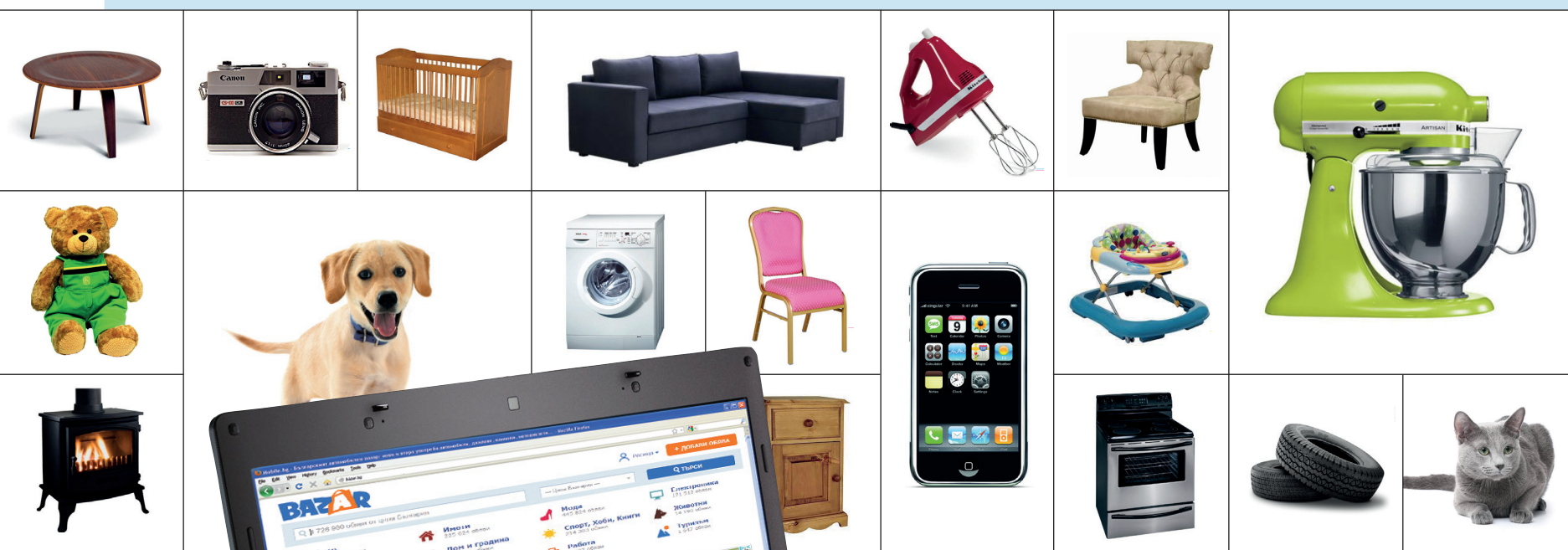
## Audience of imot.bg







№ 1 site for small ads in Bulgaria -  
it connects buyers and sellers!

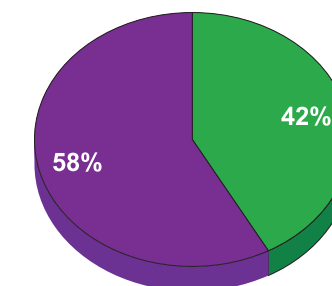


- ✓ The site allows people to buy or sell any goods or services with no middleman, 24/7;
- ✓ Bazar.bg gives you a unique opportunity for targeted advertising and finding loyal customers for your business;
- ✓ In only one year since its creation, Bazar.bg became Bulgaria's number one site for miscellaneous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

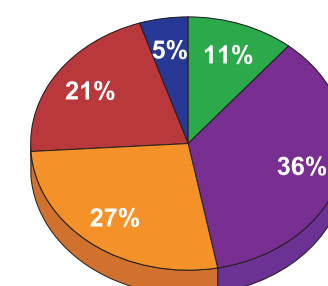
## Visits to Bazar.bg\*

- 1 279 450 unique visitors in March 2022.
- 61 362 418 impressions in March 2022.

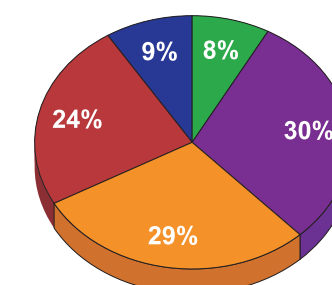
## Audience of Bazar.bg



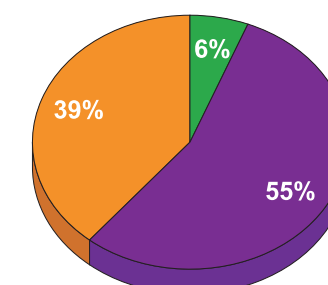
By gender: ■ Males  
■ Females



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



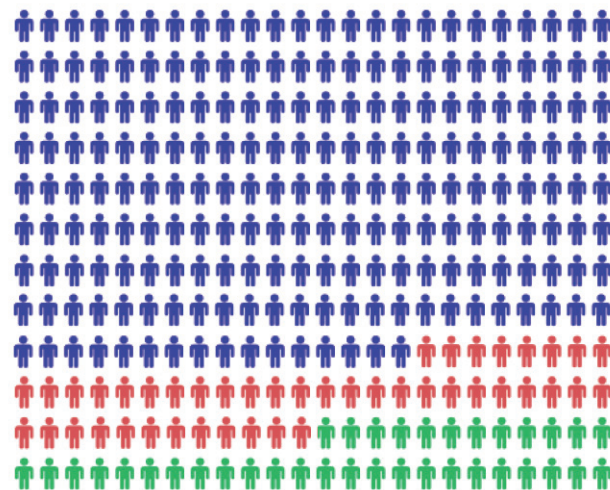
By educational background: ■ Primary  
■ Secondary  
■ Higher

\* As reported by Gemius





### Unique visitors in March 2022



● Zaplata.bg ● Rabota.bg ● Karieri.bg

### As reported by Gemius in March 2022:

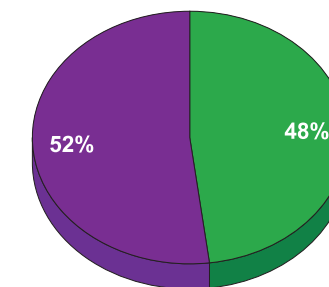
- ✓ Zaplata.bg - 259 800 unique visitors;
- ✓ Rabota.bg - 22 400 unique visitors;
- ✓ Karieri.bg - 20 600 unique visitors.

**According to Similarweb.com, 18% of the visitors of Zaplata.bg do not go to other career sites.**

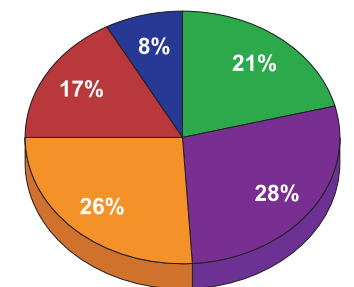
### Visits to Zaplata.bg\*

- 259 800 unique visitors in March 2022.
- 3 575 044 impressions in March 2022.

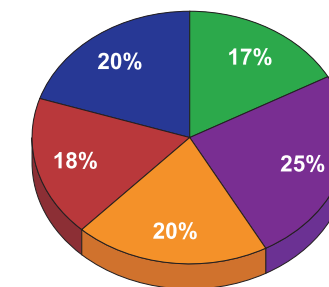
### Audience of Zaplata.bg



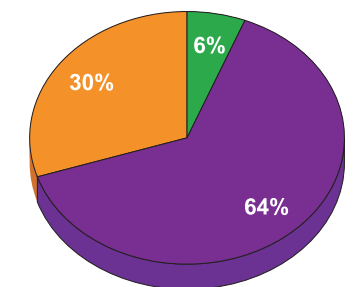
By gender: ■ Males ■ Females



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

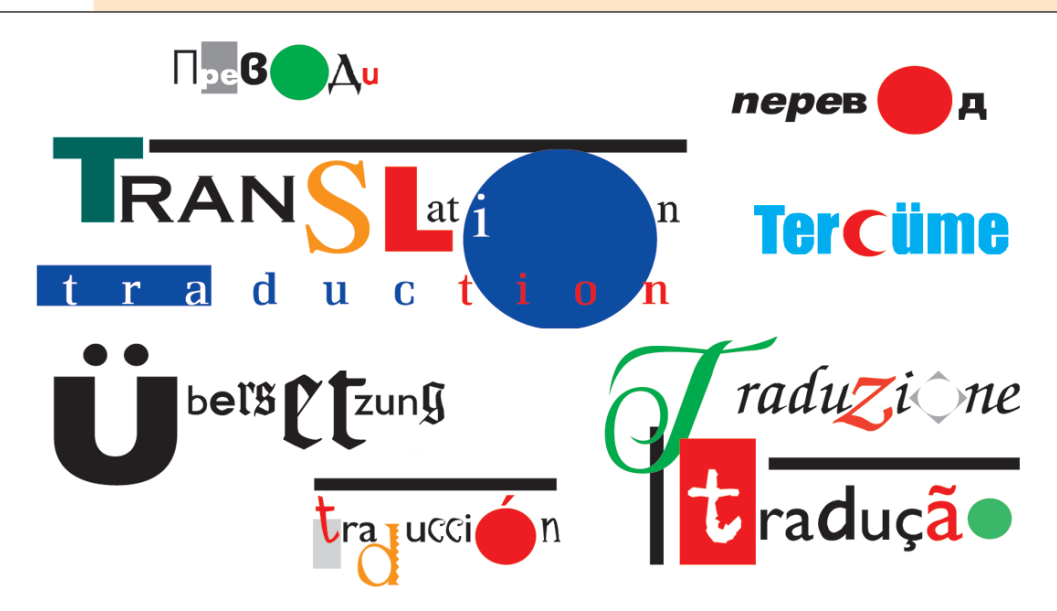
\* As reported by Gemius

(The management of the career site Jobs.bg refused measurement of the site's audience by an independent agency.)





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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