



أنوثة
OUNOUSA.COM

It simply means “feminine”

Millions of women connected, lack of adequate content in Arabic

It all started from here, in 2008...

Women on the internet

- 150 million of which 20 million Arabic speaking women connected to the Internet

What were they looking for?

- Knowledge
- Communication without constraints
- Freedom of speech
- Entertainment
- Social interactivity

What was available back then?

- Some relevant websites, but in other languages
- Strictly moderated forums
- Informative content not targeting women

Innovative content to address this opportunity

So we created Ounousa.com

The need

Knowledge

Communication without constraints

Freedom of speech

Entertainment

Social interactivity

Ounousa's proposition

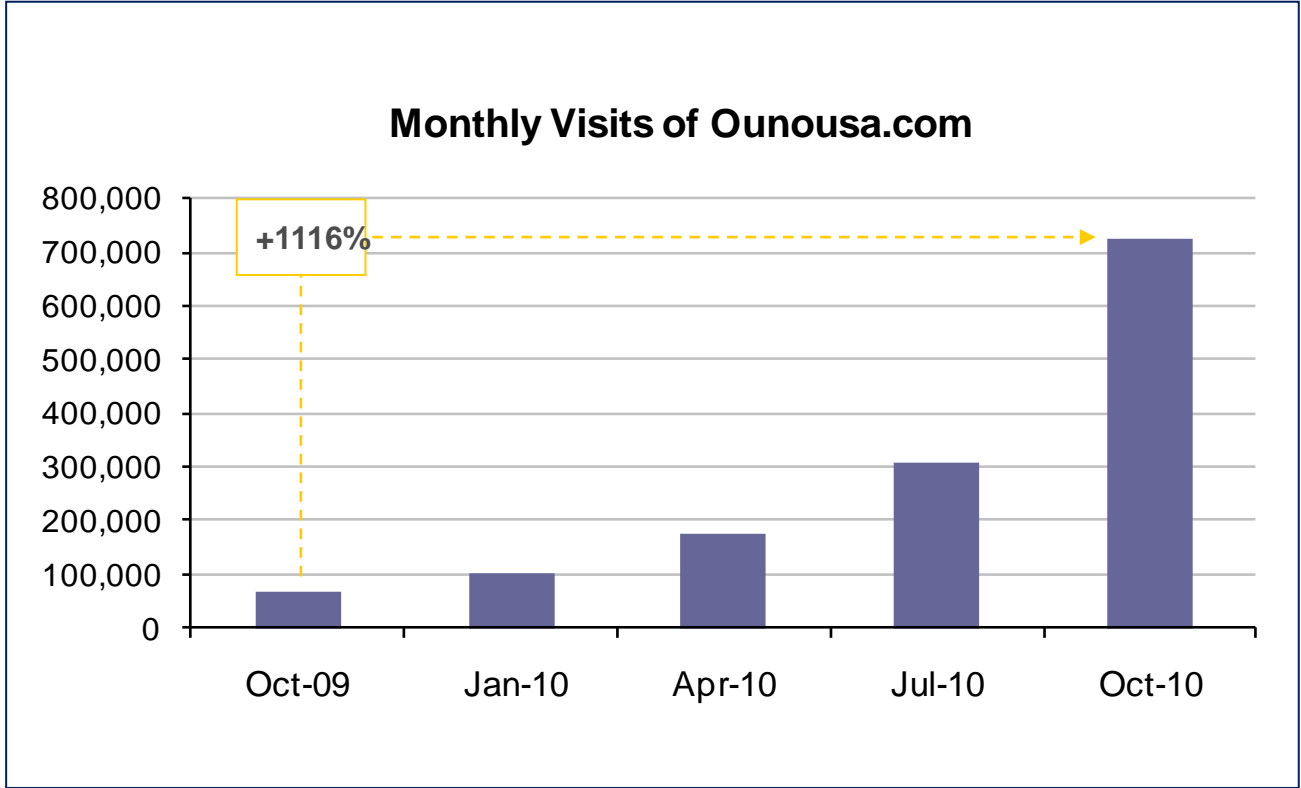
- More than 20,000 pages of content on a wide range of topics including health, beauty, cooking and children care
- Editorial section raising awareness on women's rights, the role of women in society and politics
- Dedicated section for love and sexuality
- Possibility to comment and express views on each article published
- Anonymous Q&A section
- Availability of music videos through YouTube, artists and performers news, gossip
- Facebook social plug-in (possibility to "like" and share comments or articles), Google social plug-in, Fan page,...

Encouraging results proving the relevance of the concept

1 million unique visitors reached

A Year on Year growth of 1 116%

Key figures



725,000 visits in October 2010

4 million page views in October 2010

225,000 fans on Facebook

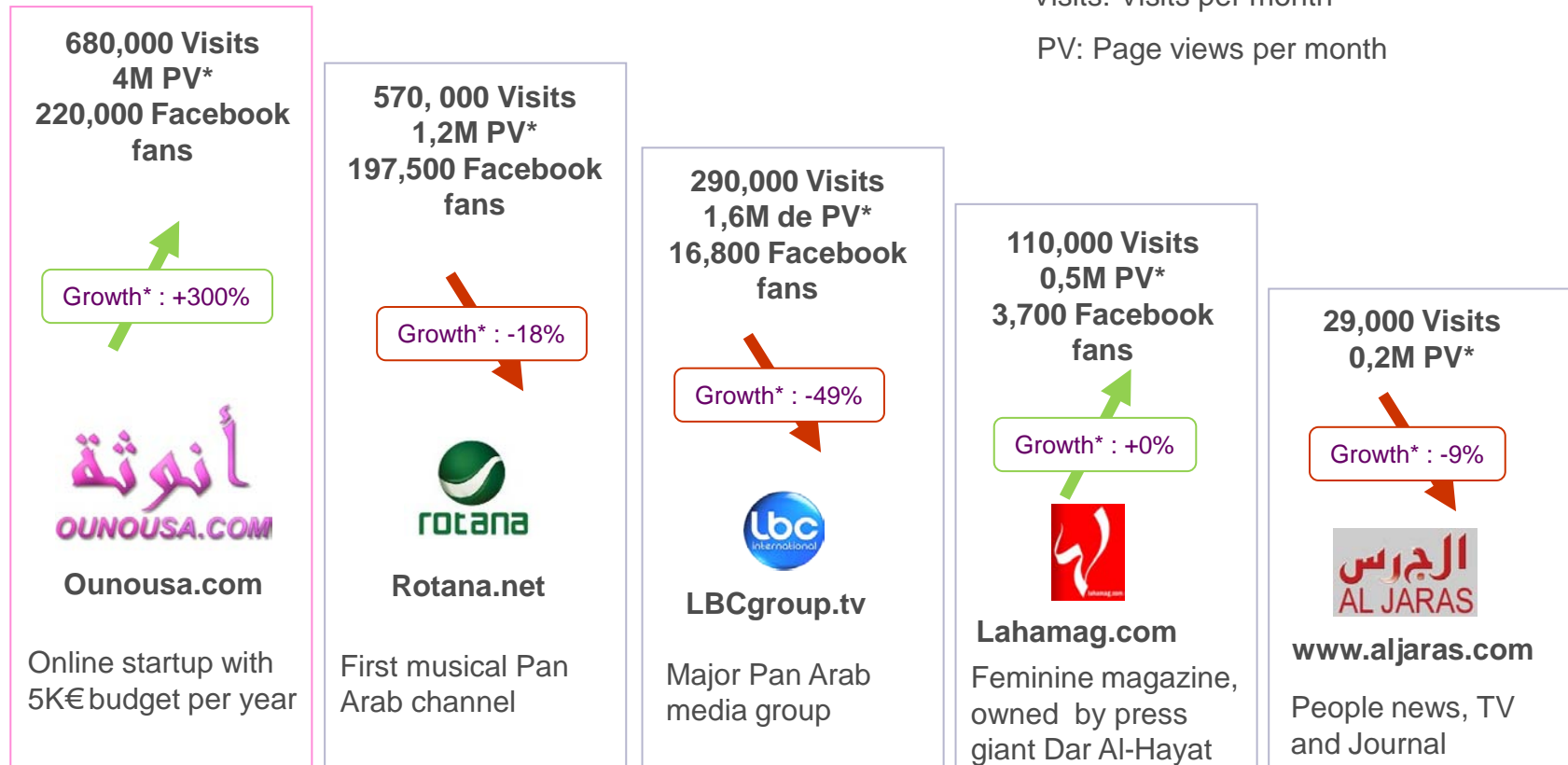
3,000 daily social interactions

95% of the visitors are women

Continuous and sustainable growth

* Visits: Visits per month

PV: Page views per month





* Growth is calculated based on the number of visits between April 2010 and October 2010

Opportunities to grasp in advertising, freemium mobile applications and e-commerce

Taking ounousa.com to the next level



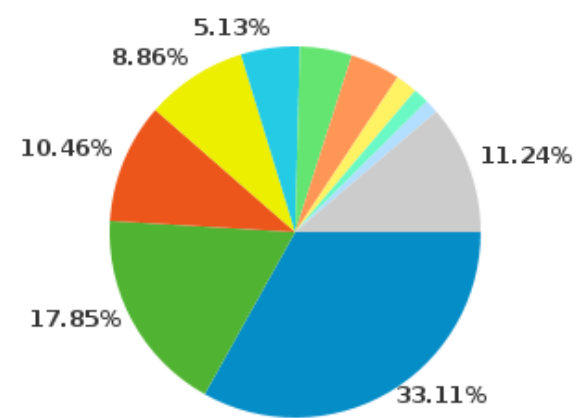
Advertising	Mobile Applications	Facebook Apps	E-commerce
<ul style="list-style-type: none"> ▪ Ounousa.com is a platform for advertisers to target a wide, pan-Arab feminine segment <p>Ounousa.com</p> 	<ul style="list-style-type: none"> ▪ Ounousa.com can leverage its content and strong audience to launch paid /freemium mobile applications <p>iPhone OVI</p> 	<ul style="list-style-type: none"> ▪ Ounousa.com can rely on its numerous fans to promote feminine Facebook applications with micro-transactions 	<ul style="list-style-type: none"> ▪ Ounousa.com can capitalize on its wide reach to become a leading e-commerce player and develop a digital shop for women (clothing, beauty products, etc...)

One place, one language, for different cultures

70% of our audience is from Mediterranean countries

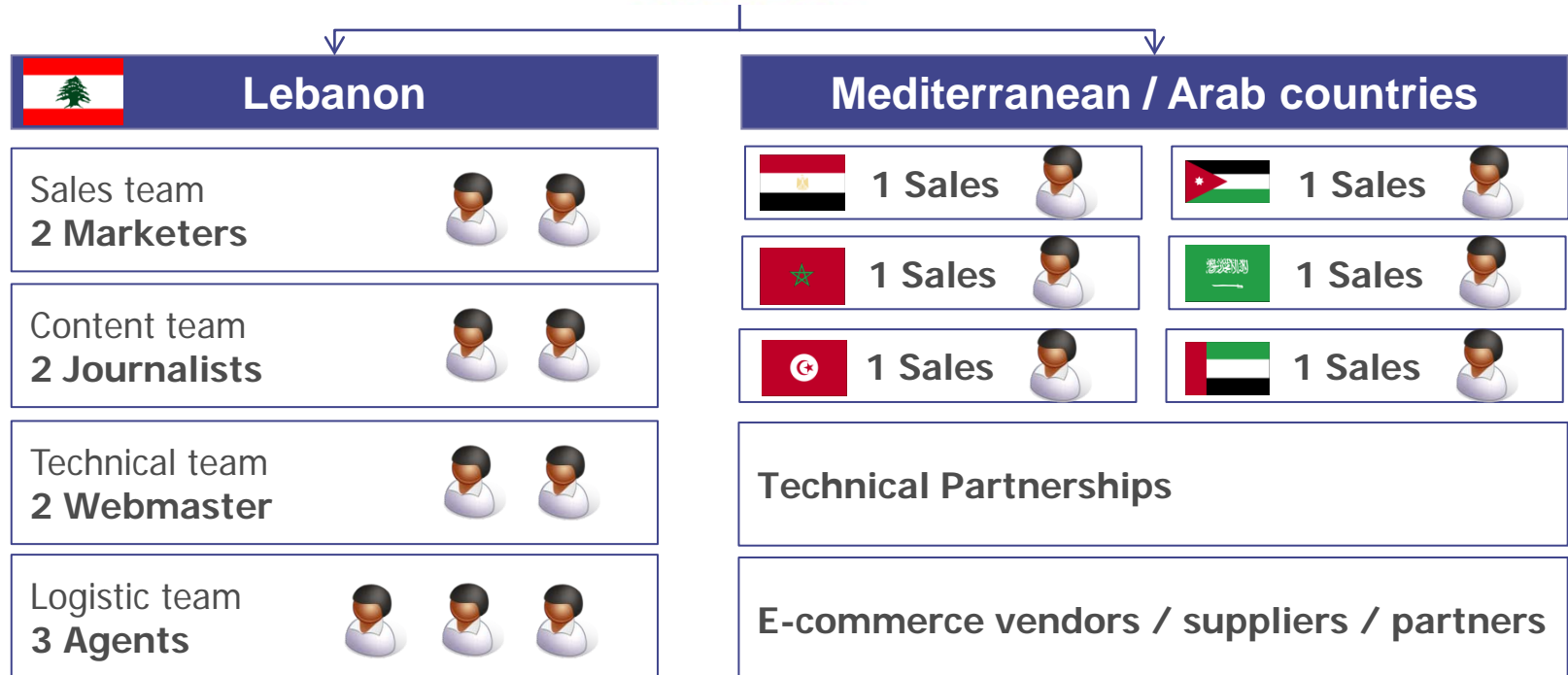
Visits 4,048,955 % of Site Total: 100.00%	? Pages/Visit 6.53 Site Avg: 6.53 (0.00%)	? Avg. Time on Site 00:04:44 Site Avg: 00:04:44 (0.00%)	? % New Visits 43.03% Site Avg: 39.08% (10.12%)	? Bounce Rate 40.61% Site Avg: 40.61% (0.00%)
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Rank	Country/Territory	Visits	Percentage
1.	Egypt	1,340,495	33.11%
2.	Tunisia	722,907	17.85%
3.	Morocco	423,443	10.46%
4.	Saudi Arabia	358,843	8.86%
5.	Jordan	207,613	5.13%
6.	Algeria	183,488	4.53%
7.	Lebanon	176,850	4.37%
8.	United Arab Emirates	77,096	1.90%
9.	Kuwait	54,838	1.35%
10.	Libya	48,632	1.20%



15 new jobs and more than 2,8 M€ of revenues

Target organization of Ounousa.com in 2013





With a funding of 400K€, we have the ambition to achieve a net margin of 2M€ in 2013

	2011 Business development on pilot markets	2012 Generalization on all markets	2013 Segment and service diversification
Advertising Turnover	200 K€	502 K€	2 M€
Mobile Apps Turnover	211 K€	398 K€	796 K€
OPEX	- 314 K€	- 504 K€	- 696 K€
CAPEX	- 90 K€	- 70 K€	- 100 K€
Margin	7 K€	326 K€	2 M€

We are young motivated entrepreneurs who believe in the potential of this project

Wassim Kari

Lebanese French - 28

Telecom Engineer (USJ – Beirut)
Master in e-Business
HEC, Paris

5 years of experience in
Consulting (Telecom, Media
& Entertainment)
at Capgemini Consulting



Experience :

Co-founder of ounousa.com

- Mobile content delivery strategy for M6
- Triple Box launch on the French Market
- Global organization definition for Telecom Egypt
- Due Diligence for the telecom ministry of communication in Kuwait
- SFR web portal Launch and online service pricing
- Project Management of Web Services

Elsa Aoun

Lebanese French - 28

Telecom Engineer (USJ – Beirut)
Master in Management
Major in Finance
HEC, Paris

3 years of experience in
Strategy Consulting
at A.T. Kearney



Experience :

Co-founder of ounousa.com

- Set up of a strategic Joint Venture between two major French banks
- Strategic portfolio assessment for a car manufacturer
- Economic growth assessment for a major airline company
- Strategic Audit and due diligence for a low-cost transportation company