

LBS E-BROCHURE ANALYSIS

OUTSQARE SDN BHD

Contents

| 1.Overall | 2 |
|-----------------------|---|
| 2.Age & Gender | 2 |
| 2.1 Age | 2 |
| 2.2 Gender | 3 |
| 3.Interests: Overview | 3 |
| 3.1 In-Market Segment | 3 |
| 3.2 Affinity Category | 4 |
| 3.3 Other Category | 4 |
| 4.Geo-Location | 5 |
| 5.Session Duration | 6 |
| 6.Language | 7 |
| 7 Channel | |

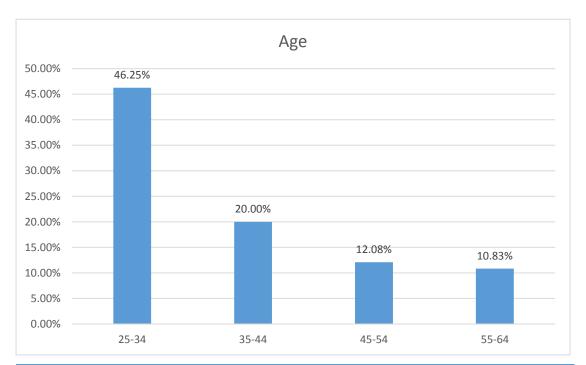
1.Overall

| Session | Users | Pageviews | Pages / Session | Avg. Session Duration | Bounce | % New |
|---------|-------|-----------|-----------------|-----------------------|--------|----------|
| S | | | | | Rate | Sessions |
| 1,458 | 1,143 | 2,445 | 1.68 | 0:01:56 | 74.55% | 69.55% |



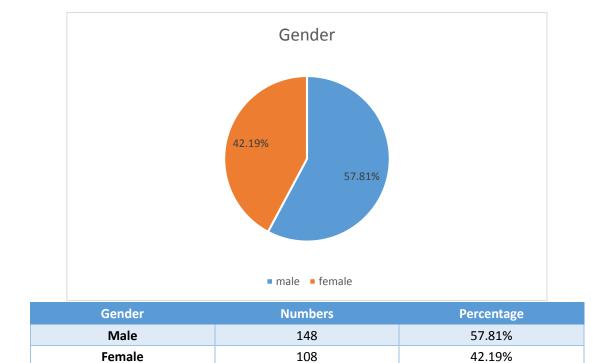
2.Age & Gender

2.1 Age



| Age | Sessions | Percentage |
|-------|----------|------------|
| 25-34 | 111 | 46.25% |
| 35-44 | 48 | 20.00% |
| 45-54 | 29 | 12.08% |
| 55-64 | 26 | 10.83% |

2.2 Gender



3.Interests: Overview

3.1 In-Market Segment

| In-Market Segment | | 17.35% of total sessions |
|-------------------|--|---------------------------------------|
| 9.88% | Real Estate/Residential Properties | |
| 8.11% | Travel/Hotels & Accommodations | |
| 6.83% | Real Estate/Residential Properties/Residential F | Properties (For Sale) |
| 4.34% | Autos & Vehicles/Motor Vehicles/Motor Vehicle | s (Used) |
| 4.18% | Beauty Products & Services | |
| 4.18% | Real Estate/Residential Properties/Residential F | Properties (For Rent) |
| 3.94% | Apparel & Accessories | |
| 3.94% | Business Services/Business Technology/Web S | Services/Web Design & Development |
| 3.78% | Real Estate/Residential Properties/Residential F Sale)/Preowned Apartments (For Sale) | Properties (For Sale)/Apartments (For |
| 3.61% | Real Estate/Residential Properties/Residential F Sale)/Preowned Houses (For Sale) | Properties (For Sale)/Houses (For |

3.2 Affinity Category

Affinity Category (reach)

19.89% of total sessions

| 6.56% | Travel Buffs |
|-------|--|
| 5.94% | Movie Lovers |
| 5.90% | News Junkies & Avid Readers/Entertainment & Celebrity News Junkies |
| 5.70% | TV Lovers |
| 5.59% | Technophiles |
| 4.19% | News Junkies & Avid Readers |
| 3.80% | Avid Investors |
| 3.49% | Mobile Enthusiasts |
| 3.26% | Cooking Enthusiasts/Aspiring Chefs |
| 3.14% | Music Lovers/Pop Music Fans |

3.3 Other Category

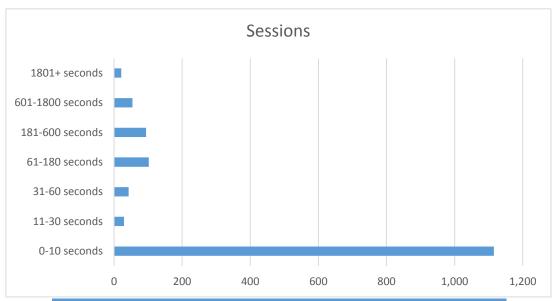
| Other Category | | 18.38% of total sessions |
|----------------|---|--------------------------|
| 14.09% | Arts & Entertainment/Celebrities & Entertainment News | |
| 12.97% | Books & Literature/E-Books | |
| 11.02% | Shopping/Classifieds | |
| 10.32% | Real Estate/Real Estate Listings | |
| 8.37% | Arts & Entertainment/TV & Video/Online Video | |
| 6.69% | News/Politics | |
| 4.04% | Online Communities/Social Networks | |
| 3.77% | Beauty & Fitness/Hair Care | |
| 3.63% | Autos & Vehicles | |
| 3.07% | News/Newspapers | |

4.Geo-Location



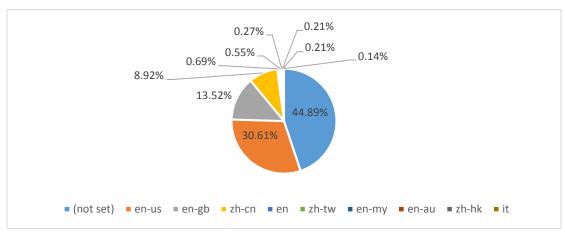
| Location | Numbers | |
|---------------|-------------|--|
| Malaysia | 749(51.37%) | |
| United States | 288(19.75%) | |
| (not set) | 149(10.22%) | |
| China | 44(3.02%) | |
| Germany | 18(1.23%) | |
| Japan | 14(0.96%) | |
| South Korea | 14(0.96%) | |
| Russia | 14(0.96%) | |
| Singapore | 14(0.96%) | |
| Canada | 11(0.75%) | |

5.Session Duration



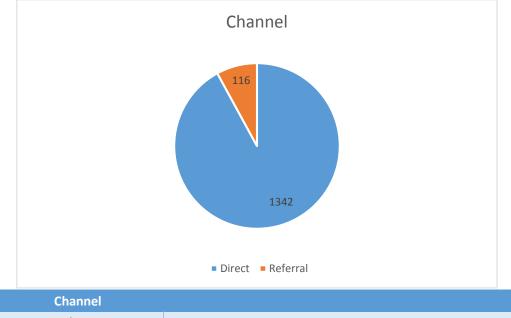
| Session Duration | Sessions | |
|------------------|----------|--|
| 0-10 seconds | 1,115 | |
| 11-30 seconds | 29 | |
| 31-60 seconds | 43 | |
| 61-180 seconds | 102 | |
| 181-600 seconds | 94 | |
| 601-1800 seconds | 54 | |
| 1801+ seconds | 21 | |

6.Language



| Language | Acquisition |
|-----------|-------------|
| (not set) | 654 |
| en-us | 446 |
| en-gb | 197 |
| zh-cn | 130 |
| en | 10 |
| zh-tw | 8 |
| en-my | 4 |
| en-au | 3 |
| zh-hk | 3 |
| it | 2 |

7.Channel



| Channel | |
|----------|------|
| Direct | 1342 |
| Referral | 116 |

| | Referral | | |
|----|-------------------------------|----|---------|
| 1 | guardlink.org | 20 | 17. 39% |
| 2 | www.event-tracking.com | 18 | 15.65% |
| 3 | www4.free-social-buttons.com | 15 | 13.04% |
| 4 | free-social-buttons.com | 14 | 12.17% |
| 5 | www1.free-social-buttons.com | 14 | 12.17% |
| 6 | www5.free-social-buttons.com | 12 | 10. 43% |
| 7 | 172. 16. 0. 1:1000 | 11 | 9.57% |
| 8 | www3.free-social-buttons.com | 6 | 5. 22% |
| 9 | www.Get-Free-Traffic-Now.com | 4 | 3.48% |
| 10 | www10.free-social-buttons.com | 1 | 0.87% |