



<b>MARKET</b>	Social media Segment: social news distribution platforms
<b>TEAM'S LOCATION</b>	Russia, Mexico
<b>JURISDICTION OF LEGAL ENTITY</b>	Great Britain
<b>INVESTMENTS REQUIRED</b>	\$ 500 000
<b>USE OF PROCEEDS</b>	User acquisition and brand awareness (40%) Platform development (35%) Content production (25%)
<b>PROPOSED SHARE</b>	Proposed share depends on the size of funding round and deal conditions and will be determined in the process of negotiations
<b>DEBT BURDEN</b>	No
<b>HORIZON OF INVESTMENT</b>	4 years
<b>EXIT</b>	- Trade sale - Buy-back by shareholders

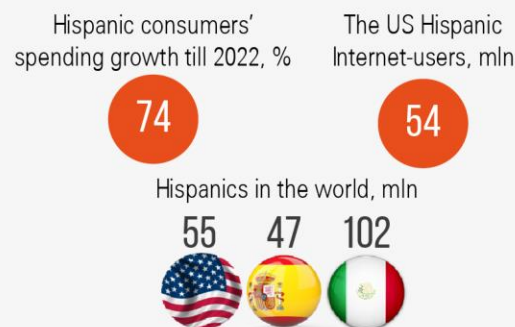
## INVESTEE:

Holahola network is a social news distribution platform that provides everything from breaking news, social video, long-form stories, to short listicles for its Hispanic users all over the world to share on the web. It has an audience of over 3 million monthly unique visitors. It is redefining online advertising with its social, content-driven publishing technology

## TEAM:

Company management is conducted by professionals with broad and long-lasting experience in the sphere of development, launching and promotion of new Internet-businesses

## MARKET OF SOCIAL MEDIA FOR HISPANIC USERS:



## FACTORS OF INVESTMENT ATTRACTIVENESS:

- HIGH PROFITABILITY – EBITDA MARGIN 33% IN 2015
- INVESTMENTS IN A FAST GROWING AND PERSPECTIVE BUSINESS THAT IS PROFITABLE FROM THE VERY BEGINNING
- HIGH MARKET POTENTIAL: SPANISH IS 2ND NATIVE LANGUAGE IN THE WORLD WITH 470M NATIVE SPEAKERS
- HISPANICS ARE 2X AS LIKELY TO SHARE, AND EACH HISPANIC USER SHARES 5X AS OFTEN
- GROWING INTEREST OF AD NETWORKS AND MEDIA HOUSES TO SOCIAL NEWS DISTRIBUTION PLATFORMS

## DEALS AT MARKET OF SOCIAL NEWS DISTRIBUTION PLATFORMS



2013

Tumblr was acquired by Yahoo for \$1.1 bln



2015

ViralNova was acquired by Zealot Networks for \$100 mln with 20x multiples to Sales

## STRATEGY:

To build global digital media company and content producer with company valuation over \$100 million focusing on lifestyle, entertainment, sports and news with a support of widely spoken language. Strategic plans also include the development of similar projects for Portuguese-speaking and English-speaking Internet-users

## FINANCIALS

	2015	2016	2017	2018	2019
Revenue	\$102 571	\$186 313	\$1 219 739	\$3 644 150	\$8 848 855
EBITDA	\$34 957	-\$55 853	-\$215 176	\$1 033 385	\$4 527 842
EBITDA margin, %	34%	-30%	-18%	28%	51%