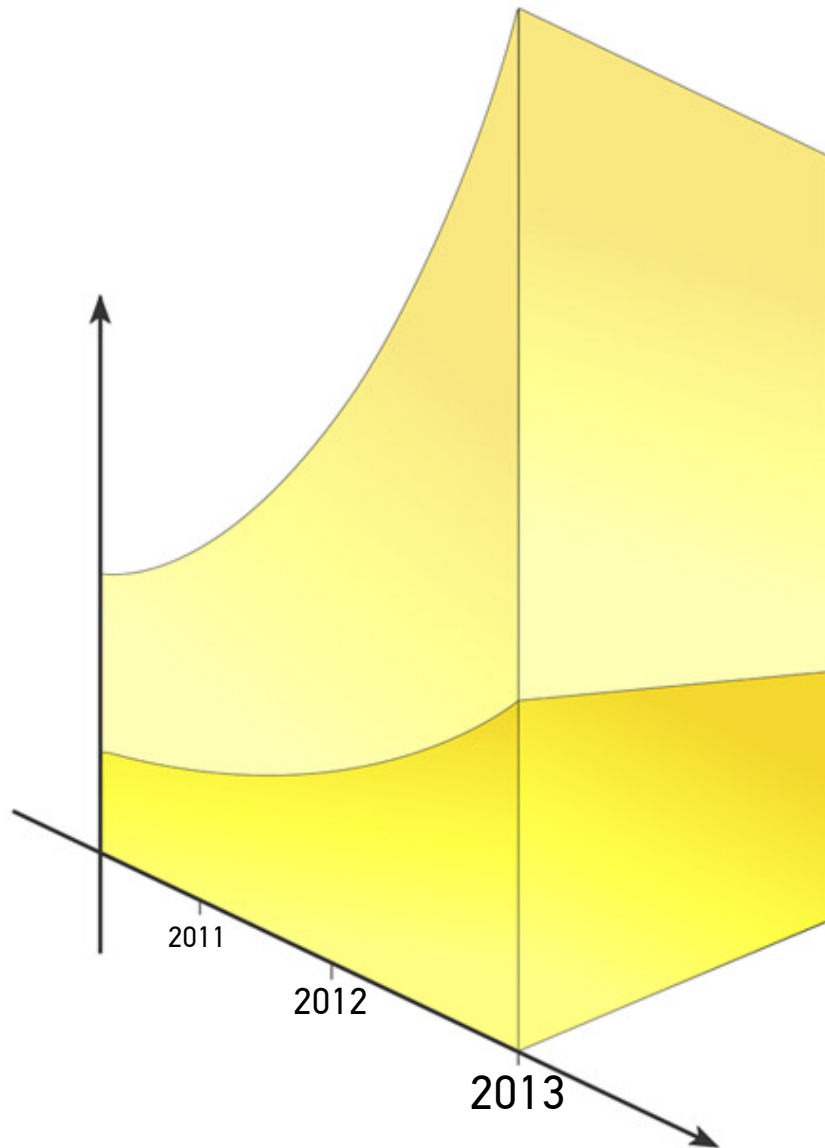


SELL-SIDE PLATFORM
REPUBLER



for demand side

Russian Digital Advertising Market



Russian Digital Advertising Market 2012 —
\$1,8 bln*

q1q2 2013 by +30% compared with q1q2 2012

Display advertising — **\$586 mln*** in 2012

q1q2 2013 by +13% compared with q1q2 2012

* Russian Association of Communication Agencies

Russian Digital Advertising Market

“Growth is primarily coming from Digital media which now makes up +22% of total media spend in the Russian media market and is forecast to grow by +28% this year following +34.7% growth in 2012”.

Carat predicts positive growth of 5.0% in 2014, with 2013 up on 2012, 20 March 2013

What is Republer?



Republer SSP started commercial operation in the end of August 2013.

Key Facts

- 1 500+ quality sites (and we aim to expand number of them immensely);
- reach 32 mln people per month in Russia;
- up to 1,5 bln impressions monthly;
- unique audience;
- strict traffic criteria for new and existing sites;
- strong publishers' content policy.

Advertisers

Some of big brands run display advertising campaigns on our inventory



And more 500 international and local brands.

Inventory

7дней.ru

www.7dn.ru

Translate.Ru
ОНЛАЙН-ПЕРЕВОДЧИК PROMT

www.translate.ru

**Свободная
Пресса**

www.svpress.ru

СОБЕСЕДНИК.RU

sobesednik.ru



www.kp.ru

ЭКСПЕРТ
ОБЩЕОЦЕЛОННЫЙ ДЕПОВОЙ ЖУРНАЛ

www.expert.ru

Зарулем.рф

www.zr.ru

ДНЕВНИКИ
diary.ru

www.diary.ru

СПОРТ ЭКСПРЕСС

sport-express.ru

metro

metronews.ru

CARSGURU

www.carsguru.ru

LIFE NEWS

www.lifenews.ru

msn

www.msn.com

КОМПЬЮТЕРРА

computerra.ru

**Советский
СПОРТ**
SOVSPORT.RU

www.sovsport.ru

sibnet.ru

www.sibnet.ru

Итоги

www.itogi.ru

(NOMOBILE.RU)

www.nomobile.ru

**АРГУМЕНТЫ
И ФАКТЫ**

www.aif.ru

BANKIR.RU

www.bankir.ru

ИЗВЕСТИЯ

www.izvestia.ru

bpn
БОЛЬШОЙ
ПОРТАЛ
НЕДВИЖИМОСТИ

www.bpn.ru

КОМПЬЮЛЕНТА

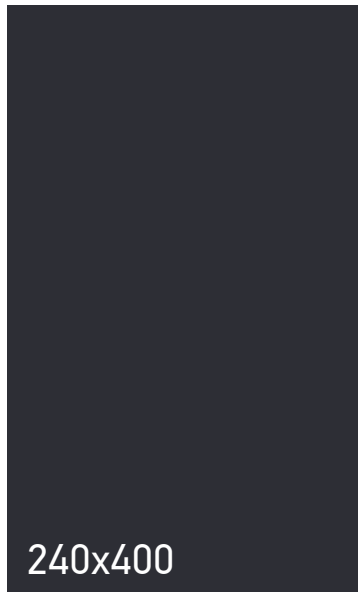
compulenta.ru

We guarantee the quality of web traffic. We carry all the sites through close check of traffic source and quality before plugging in RTB auctions.

More than 1500 quality sites

Display formats

In use

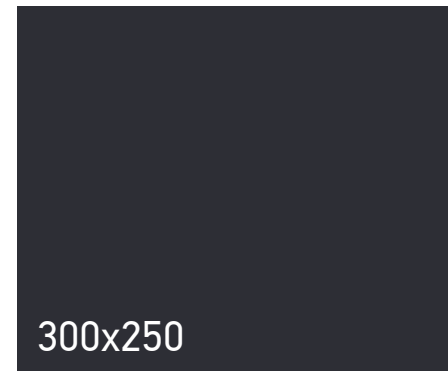


240x400



Floating
350x350

coming soon



300x250



728x90

DSPs we work with



We work under OpenRTB 2.0

(http://www.iab.net/media/file/OpenRTB_API_Specification_Version2.0_FINAL.PDF)

Contact us for detailed specification and further guide “How to connect”: traffic@republer.ru

No matter how you connect, our Demand Services Team works closely with you to make sure your campaigns are successful.

Contact Us

www.republer.ru

traffic@republer.ru

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