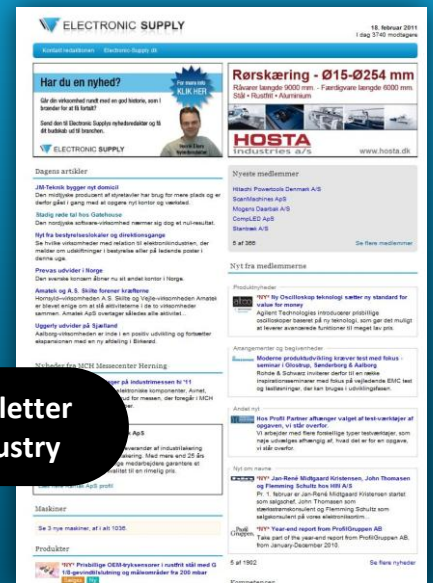


MEDIA INFORMATION 2013



The meeting place for the industry
www.electronic-supply.dk



The daily newsletter about the industry



ELECTRONIC SUPPLY

Industry Supply Denmark A/S

Industry Supply Denmark A/S is a young company, which runs commercial networks within the industrial sector. Together with our associated company in Sweden, we are 32 employees divided between our offices in Aalborg, Denmark and Gothenburg, Sweden. We manage the following networks:

Industrial network:

www.metal-supply.dk

www.electronic-supply.dk

www.wood-supply.dk

www.building-supply.dk

www.food-supply.dk

www.energy-supply.dk

www.retailnews.dk

Targeted at:

The Iron and Machine Industry

The Electronics Industry

The Wood and Furniture Industry

The Construction Industry

The Food Industry

The Energy Industry

The Retail Sector

www.metal-supply.se

The Iron and Machine Industry – Sweden

www.food-supply.se

The Food Industry – Sweden

www.metal-supply.com

The Iron and Machine industry - International

With our different business portals, Industry Supply has created a unique forum, where suppliers, subcontractors and buyers can get in contact with each other, nice and easy. It is also possible to gather information about other businesses, exchange news items with each other, sell products, machines, skills to each other, place job adverts, sell surplus stocks and used machines, etc.

Every day, our newsletter goes out to 100,000 key persons. Our members and advertisers have a unique opportunity to get in touch with these key persons through our newsletters and portals. Our portals and newsletters are characterised by the fact that they contain relevant content for every single user.

Today, we are the focal point within the industry when it comes to information flow and effective contacts and connections within the industry. We have a close co-operation between the six industry portals, which makes it easy for our members to construct a dialogue with the different industries.

We are always trying to develop our portals in Denmark even further, and we have also launched a Metal Supply in Sweden and an international Metal Supply.

Our work is always forward-looking with increased internationalisation in mind, in order to make communication and commerce between Denmark and the foreign countries easier and more effective.

Target group/ users of Electronic Supply

Electronic Supply uses permission marketing, which is highly effective within internet marketing.

We contact all key figures in the industry by phone, in order to get their acceptance prior to adding them to our newsletter. The majority says yes to a subscription to our daily newsletter. Furthermore, we also have a group of people, who subscribe to our newsletters on their own initiative.

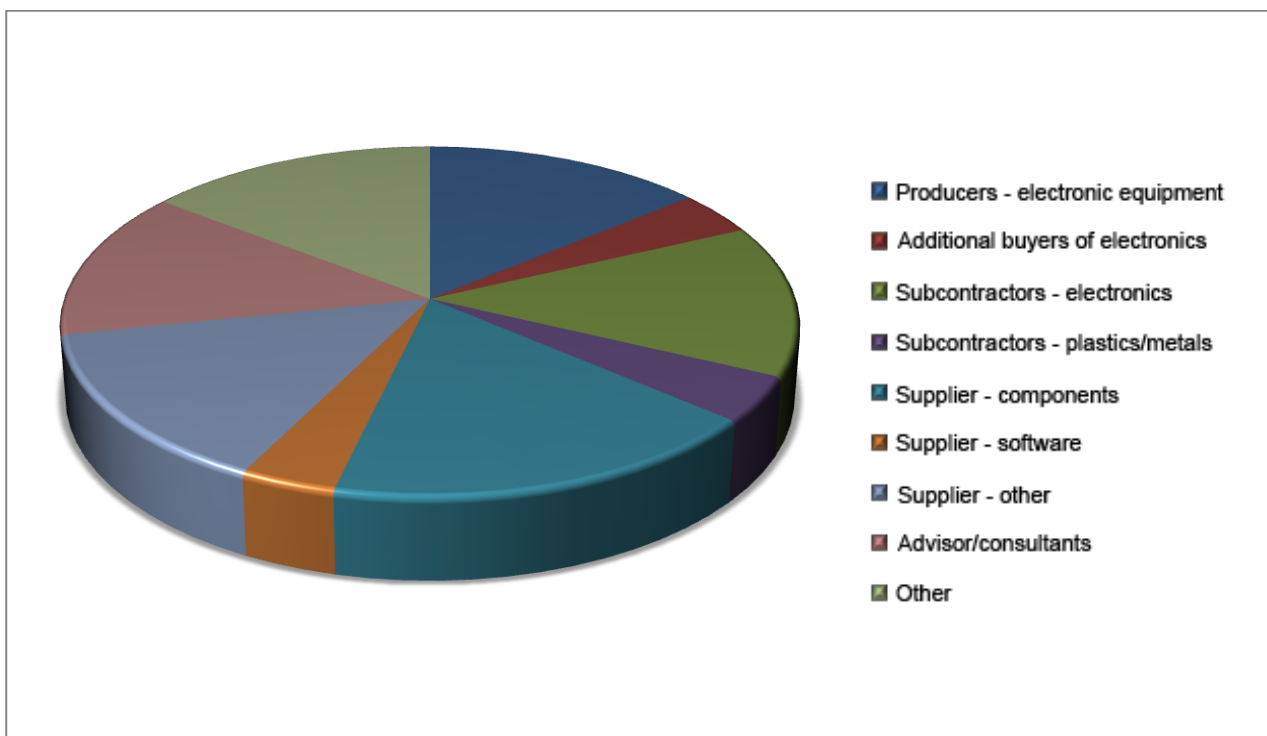
There is an ongoing renewal of the recipients due to job change or similar reasons. Every month, we cancel subscriptions, if the newsletter continually bounces back to us. The number of subscribers reflects the majority of important people and decision makers within the industry. What is more, we never pass on email addresses to a third party, when we add a subscriber.

The newsletter is sent out daily to over 4,000 persons within the industry. Electronic Supply has over 400 companies as members in Denmark, which actively uses the portal in their everyday work. We cover companies widely spread all over Denmark, and in all sizes.

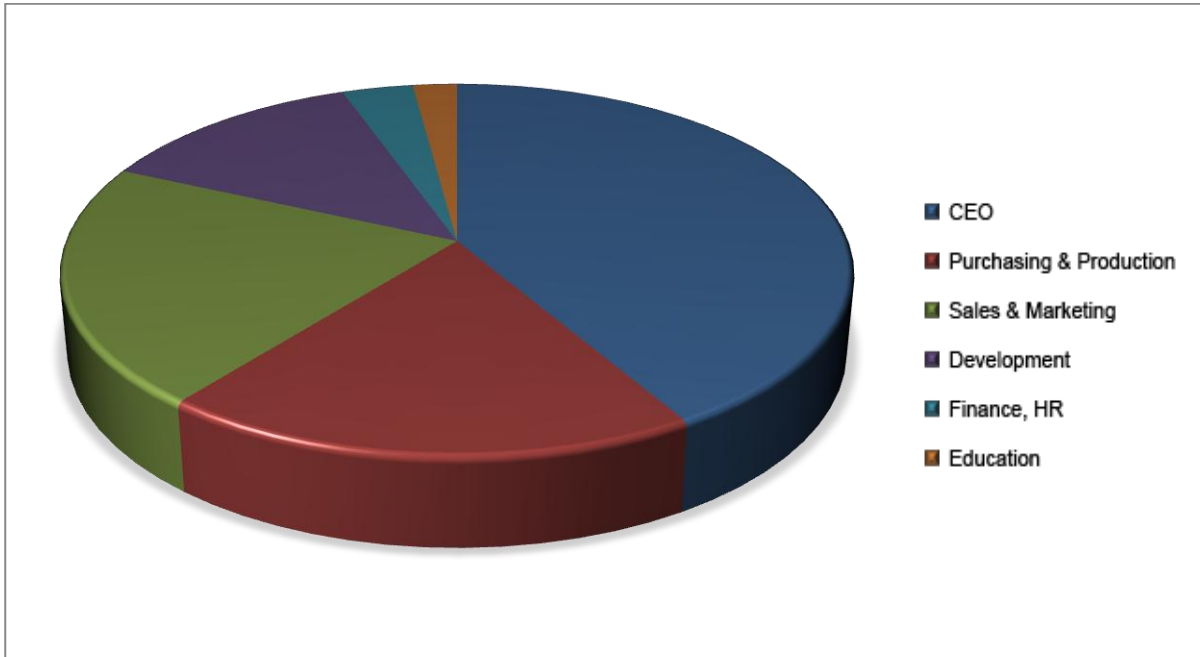
The user profile and the subscribers of our newsletter are characterised by the fact that they are decision-makers. In other words, they are primarily business managers, purchasing managers, production managers, sales managers etc.

Add to this, salespersons and buyers in general, because they use the newsletter in order to keep themselves updated about what goes on in the industry.

The allocation of readers of the newsletter compared to the business



The allocation of readers compared to job position



In February 2010, we asked our subscribers to fill out a survey concerning Electronic Supply. 327 users chose to give their opinion.

Here are some of the conclusions from the analysis:

- 64% of the subscribers have subscribed to the newsletter for more than 12 months, and 80% read the newsletter 3-5 times a week.

In comparison, 45% of Electronic Supply's readers read the paper every day.

- 55 % describe Electronic Supply as their main/key media within the electronic industry.
- 65 % click on the content of the newsletter 3-5 times a week.
- 65 % have recommended the newsletter from Electronic Supply to a colleague.

Effect and possibilities

The newsletter is sent out daily to over 4,000 individuals and unique visitors on the portal are on an average 1,000 to 1,500 a day, with an average of 2 page views.

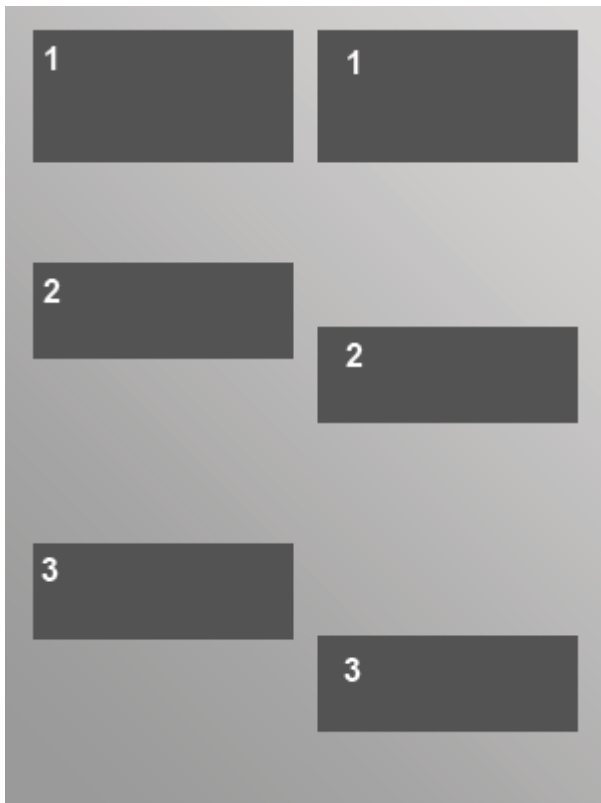
The combination between insertions in the newsletter and the portal, advertising in the newsletter and banner advertising makes it possible to gain a variety of marketing advantages, compared to traditional marketing.

- Advertising usually takes place over a longer period of time, which is convenient for most companies and their continuous need for marketing.
- What is more, the adverts are targeted towards specific market segments and decision makers. 50 views by the right people, is of course more effective than 50,000 views by random groups of people. The individuals we sign up for our newsletter are mainly business managers, purchasing managers, production managers and development managers.
- Marketing via the internet is much cheaper compared to the outcome than marketing via traditional media sources, direct mails etc. Compared to all other media types, the exposure is much higher.
- The construction of the degree of knowledge is either available through frequent views of either insertions or adverts. In a world where customers seek information themselves, new skills and new subcontractors online, the most important aspect when it comes to marketing is to create brand awareness.
- The immediate road from Attention to Response. Besides information about the number of views and thereby the brand awareness, we also deliver information on the number of direct clicks from adverts to the website.
- Your insertions are available whenever the customer has a current need, and seeks a solution. It does not matter whether the customer seeks information via the portal or search engines.
- Direct access to your contact information, which makes it easier for the customer to seal the deal faster.
- Search engine optimisation is an additional gain.

This synergy between the portal, the newsletters and advertising is also the main reason why advertisers are advised to become members.

All advertisements on the portal or in the newsletters are relevant for the industry. You will never find advertisements for phone companies etc on our portals. 80% of our readers find that is an important factor in our services.

Possible placements of the advertisements in the newsletter



There are six adverts in the newsletter.

1. Top banner on the right and left side - 400*200 pixels (Max. 30 kb)
 2. Mid banner on the right and left side - 400*120 pixels. (Max. 20 kb.)
 3. Bottom banner on the right or left side - 400*120 pixels. (Max. 20 kb.)
- Advertising prices for members:
 - Top 1.750 DKK/a day
 - Middle 1.250 DKK/a day
 - Bottom 900 DKK/a day
 - The price per exposure to your target group is at 80% view rate
 - Top 0,53 DKK.
 - Middle 0,38 DKK.
 - Bottom 0,27 DKK.
 - The adverts are either GIF or JPG and with no animation.
 - The adverts are created for free, when you order at least five. Otherwise, the price is 500 DKK per advertisement.

Advertising in the newsletter can be used for:

- Increasing company awareness
- General marketing of the company, and what the company wants to be known for.
- Specific messages, if you want to create extra awareness on for instance:
 - Presentation of new products, skills, machines
 - Events within the company
 - Job adverts
 - Name change

The advertisements in the newsletter are so significant that almost every reader notice them. And if you choose to place 5 or 10 adverts, the industry will certainly notice.

Advertising possibilities on the portals



There are five types of banners on the portal

1. Top banner – 980*125 pixel – max. 70kb
The price (members) is 7.500 DKK/per month on the page with articles and the front page and 50 % discount on other pages.
2. Right side banner – 150*300 pixel – max. 70kb
The price (members) for this banner is 4.750 DKK/per month on the page with articles and the front page and 50% discount on the other pages.
3. Side banners – 150*175 pixel – max. 40 kb
The price for this banner is 1.400 DKK/per month (members) on the page with articles and the front page, and 50% discount on the other pages. The banners share the spot with up to three other banners. The banner also changes position vertically, thereby creating nine slots.
4. Title banner – 200*60 pixel – max. 25 kb - notice that this is a static banner. Price for members is 8.000 DKK /per month.
5. Campaign banner - 336*280 pixel – max. 70kb
The price (members) for this banner is 4.250 DKK/per month on the page with articles and the front page and 50% discount on the other pages.

Creation of banners








Creation of banners is free, when you order for a period of minimum two months. Otherwise the price is 500 DKK per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or flash.

Specifics for flash banners

The specifications for flash-files are max 40 KB regardless the type of banner. Our banners change every 20 seconds, and therefore, it is preferable that the flash-file stays within this time frame. Flash-files can only be used as banners on the portal, because mail programs cannot handle this type of files.

In the flash-file you have to incorporate a ClickTag. The code for actionscript 2.0 and 3.0 can be emailed to you by request to Maria Bonderup mbo@industry-supply.dk

An overview of the portals

 METAL SUPPLY	<p>Metal Supply was launched in 2003, and today it is the gathering point for the whole iron and machine industry. 14.500 newsletters are sent out daily, and Metal Supply has over 1.200 members. The portal has 5,000 to 6,000 unique daily visitors. The iron and machine industry is the second largest industry in Denmark, only the construction industry is larger.</p>
 WOOD SUPPLY	<p>Wood Supply was launched in 2004, and today it is the gathering point for wood and the furniture industry. 9,000 newsletters are sent out daily, and Wood Supply has over 450 members. The portal has around 3,000 to 4,000 unique daily visitors. The industry is approximately half as big as the iron and machine industry.</p>
 ELECTRONIC SUPPLY	<p>Electronic Supply was launched in 2006, and today it is the gathering point of the electronic industry. 4,000 newsletters are sent out daily, and Electronic Supply has over 400 members. The portal has around 1,000 to 1,500 unique daily visitors. The electronic industry is the smallest of the industries covered by Industry Supply.</p>
 BUILDING SUPPLY	<p>Building Supply was launched in 2006, and today it is the gathering point of the construction industry. More than 21,000 newsletters are sent out daily, and Building Supply has over 900 members. The portal has around 6,000 to 7,000 unique daily visitors. The construction industry is the largest industry which we cover. Building Supply is rapidly growing, and we assume that it will outpace Metal Supply in size and activity in the coming years.</p>
 FOOD SUPPLY	<p>Food Supply was launched at the end of 2009 and today it is the gathering point of the food industry. More than 10,000 newsletters are sent out daily, and Food Supply has over 600 members already. The portal has around 3,000 to 4,000 unique daily visitors. The food industry is one of the bigger industries that Industry Supply covers – we also assume a rapid growth on this portal in the coming years.</p>
 ENERGY SUPPLY	<p>Energy Supply was launched in the middle of 2010, and today it is the gathering point for large parts of the energy industry. 6,500 newsletters are sent out daily and Energy Supply has over 500 members. The portal has 2,000 to 2,500 unique visitors daily. The energy industry is one of the smaller industries which we cover; however, the industry is experiencing a lot of growth at the moment.</p>
	<p>Started spring of 2012 and it is already the gathering point for the Danish grocery industry. 5,000 newsletters are sent out on a daily basis and the portal activity and the number of daily recipients of the newsletter is growing rapidly. Retail News has over 100 members, and the portal has between 1,000 and 1,500 unique visitors on a daily basis.</p>