

ABOUT THE COMPANY

WHAT IS OPENAD?

OpenAd.net is the world's first on-line marketplace for buying and selling advertising, marketing and design ideas.

We have over 11,000 creatives in 125 countries offering their work to a growing number of clients. Companies that have already used the service include MTV, LastMinute.com, Chiquita, Emap (Bliss, FHM and Max Power), AC Intercar (local distributor for Mercedes and Smart), the Make Poverty History Campaign.

Owned by holding company Istrabenz d.d, who invested in OpenAd in December 2004, the company began marketing itself worldwide in 2006 after a successful trial period.

OPENAD'S CORE SERVICES

The OpenAd service for buyers works through membership, which starts from as little as \$3000.

It has two core products: the Gallery, where creatives offer their ideas for sale by 14 market categories and an on-line pitch facility.

This allows members to post specific briefs and wait for replies. An average brief gets 20-100 responses.

For sellers, the service is free. That way, the company can be sure that the greatest number of creative brains will be working on a client's project at any one time.

OPENAD'S CREATIVE PRODUCT

OpenAd doesn't pass 'raw' creative work to clients. It is more than just a broker.

Before a client sees an idea, it has been checked by a native English speaker for fluency. It has also been policed by a complex system of copyright protection and digital date-stamping.

And although OpenAd does not judge the creative work it sells, it can put together an independent panel of creative experts who can – especially useful for clients holding pitches.

OpenAd also won't deliver a finished campaign. It leaves that to the client, either with help from their existing ad agency, the creative who came up with the idea or any other company.

REMUNERATION

Creatives set the price for their own work. They can set any price they like or use OpenAd's on-line Price Calculator as a guide. Ideas are bought under license either for twelve months or in perpetuity.

And because OpenAd prides itself on financial transparency, there are no hidden costs: it makes its money from taking a straight 22.5 per cent fee on deals brokered.

COMPANY HISTORY

OpenAd was the brainchild of Vital Verlic, one of Slovenia's leading creatives. A decade ago, he came up with the idea of an internet business which would bring clients and creatives together, regardless of hierarchy or geography.

He developed the OpenAd concept with colleagues in his spare time, whilst steering his ad agency, Futura, to international success. Futura has been named Agency of the Year in New Europe at the Golden Drum Festival three times and won numerous international awards.

A prototype, self-funded OpenAd.net website appeared in 2003 and was enough to secure investment from holding company Istrabenz in December 2004. Our service was trialled throughout 2005 – mainly to recruit creatives - and launched with a worldwide marketing drive to clients for the first time in 2006.

OPENAD GROUP

OpenAd's parent company OpenAd AG CH is based in Switzerland, with subsidiaries in the UK (OpenAd UK Ltd) and Slovenia (OpenAd d.o.o). We currently have representatives in Australia, Argentina, Colombia and the Netherlands and are planning to recruit in the US and other key markets in 2007/8.

OpenAd AG CH is 50.1 per cent owned by Slovenian holding company Istrabenz d.d (www.istrabenz.si) who invested in us in December 2004.

Other shares are held by the company's founders, including executive creative director, Vital Verlic and managing partner Katarina Skoberne.

OpenAd AG

Innere Gueterstrasse 4
6301 Zug
Switzerland
T: +41 44 2671 791
F: +41 44 2671 711
Corporate@OpenAd.net

OpenAd UK Ltd.

8 Hanover St.
London W1S1YE
United Kingdom
T: +44 20 72 90 27 11
F: +44 20 72 90 27 12
UK@OpenAd.net

OpenAd Inc.

17 Park Place
New York, NY 10007
USA
T: +1 917 388 2761
F: +1 917 388 2760
US@OpenAd.net
