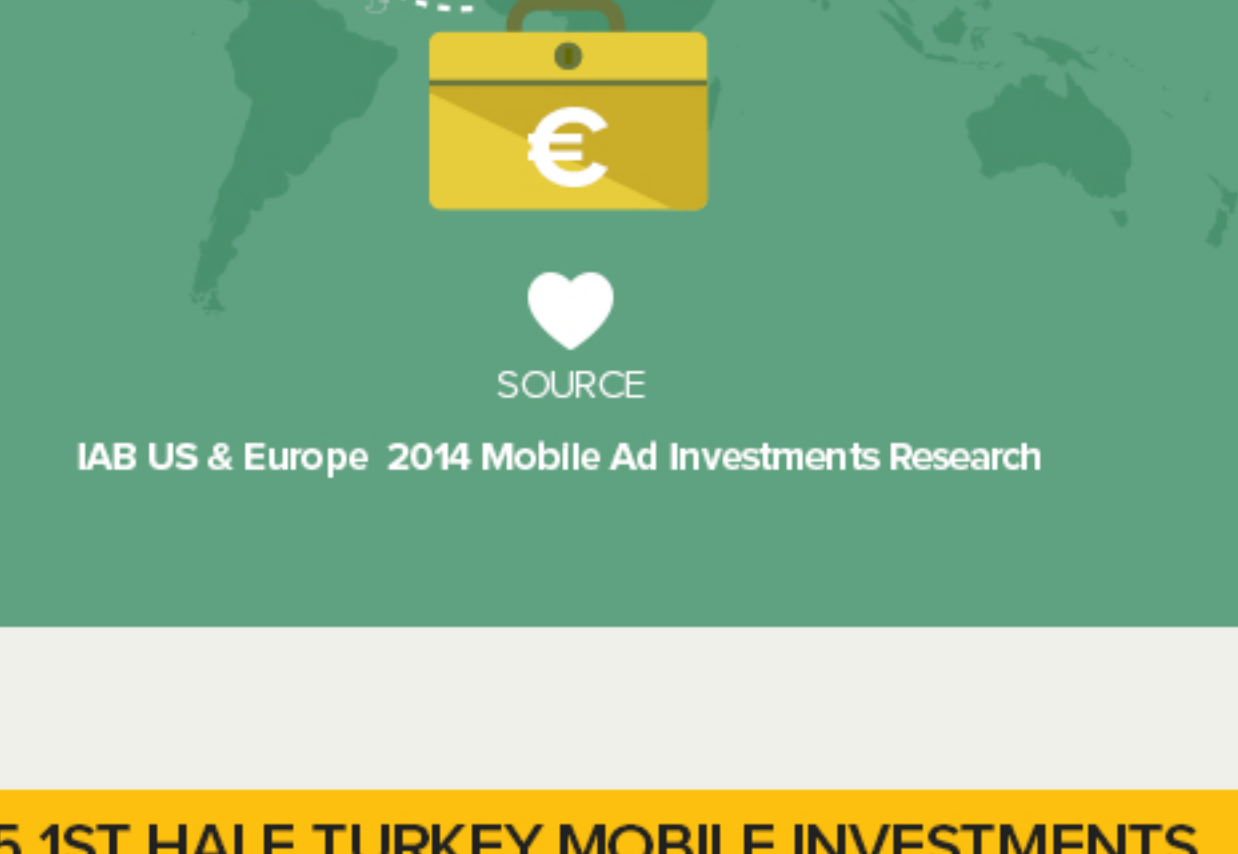


MOBILE



GLOBAL MOBILE INVESTMENTS

€ 24,0 BILLION



SOURCE

IAB US & Europe 2014 Mobile Ad Investments Research

2015 1ST HALF TURKEY MOBILE INVESTMENTS

TURKEY

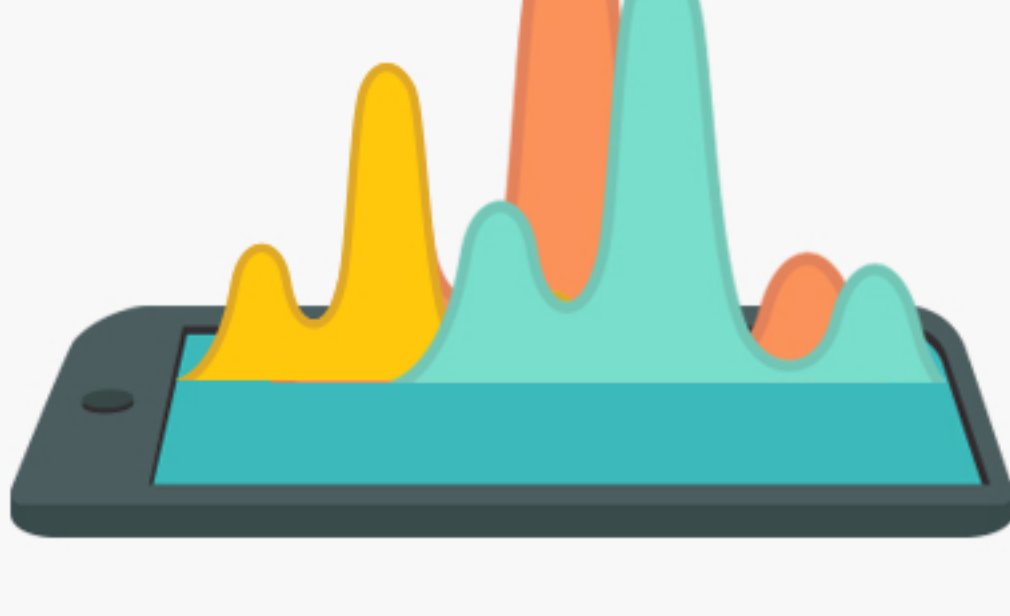


SOURCE

IAB Turkey AdEx-Tr 2015 1st Half Report

TURKEY MOBILE INTERNET SUBSCRIBERS

24% growth



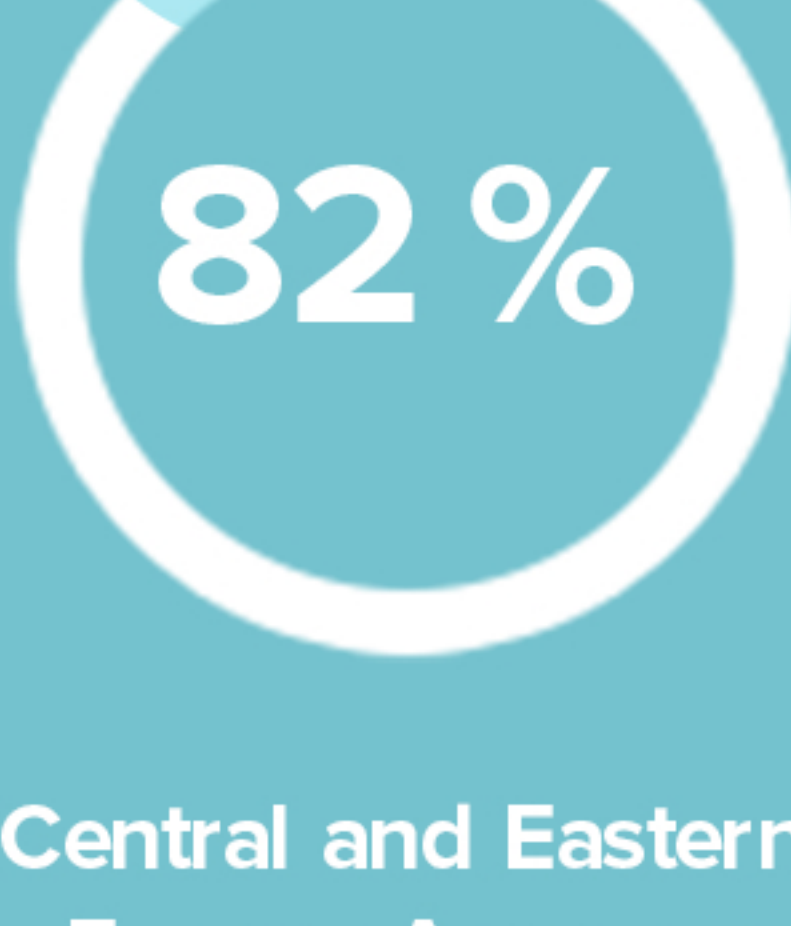
33,6 MILLION

SOURCE

BTK (Information and Communication Technologies Authority)

SMARTPHONE OWNERS ONLINE EVERYDAY IN TURKEY

Turkey



Central and Eastern Europe Average:



SOURCE

DigitalSCOPE 2014

WATCHING MORE MOBILE VIDEOS, LESS TV.

Turkey



Global average

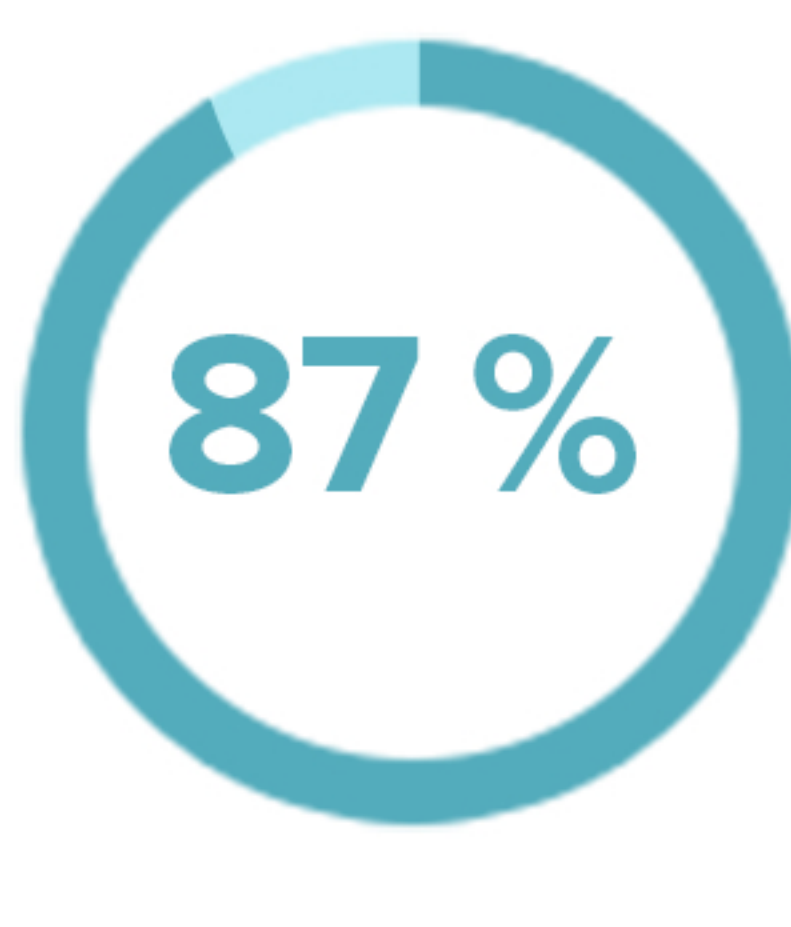


SOURCE

IAB Global Mobile Video Viewers Research

"I WOULD LIKE TO RECEIVE TAILORED ADS"

Turkey



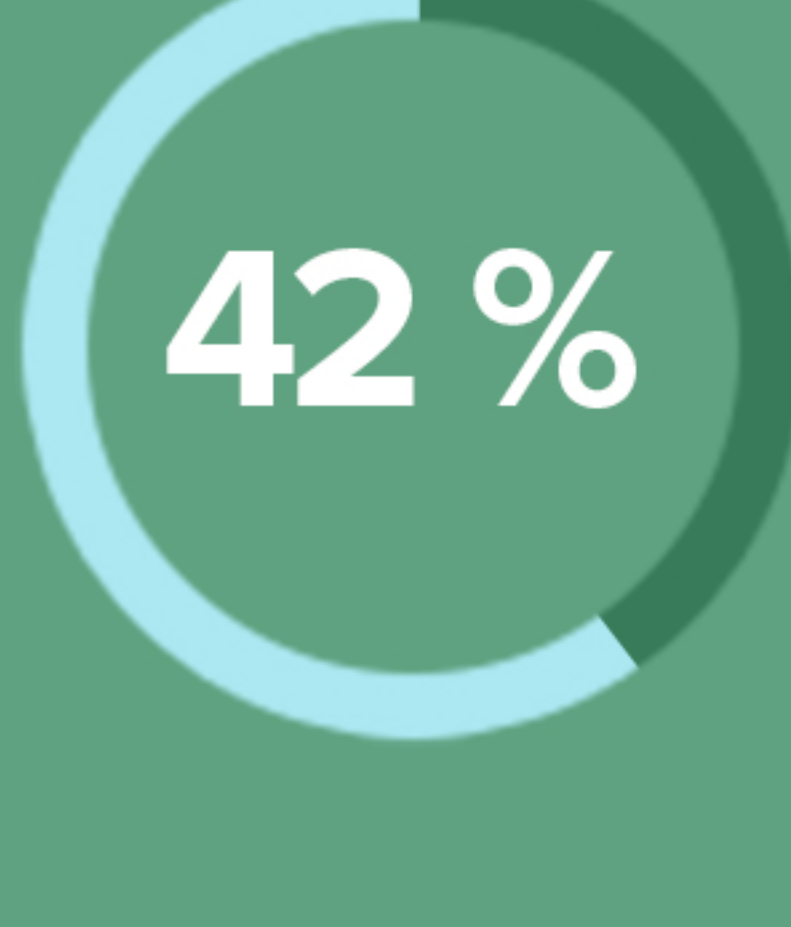
Global average



SOURCE

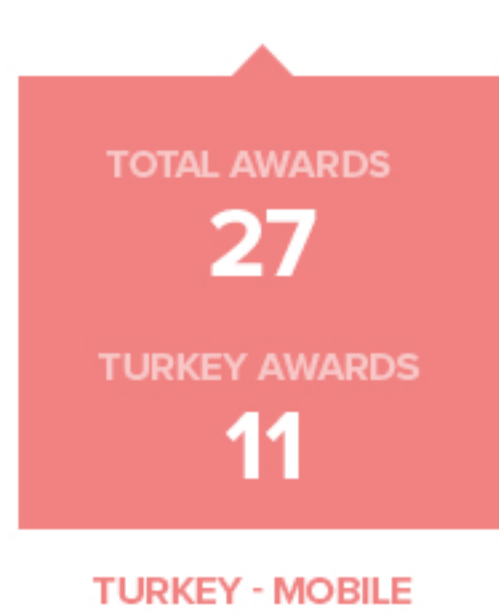
IAB Global Mobile Video Viewers Research

INCREASE IN # OF APPLICATIONS ON MOBILE CATEGORIES IN MIXX AWARDS TURKEY 2014



SUCCESS OF TURKEY IN MIXX AWARDS 2014

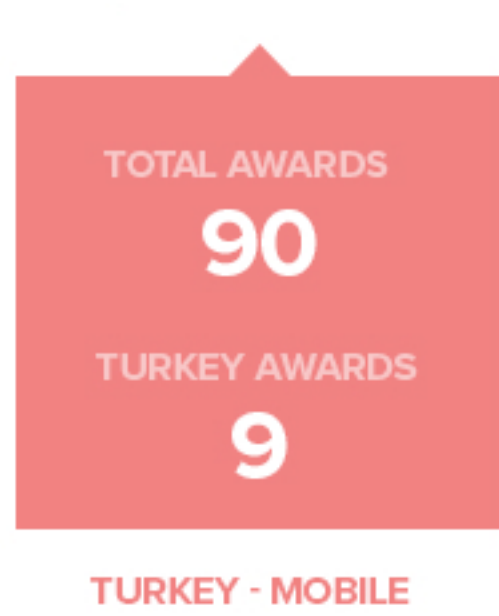
EUROPE



TURKEY - MOBILE

3

US



TURKEY - MOBILE

4