

# BV! MEDIA

## Canada's Leading Interactive Ad Network

### COMPANY HIGHLIGHTS

- ◆ Established in 1995
- ◆ Listed on TSX since 2001 (BVM)
- ◆ Offers full range of advertising solutions
  - ✓ Display Banners
  - ✓ Search Marketing
  - ✓ Emails
  - ✓ SEO

### FINANCIALS

- ◆ Q2/09 revenues of close to \$3 million. Up 133%
- ◆ Named to Profit 100 list of fastest growing companies (next 100)
- ◆ Q2/09 EBITDA of \$227,000, up 255% versus Q2/08
- ◆ Positive net income of \$86,000 in Q2/09
- ◆ Consistently generating positive cash flow since 2002

### BLUE-CHIP CUSTOMERS

- ◆ Over 1,500 advertisers
- ◆ 700 active daily
- ◆ 40% of the Canadian Fortune 100 advertise with BV! Media

### PROPRIETARY TECHNOLOGY

- ◆ Behavioral targeting technology allowing advertisers to uniquely target over 16 million unique visitors using past browsing history.
- ◆ Pay-per-click advertising system displaying in-context and behaviorally targeted text ads on a cost-per-click basis.



Only pure-play publicly traded Internet advertising network in Canada



Represents over 400 web properties



Reaches 16 million unique users per month (98% of the Quebec population). Delivers over 1 billion advertisements per month.



Owns and operates 15 websites. Ranked first in news and technology information among independent publishers

### A COAST-TO-COAST CANADIAN LEADER

BV! Media is a leading Internet media company, active in online content and advertising. The company operates the largest interactive advertising network in Canada and delivers both contextual and behaviorally targeted advertisements. Advertising solutions offered include display advertising, rich media creativity, Pay-per-click (PPC) text ads, Search Engine Marketing (SEM) and Search Engine Optimization (SEO).

### STRONG INDUSTRY FUNDAMENTALS

- ◆ Canadian online advertising expenditures increased 29% in 2008 to \$1.6 billion
- ◆ Surpassed Radio as the 3<sup>rd</sup> largest advertising market.
- ◆ Canadian Internet ad revenues have quadrupled since 2004.
- ◆ Quebec accounts for \$317 million of the total market

AIR CANADA  
VACATIONS

Canada411.ca

Telegraph.co.uk

Torontoplus.ca

Technology  
PUBLISHED BY MIT  
Review

Sutton  
L'Immobilier  
nouveau  
habite!

WOMAN.ca

BRANCHEZ-VOUS

La Capitale  
La Capitale Media.com

Copines.ca  
"Le 'webzine' des Québécoises"

LE DEVOIR.com

MARTHASTEWART.COM

BV! MEDIA

IR@BVMEDIA.CA