

## OPENAD AT A GLANCE

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OpenAd is a young, dynamic company set to change forever how advertisers buy creative work.

Just as Amazon revolutionised consumer shopping, OpenAd brings the speed, efficiency and cost savings of the internet to businesses by selling ideas on-line.

The UK's Independent newspaper even dubbed us 'an e-Bay for ideas'  
(<http://news.independent.co.uk/media/article2115000.ece>)

We have over 11,000 creatives in 125 countries selling advertising, marketing and design ideas direct to clients and agencies.

Clients who have already used us include MTV, LastMinute.com, Chiquita, Emap (Bliss, FHM and Max Power), AC Intercar (local distributor for Mercedes and Smart), the Make Poverty History Campaign.

The brainchild of an entrepreneurial team originating in vibrant New Europe, OpenAd launched worldwide to clients in 2006 after a successful trial.

OpenAd is majority-owned by the publically-quoted holding company, Istrabenz. Our legal advisors are Clintons Solicitors.

In a world where websites appear overnight, we are particularly proud that OpenAd was three years in development. Our legal framework in particular is state-of-the-art, ensuring a safe environment for buying and selling copyright and protecting intellectual property.

We work by offering client companies membership costing from \$3,000 - \$100,000.

This gives access to two types of service – either our Gallery, where creatives offer original ideas for sale by 14 market categories. Or our online pitch facility, where advertisers can post briefs. An average brief generates 20-100 replies.

Users are under no obligation to buy what they see, but they can acquire work they like under license either for twelve months or in perpetuity.

All work is checked for fluency by a native English speaker before the client sees it and we enforce a strict system of copyright protection and digital date-stamping.

But because OpenAd is a broker rather than an ad agency, clients can turn their ideas into a finished campaign with outside partners, such as an existing agency or the OpenAd creative who invented it.

Membership is free for creatives, to ensure that a client's project has the greatest number of brains working on it at any one time.

We make our profits by taking a straight 22.5 per cent fee on deals brokered – transparent remuneration for a company that is all about openness.

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