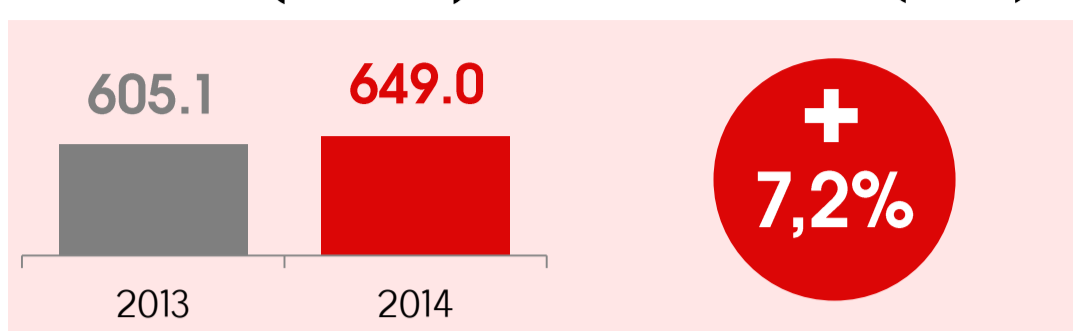


Online advertising revenue after full year 2014

VALUE (€MM*)
GROWTH (Y2Y)


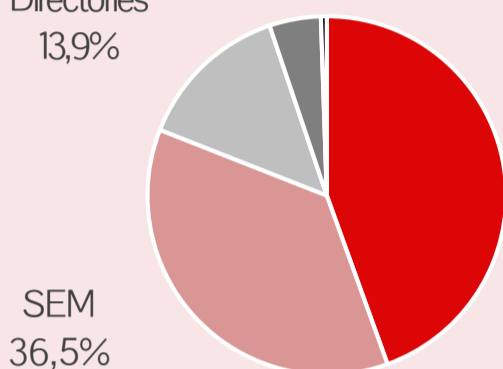
* 1 EUR = 4,0198 PLN, National Bank of Poland, 10th April 2015.

ONLINE MARKET SHARES

MAIN CLASSIFICATION (2014)

SHARE (%)
GROWTH (YTY)

Classifieds & Directories 13,9%
E-mail 4,6%
Others 0,5%



Display 44,5%

SEM	+11%
Display	+7%
C&D	+3%
E-mail	-5%

DETAILS – SHARE (%)

Display w/o video

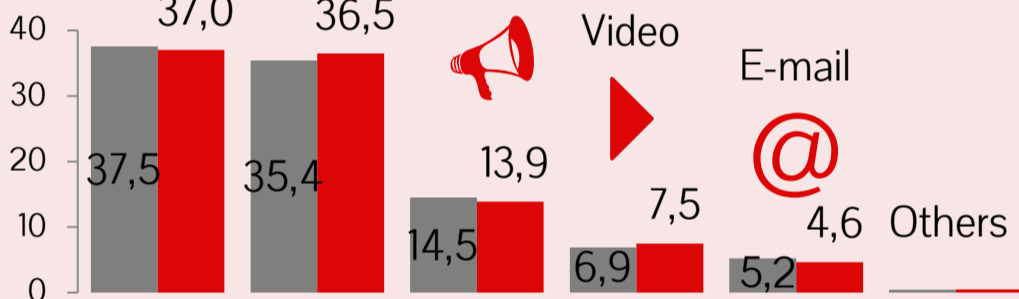
SEM

C&D

Video

E-mail

Others


GROWTH (YTY)
+6%
+11%
+3%
+16%
-5%

ADDITIONAL CLASSIFICATION (2014)*

Mobile

Social media

Behavioral advertising


SHARE (%)

5,4

6,1

0,2

GROWTH (YTY)

+122%

+33%

-24%

* Additional classification is included in main classification. Social media are included in „display”.

SECTORS

SHARE (%)
