



RightPeople

• **Company**

Europe
72 New bond street
W1S1TD London UK

• **Market**

Targeted Advertising
Social Networking

• **Management**

CEO: Dan Ake
COO: B.Gerard
CTO: M.Koenig

• **Board of advisors**

Jean-Michel Billaut,
founder of the French
Technology Survey Agency
Michel Bon, former
France Telecom President
Michel Maffesoli,
Dean of Sociology Paris La
Sorbonne University
Ken Matthews, former
Director Intel Ventures
Andre Auberton,
Soitec CEO

• **Stage**

Product Delivery

• **Incorporation**

Aug 2005

• **Contact**

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RightPeople Executive Summary & Before-IPO investment conditions

• **Mission**

The battle for searching for the right information started ten years ago. Google won with its superior technology and its powerful business model. The next battle will be the one for searching for the right people. Right People leads with its superior technology and a similar business model.

• **Business Description**

Social network filtering and qualification.
Bridging social networking via the Internet and social networking in the real life.

• **Market opportunity**

Social Networks have demonstrated a mass adoption in the last two years, thanks to giants like Facebook and LinkedIn. Nevertheless, after the first craze, even young users from Myspace tend to look for more qualitative new tools. The power of social network engines is killing the attractiveness of having 800 friends who you wonder what to do with. Social networks will very soon have to introduce qualitative tools in order to filter uninteresting connections from valuable ones.

> Right People brings social networking to a new dimension with a unique solution to this major issue: it allows users to filter their social networks according to what is important to them, and to pre-filter contacts before accepting an invitation to join, according to the interests they share together.

> Right People brings a bridge between social networking on the internet and social networking in the real life. Being device agnostic, our technology works with desktops, laptops, SMS phones, blackberry devices and internet mobile PDAs.

• **Business Model**

Nowadays, global advertising budgets transfer from traditional media to internet. The battle to generate revenues while connecting people has just started. The precision of the targeting is the key factor that determines the level of incomes. Therefore, Right People is in the best position to generate high-level advertising revenues from the qualification and filtering results that we bring to users connecting to each other both via the internet and in the real-life.

• **Technology**

Unlike current standalone social network websites, Right People open platform uses a plug-In technology designed to be compatible with existing websites or mobile applications. Any web or mobile developer can implement our added value features with one line of code using our API. Our architecture uses the latest development standards such as Java, Ajax, XML, Flash and data streaming. Patents are pending for our unique features: filtering, privacy protection, and social network hub.

• **Executive Team**

Our Founder & CEO is a serial entrepreneur with significant experience in technology and sociology. After a career in the private banking area for major financial institutions in Europe, he moved to Silicon Valley and reconciled his MBA and engineer backgrounds by designing internet banking platforms. The company vision of social networks future has been fueled by his own vision of the emerging role of social interactions. Our COO has over 12 years of experience managing margins and finance reconciliation in an industrial group with 80 subsidiaries. Our Sociology Marketing VP is one of the most respected European sociologists from La Sorbonne-Paris University. Our CTO is a recognized platform designer in the Java community.

• Quotes

« We are at the beginning of new social interactions powered by affinity and community tropisms. In the next years, we will very soon stop speaking about sociology. We will start speaking about epidemiology. » **Michel Maffesoli**, Dean of Sociology Department, Paris-La Sorbonne Univ.

« Social networking is a killer app and Right People takes it to the next level » **Ken Matthews**, Former Intel Ventures Managing Director.

« The future of the web is mobile” ° » **Marc Boerries**, Yahoo Senior Executive VP.

“Advertisers, advertisers, advertisers”, » **Steve Ballmer**, Microsoft CEO.

“Targeted advertising is the key [...] for money » **Sergey Brin**, Google co-founder.

“RightPeople is to searching for the right person, what Google is to searching for the right information » **Dan Ake**, Right People CEO

• History

Right People has been created in August 2005 under the name of Mobile Signal. Right People is at version 2 product-delivery stage. Our pre-launch of version 1 in Europe, with 10 major corporate customers and 180 000 users in 3 months, has confirmed that Right People addresses a current issue that social networks have already started to face.

• Capitalization

To get there, we used 850K€, from our founders, and friends and family.

• Listing Right People on Euronext “Marché Libre”

Right People will be the first company in the social networking area to be listed on the stock-exchange, and it will be in the next months on Euronext-“Marché libre”. Time window for introduction is to be specified around June 2008.

• Pre-IPO Investment conditions

Qualified investors can invest at a privileged pre-IPO valuation before the company registers for stock-exchange listing under the above conditions.

French business-angels have the following cumulative advantages by investing in the Before-IPO period:

- **Highly-Discounted valuation**
- **Significant Tax reductions** for investing into a European small tech company under the fiscal laws regarding IR and ISF.

• Awards

Right People innovations touch an unlimited number of vertical markets. Our technology already received **four innovation awards and nominations:**

- **Anvar-Oseo** 2006 Best Innovation Awards. (French governmental Agency for Research Valorisation)
- **Tourisma** 2006 Best Innovation Awards. (travel and tourism market)
- **Alwayson Hollywood** Nominee (entertainment market)
- **Simagine-Axalto** 2006 Nominee (smart card applications for mobile phones)

• Vision

“**Right People is at the centre of revenue generation** on the internet and the mobile for the next future: monetizing highly targeted advertising based on the interests of the user.”

“**No other existing technology respecting total privacy** is capable of such a precision and **efficiency for targeted advertising**. No other technology gives to advertisers such mastery on their brand advocates.”

“We believe that propelling advertising messages while matching the user’s interest with such a precision and while protecting the user privacy will be **the winning strategy**.”

“**Major risks are behind us** (product delivery, customers’ attraction, team hiring). Right People has already developed the core platform and demonstrated the strong attractiveness of its services to both corporations and individuals.”

“Right People is in **the best position to win the war for finding the right people** on the internet and the attached revenues.”

• **Financials**

(Figures subject to current Financial Analysts Approval)

P& L:

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|---------------------------|-----------|----------|-----------|-----------|------------|
| Global TurnOver | 350 000 | 8411 192 | 22532 924 | 43027 518 | 105964 307 |
| Global margin | 350 000 | 8411 192 | 22532 924 | 43027 518 | 105964 307 |
| Purchases and Ext charges | 756 500 | 3090 000 | 6930 000 | 10400 000 | 15000 000 |
| Added Value | -406 500 | 5321 192 | 15602 924 | 32627 518 | 90964 307 |
| Salaries | 1332 601 | 5098 024 | 10692 110 | 16506 023 | 22775 713 |
| Earnings before (*) | -1739 101 | 223 168 | 4910 814 | 16121 495 | 68188 594 |
| - Depreciation | 119 491 | 212 859 | 335 565 | 425 414 | 652 500 |
| - Financial Charges | 2 363 | 2 363 | 1 538 | | |
| Profit before Taxes | -1860 955 | 7 946 | 4573 711 | 15696 081 | 67536 094 |
| - Taxes | | | 906 900 | 5232 022 | 22512 009 |
| Profit after Taxes | -1860 955 | 7 946 | 3666 811 | 10464 059 | 45024 085 |

(*) Earnings before interest, tax, depreciation and amortization

Balance Sheet :

| | N-2 | N-1 | 2008 | 2009 | 2010 | 2011 | 2012 |
|----------------------|----------|----------|-----------|-----------|-----------|-----------|-----------|
| Assets: | | | | | | | |
| Capital Assets | | | | | | | |
| Intangible Assets | 386 598 | 462 443 | 938 785 | 1725 926 | 2965 361 | 4539 947 | 6387 447 |
| Total Capital Assets | 386 598 | 462 443 | 938 785 | 1725 926 | 2965 361 | 4539 947 | 6387 447 |
| Non Capital Assets | | | | | | | |
| Customers Debts | | | 239 000 | 1853 600 | 2704 858 | 5627 057 | 14289 677 |
| Others | 13 695 | 14 000 | 102 802 | 68 274 | 169 540 | 217 233 | 285 833 |
| Positive Treasury | 4 266 | 2 146 | 1623 544 | 1777 321 | 5026 732 | 15283 420 | 64925 193 |
| Total Capital Assets | 17 961 | 16 146 | 1965 346 | 3699 195 | 7901 130 | 21127 710 | 79500 703 |
| Total Assets | 404 559 | 478 589 | 2904 131 | 5425 121 | 10866 491 | 25667 657 | 85888 150 |
| Liabilities | | | | | | | |
| Equity | | | | | | | |
| Capital | 261 460 | 788 000 | 4788 000 | 6788 000 | 6788 000 | 6788 000 | 6788 000 |
| Reserve funds (**) | | -226 474 | -419 411 | -2280 366 | -2272 420 | 1394 391 | 11858 450 |
| Outcome of the year | -226 474 | -192 937 | -1860 955 | 7 946 | 3666 811 | 10464 059 | 45024 085 |
| Total Equity | 34 986 | 368 589 | 2507 634 | 4515 580 | 8182 391 | 18646 450 | 63670 535 |
| Debts | | | | | | | |
| Financial debts | 320 000 | 50 000 | 50 000 | 30 000 | 30 000 | 30 000 | 30 000 |
| Payable debts | 49 573 | 60 000 | 228 190 | 402 611 | 1020 540 | 1311 567 | 1730 168 |
| Other debts | | | 118 307 | 476 930 | 1633 560 | 5679 640 | 20457 447 |
| Total debts | 369 573 | 110 000 | 396 497 | 909 541 | 2684 100 | 7021 207 | 22217 615 |
| Total Liabilities | 404 559 | 478 589 | 2904 131 | 5425 121 | 10866 491 | 25667 657 | 85888 150 |

(**) Reserve funds & carrying forward