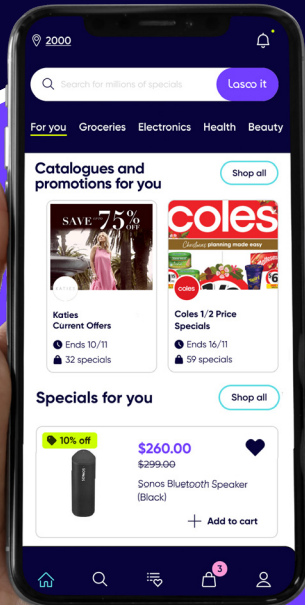


Audience

- \$4m+ marketing campaign to launch new Lasoo platform
- 400,000-500,000 unique users per month traffic forecast within Year 1
- 23% of current users shop daily, 50% shop weekly
- 82% of users don't shop on other sites (incremental sales opportunity)
- 8.55% of sessions end in buy now click (high purchase intent)
- 30-60 year old, 65% female/35% male, metro based
- Very high retailer share of voice with limited slots available



Key points

- Existing Intelligent Reach integration
- No listing fees (only pay if you sell)
- Free cancellation, no lock-in term
- Competitive commission rates with once-off early adopter discounts available
- Contact: getmeonlasoo@lasoo.com.au