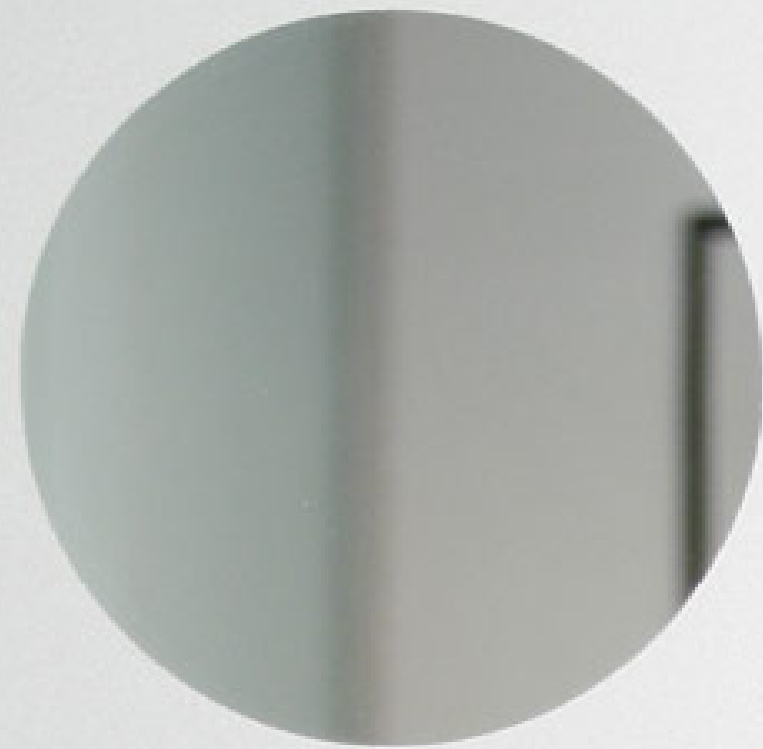


# Investor Conference

London, 13 - 14 April 2011



**Zaryn Dentzel**  
*Founder & CEO*

**Tuenti Technologies**

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# Tuenti is the most important website in Spain

All user growth from private invitation-only beginning

Largest web & mobile property in Spain: Around 15% of spanish web traffic<sup>1</sup>

An integral part of Spanish peoples identity and life

+30% month-over-month mobile growth

Over 100 of the best web engineers with one of the most rigorous hiring processes in the world

**10.6** m reg. users<sup>2</sup>

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**30** bn pages views monthly<sup>2</sup>

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**80** min daily<sup>2</sup>

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**3.1** m uploaded photos daily<sup>2</sup>

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**20** years of video daily<sup>2</sup>

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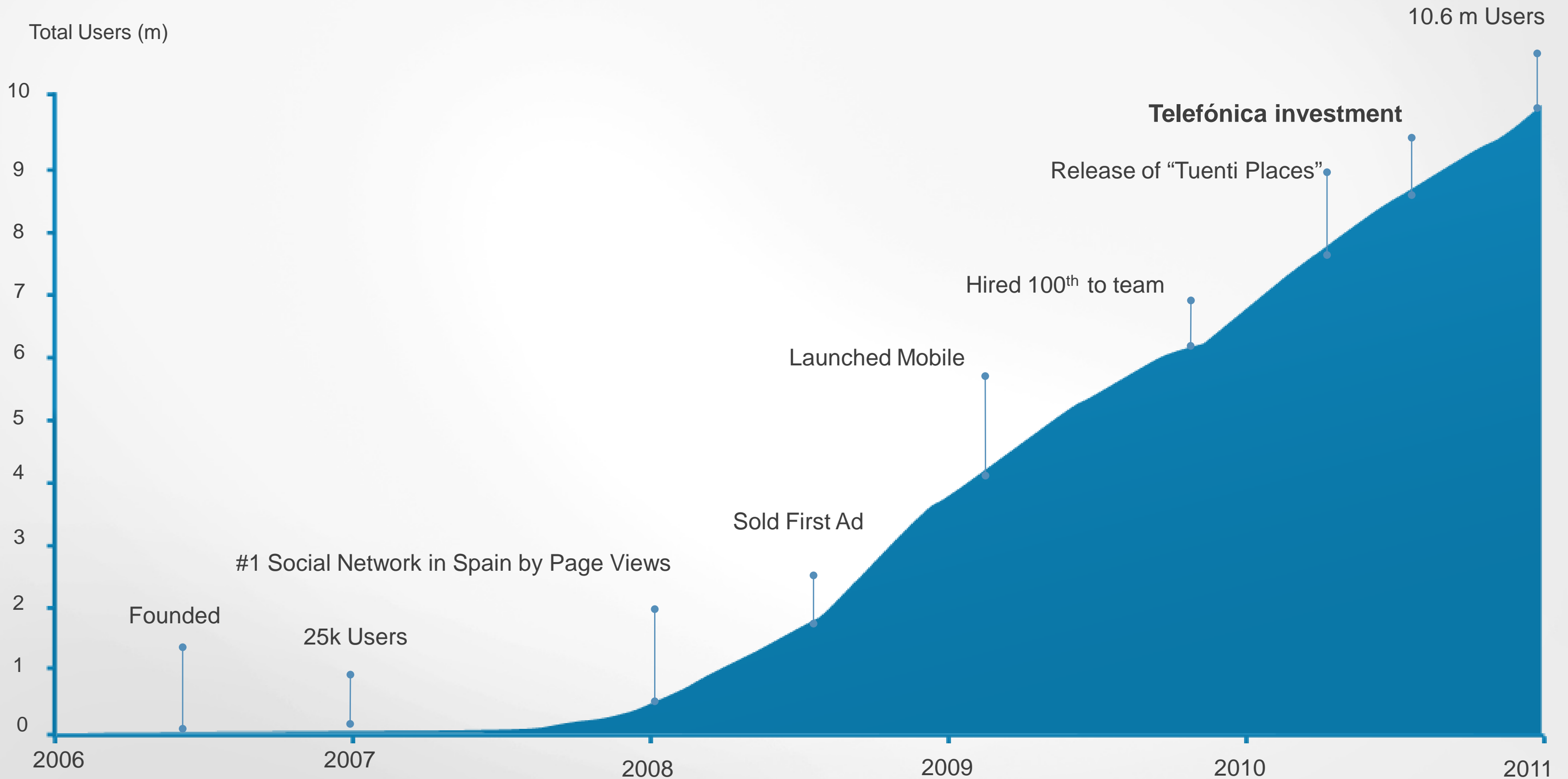
**172** people from **17** nationalites<sup>3</sup>

<sup>1</sup> Comscore Dec-10

<sup>2</sup> Tuenti DB Feb-Mar-11

<sup>3</sup> Tuenti Corporate Information Mar-11

# We have come a long way since 2006...







# Tuenti's core strategy is social, local and mobile



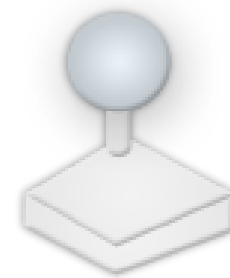
# Core Services



Social  
Identity

- Profile
- Identity
- Relationships
- Walls / Feeds
- Chat / Messaging

**Real  
information**



Games

- Social games
- Casual games
- Transactions
- Virtual currency

**High  
engagement**

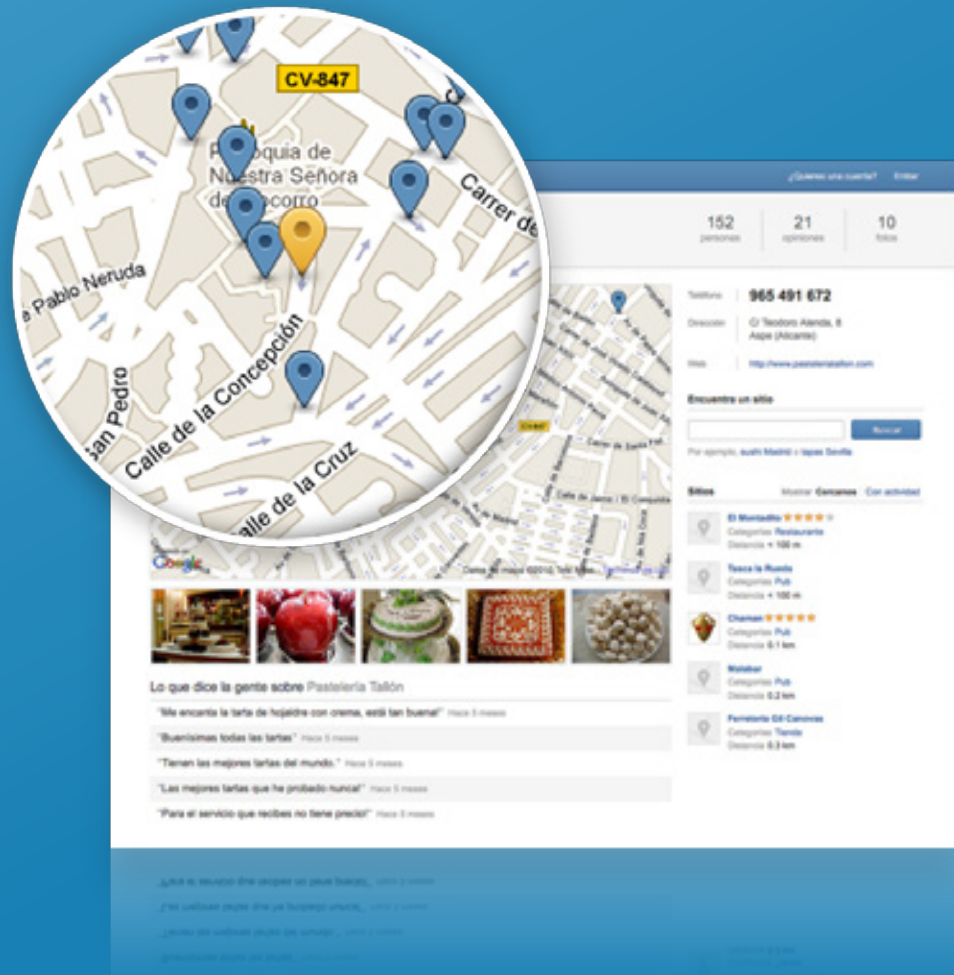


Media

- Photos
- Tags
- Videos
- Playlists
- Professional content (TV, music)

**High value  
services**

# Local



Location

- Positioning
- Places
- Check-ins
- Search
- Local offers/deals

**Largest  
local DB  
in Spain**



Advertising

- Location based advertising
- Long tail SMB market
- Partnerships with Yell, etc.

**High value  
advertising  
services**



Events & Pages

- Professional Pages
- Public profiles
- Public/Private Events

**Everyone  
on Tuenti**



# Mobile



Core

- m.tuenti.com
- Apps
- SMS Platform
- Photos, videos
- Chat

**Tuenti  
everywhere**



Tu messenger

- Universal messaging platform
- Light client
- Deep phone integration
- Tuenti integrated

**Always  
connected to  
your friends**



- Social phone service
- Chat network integration
- Data-centric social network experience
- Clear, simple, transparent

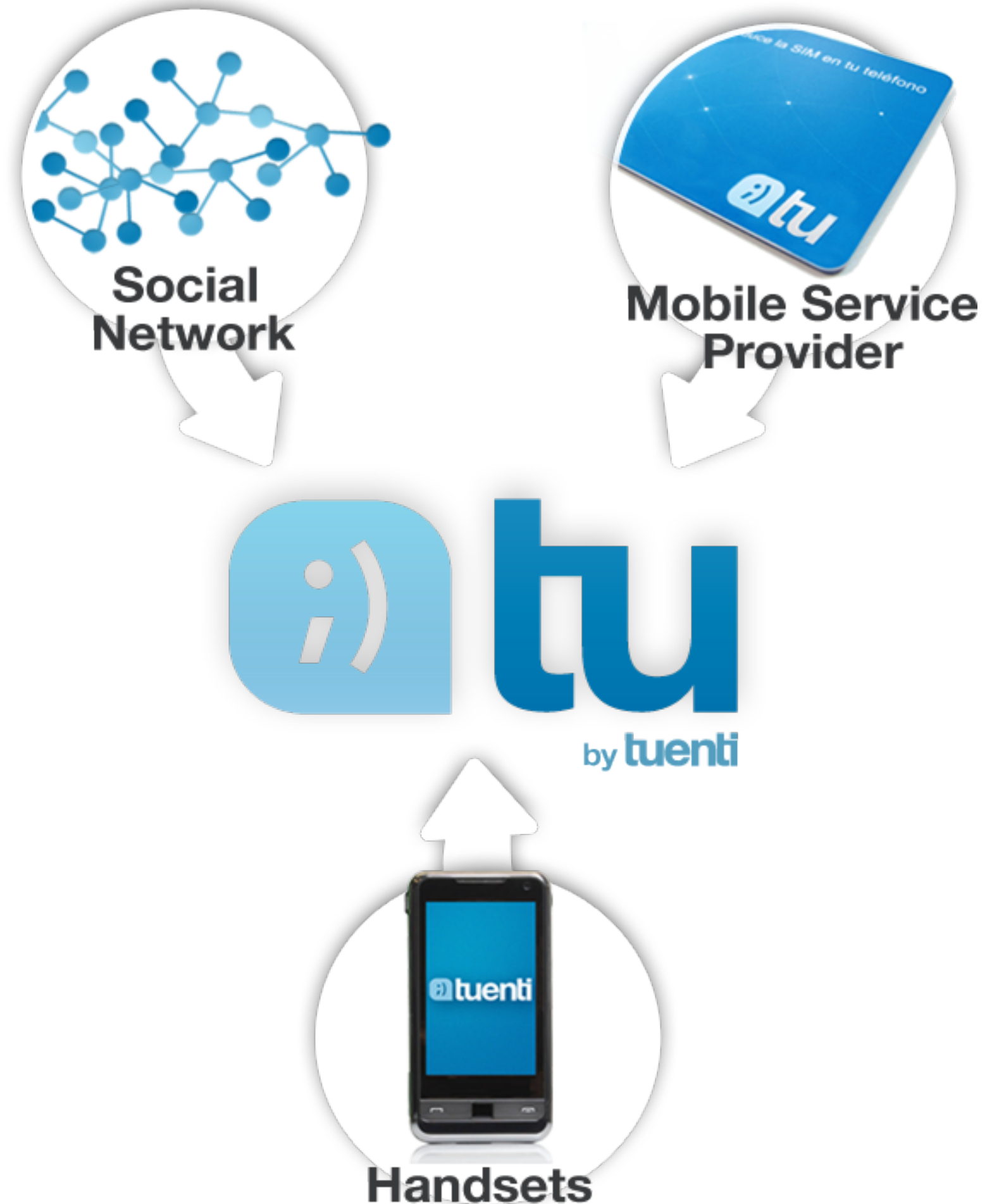
**A social telco  
service**

# Why “Tu” will be a success

“Tu” is a social phone service that will leverage social graph to:

- Simple / Transparent / On-Net based proposal
- High Value in data and chat
- Social, invite only, viral
- Fully integrated social experience from social network to handset

Prepay in first phase with viral campaign to leverage the potential of our registered base of +10 m users



# Tuenti and Telefónica are stronger together

Telefónica's strategic position presents massive opportunity for Tuenti's expansion

With a strong social background we can do both web2mobile growth and mobile2web

- Leveraging Telefónica DB
- Common id/login service
- "Tu" light messenger where chat friends are best social graph
- "Tu" phone services





# Working together with Telefónica we will...

Maintain lead in Spain with core social, local offers/ads, mobile and media content verticals

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Make “Tu” a major operator in Spanish market

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Continue hiring the best engineering talent across the world

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Become largest social advertising platform in Spain

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Take Tuenti core platform to new markets



