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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
- 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

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
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<tbody>
<tr>
<td>Registered users</td>
<td>10.6m</td>
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<tr>
<td>Monthly page views</td>
<td>30bn</td>
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<tr>
<td>Minutes daily</td>
<td>80min</td>
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<tr>
<td>Uploaded photos daily</td>
<td>3.1m</td>
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<td>Years of video daily</td>
<td>20</td>
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<tr>
<td>People from different nationalities</td>
<td>172</td>
</tr>
</tbody>
</table>

1. Comscore Dec-10
2. Tuenti DB Feb-Mar-11
3. Tuenti Corporate Information Mar-11
We have come a long way since 2006...

Founded

Hired 100th to team

#1 Social Network in Spain by Page Views

Launched Mobile

Sold First Ad

Release of “Tuenti Places”

Hired 100th to team

Telefónica investment

10.6 m Users

25k Users

2006 2007 2008 2009 2010 2011

Total Users (m)
Tuenti’s core strategy is social, local and mobile
Core Services

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

Games
- Social games
- Casual games
- Transactions
- Virtual currency

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

Real information

High engagement

High value services
Local

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

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

Events & Pages
- Professional Pages
- Public profiles
- Public/Private Events

Largest local DB in Spain
High value advertising services
Everyone on Tuenti
Mobile

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

Tuenti everywhere

Core

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

Always connected to your friends

Tu messenger

- 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
- Make “Tu” a major operator in Spanish market
- Continue hiring the best engineering talent across the world
- Become largest social advertising platform in Spain
- Take Tuenti core platform to new markets