SOMOTO

April 2014

The Company

Established in February 2009

Publicly Traded since 2013

Development, marketing, monetization and smart distribution of software

B2B/B2C activities

Over 2,000 distribution partners,
Over 10,000 different types of software

Managing over 50 million software installations* per month

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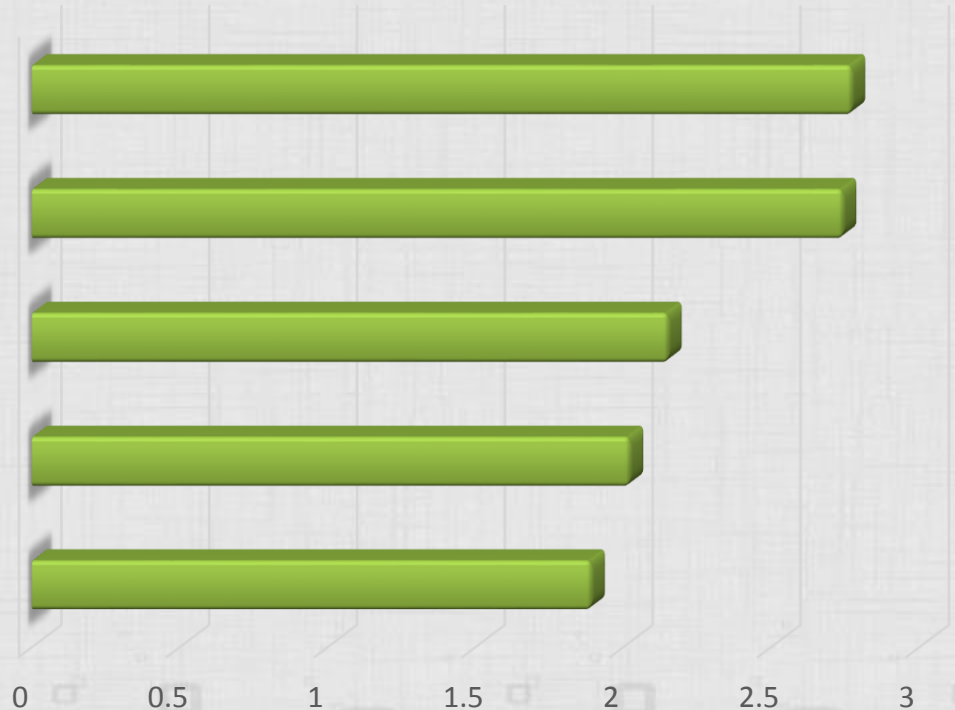# SW Developer's **Biggest Challenges**

Increasing revenues from your software

Maintain positive user experience

Quick and simple Integration process

Quantifying your success

Re-invest into smarter distribution

| 0 | 0.5 | 1 | 1.5 | 2 | 2.5 | 3 |

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Software Monetization Concept

Somoto's Offering System

Somoto Smart Engine

Top Tier Advertisers

Advanced Offering System Technology

Customized Downloader

Success and Conversion Analysis

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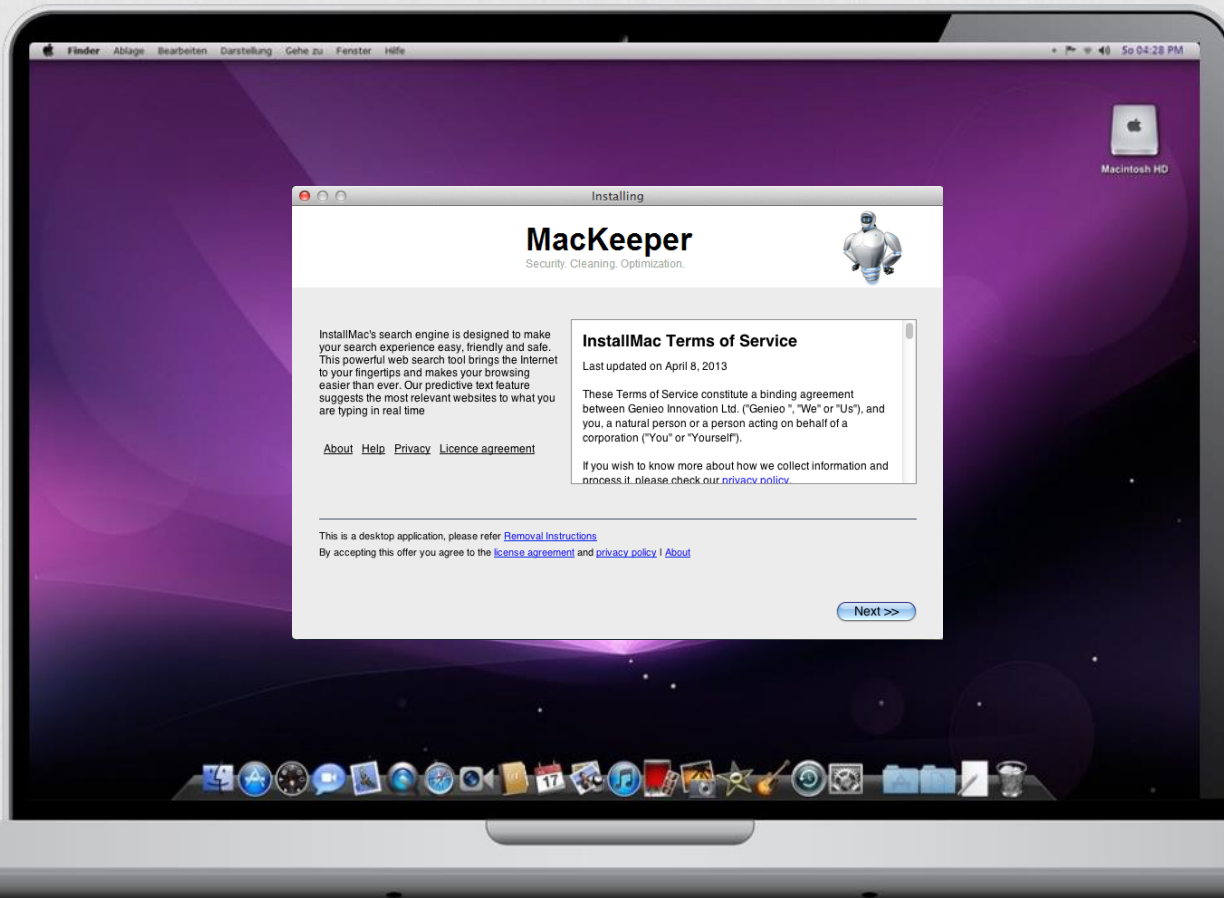
Mac Installer

☐ Unique Mac Solution

☐ Seamless Monetization process

☐ Premium 3rd party offers

☐ Implement within minutes

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Customer Success – **VideoSplit**

Challenge

- Freeware based SW developer
- Limited marketing budget
- Looking for additional revenue stream

Standardized on Somoto's offering system

- Generate additional revenue flow
- Keeping the software for the users
- Channel the extra funds into marketing and development .
- Offer user additional free software

"Almost immediately, we were able to leverage Somoto to complement our revenues and to further fund the continued innovation behind VideoSplit while maintaining a great experience for our users.."

Alex, VP Product Management, VideoSplit

Summary

- **Profit** - Increased revenues while solidifying your brand value

- **Stability** - One platform to offer top tier advertisers

- **Cutting edge technology**
    - Real time proposal management and analysis
    - Self learning optimization and decision making

- **Personal** - Long term partnership with personal management

Thank You

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