OLICO DIRECT MARKETING Analytically driven marketing solutions



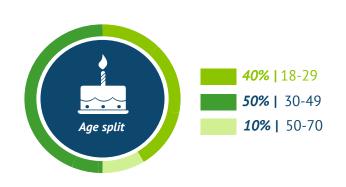


Email inventory

Email rates	1,5 Million Reco	ords	
Emails sent		Cost	per email
0-100k			35c
100 - 300k			30c
300 - 500k			25c
800k-1 Million			15c
1 Million +			10c

Email product offering

-		
Surveys	Per completed survey	R50
Infographic	Per infographic	R15 000
eBook	Per eBook	R50 000
Sponsored post	Per sponsored post	R15 000
Newsletter advertising	Per banner spot	R7500





SMS inventory

15 000 000 records

Gender split

♀ 52% ♂ 48%



SMS Campaign Rates	15 Million Records		
SMS' sent		Cost per sms	
0 - 100k		44c	
100 - 300k		36c	
300 - 500k		32c	
500 - 800k		28c	
800k - 1 Million		27c	
1 - 2 Million		26c	
2 Million +		25c	

* We c	reate and	l run th	e sms	campaign j	for you	using	our	own	data
--------	-----------	----------	-------	------------	---------	-------	-----	-----	------

Bulk SMS Rates	15 Million Records
----------------	--------------------

SMS' sent	Cost per sms
0 - 100k	17c
100 - 300k	16c
300 - 500k	15c
500 - 800k	14c
800k - 1 Million	13c
1 - 2 Million	11.9c
2 Million +	Let's talk

^{*} We supply sms capability only



Segmentation groups



Geographic location



status







Age

Additional segmentation

Credit card user | Employment | Insurance User | Mobile contract user | Personal loan user | Home owner | Vehicle Owner

Income split

Very High | R25 000

High | R16 000 - R25 000

Medium | R12 000 - R16 000

Low | R8 000 - R12 000

Very Low | RO - R8 000

Banner inventory

500k + Banner impressions per month

R250 CPM · ·



Data inventory

Data	1,5 Million Records	From	40c / record	
Data Rec	ords		Cost per record	
0 - 100k			R1,50	
100 - 300	k		R1,00	
300k - 500k			80c	
500k-800k			70c	
800k-1 M	1illion		60c	
1-2 Million			50c	
2 Million	+		40c	

- Data is refreshed monthly
- Provide us with ID's and we give you matched & verified data

Data Matching	From 15c / rec	cord
Data Records		Cost per record
0-100k		50c
100k - 300k		30c
300k - 500k		20c
500k-800k		15c
800k-1 Million		15c
1-2 Million		15c
2 Million +		15c

Records include

Personal information | Verified cell no | Email where available | Postal address | And more