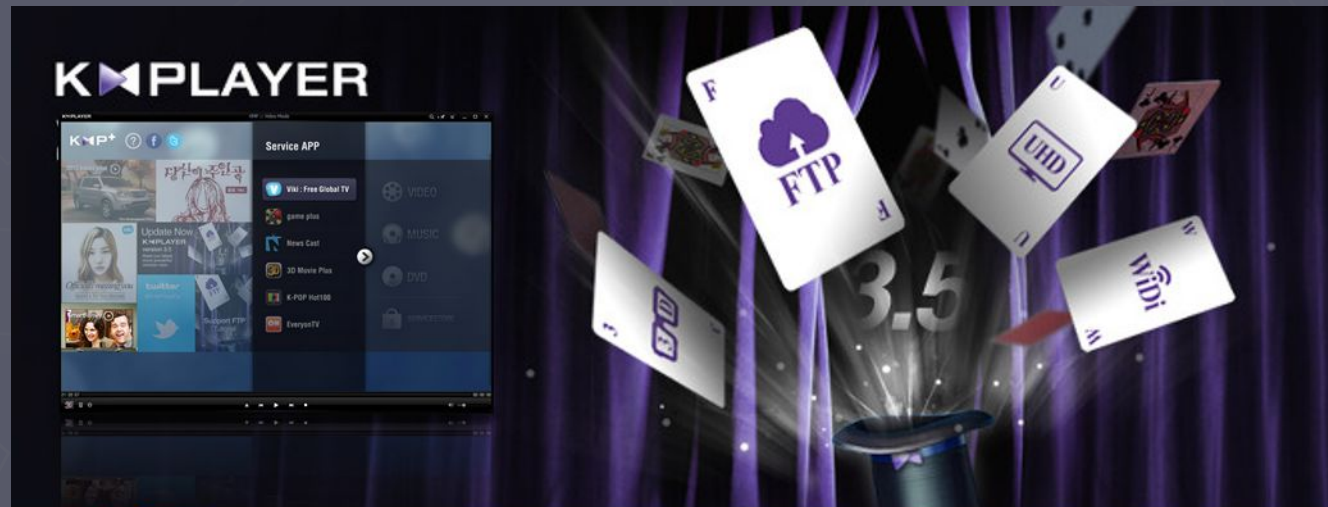


KMP Business Proposal

We are cloud & social media life





- ▶ KMPmedia is the best, most versatile multimedia player in the world.
- ▶ Offering Movies, Television, Radio and Gaming all bundled into one software package.

Our History

2007

- Pandora.tv takes over KMP Media

2010

- KMP Media becomes a subsidiary of PandoraTV

2009

- Daily Executions exceed 10,000,000.
- Monetization starts, partner with Ask.com for first advertising venture.

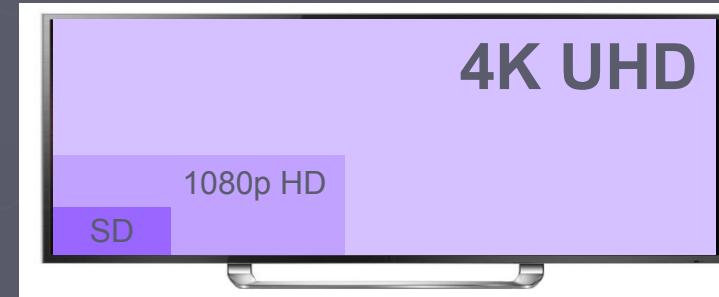
2012

- KMP+ launches along with new business partners.
- Softonic, Cnet, Viki, Linktech, Baidu and Daum Communications becomes partners.
- Surpasses 200,000,000 worldwide users

Our Technologies

- ▶ We offer a new technology called “4K Ultra HD”

Division	Resolution	Pixels
4K UHD/UD (Ultra High Definition)	4,096 x 2,160	8,300,000
2K	2,048 x 1,080	2,200,000
Full HD (Full High Definition)	1,920 x 1,080	2,000,000
HD (High Definition)	1,280 x 720	1,000,000
SD (Standard Definition)	720 x 480	300,000



- ▶ Support for Intel's WIDI



KMP Smart TV App

Installing Flash



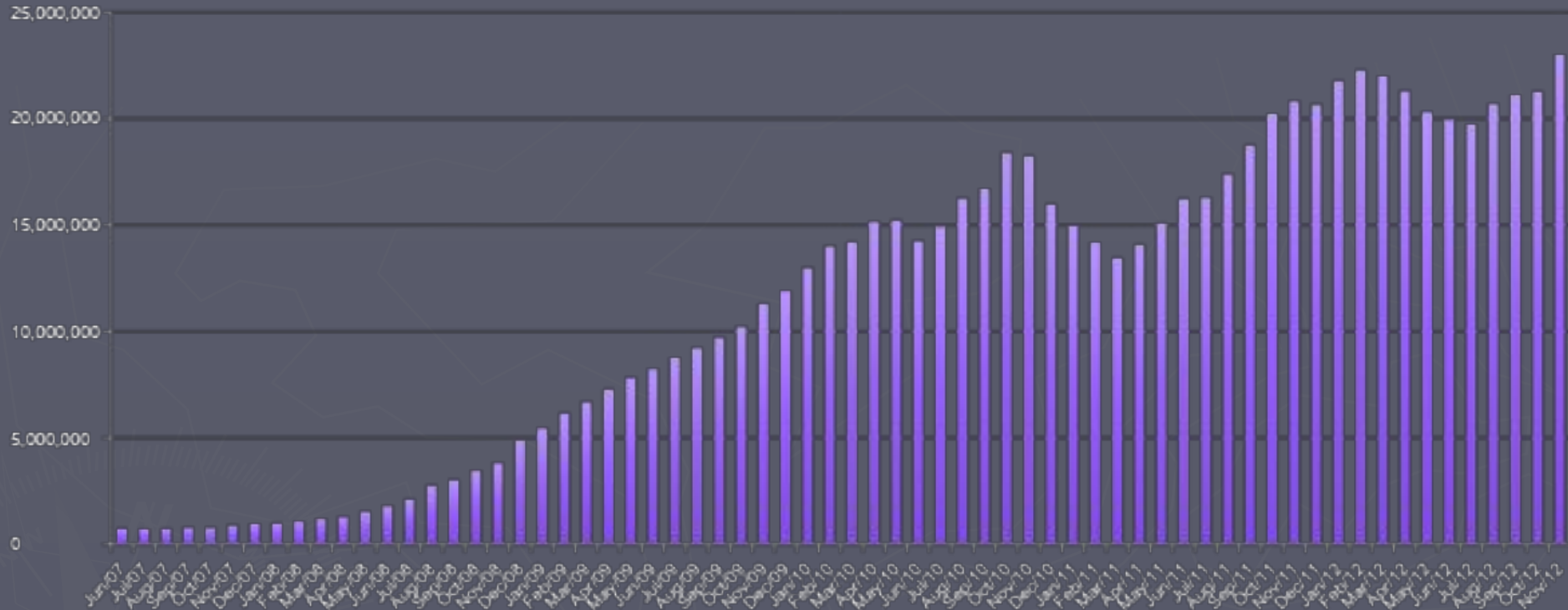
Devices with KMP Smart TV App

External input



Computers with KMP software

Why chose to work with us?



Since the Pandora.TV takeover, KMP media has gained 3.088% market share.

Why chose to work with us?

Softonic

Top Downloads: Video players

1.  **KMPlayer**
Excellent free multi-format media player
2.  VLC media player
3.  BS.Player
4.  GOM Player
5.  RealPlayer
6.  Windows Media Player
7.  MKV Player
8.  VLC media player nightly 64-Bit
9.  FLV Player
10.  CyberLink PowerDVD
11.  Media Player Classic
12.  QuickTime
13.  WinX DVD Player
14.  UMPlayer
15.  BSPlayer
16.  PotPlayer

- KMPlayer is ranked #1 in downloads for Video Player on Global Site Softonic

- KMPlayer is ranked #3 on Global Site CNET Download.com

CNET

More Popular Video Players downloads

- | | | |
|----|-------------------------|---------|
| 1. | VLC Media Player | 182,023 |
| 2. | GOM Media Player | 168,047 |
| 3. | KMPlayer | 154,309 |
| 4. | UMPlayer | 129,131 |
| 5. | RealPlayer | 47,049 |
| 6. | DivX Plus Software | 36,990 |
| 7. | Media Player Codec Pack | 33,027 |
| 8. | Windows 7 Codec Pack | 28,296 |
| 9. | FLVPlayer4Free | 27,503 |

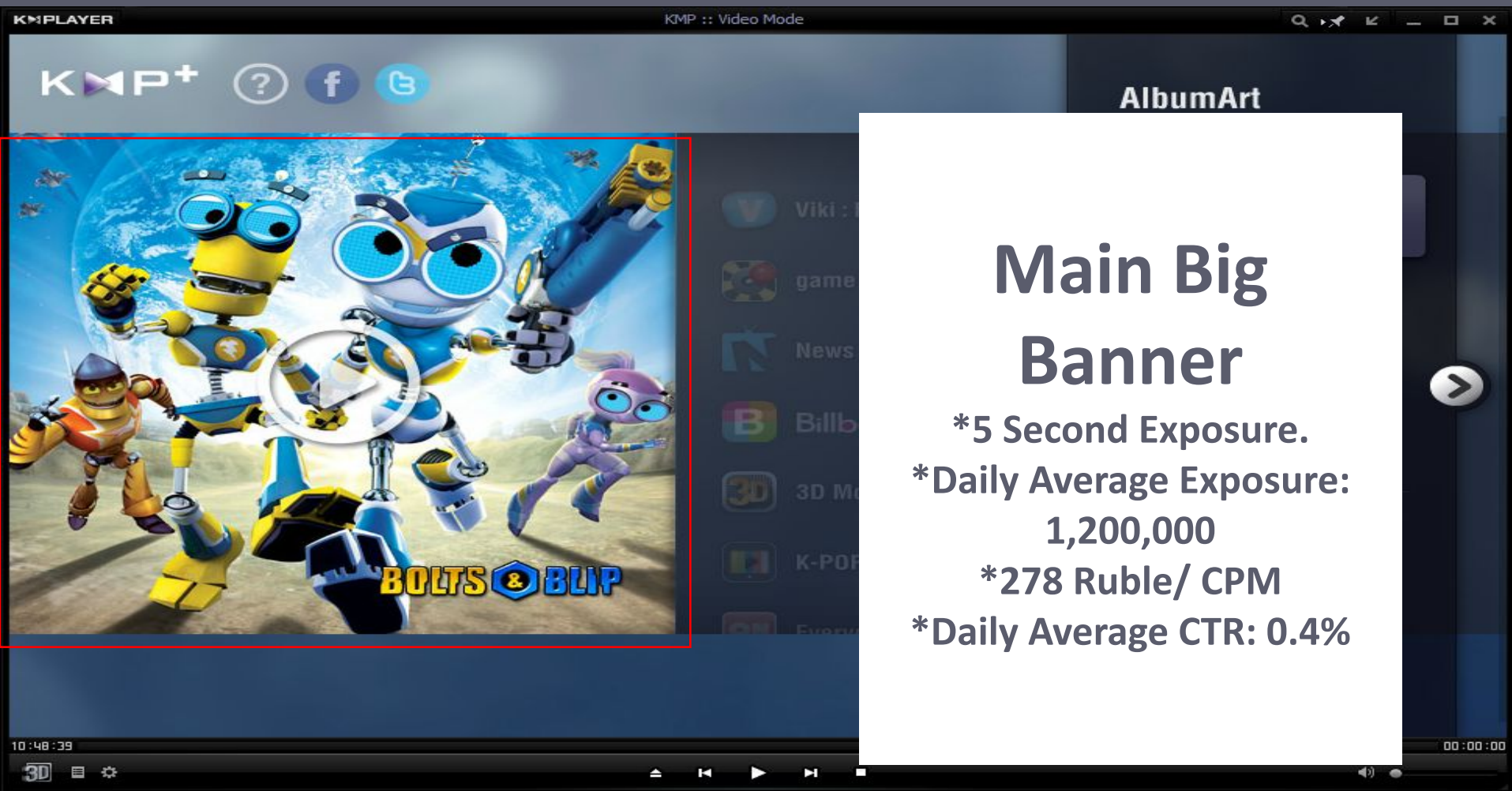
Why chose to work with us

- What we expect or in other words Market Trend.
- More than 500,000 units by the end of this year (2013) We also estimate to have 7 million unit market by 2016
- Expected to grow rapidly by year 2016 to over 7,000,000 units

Where will we see the most growth?

- China is estimated to give us the most growth in this market, however a noticeable amount of growth is expected in the United States & Western Europe
- We estimate that there will be minimal growth in Japan, Eastern Europe, Asia Pacific, Latin America and the Middle East.

Advertising



Main Big Banner

- *5 Second Exposure.
- *Daily Average Exposure:
1,200,000
- *278 Ruble/ CPM
- *Daily Average CTR: 0.4%

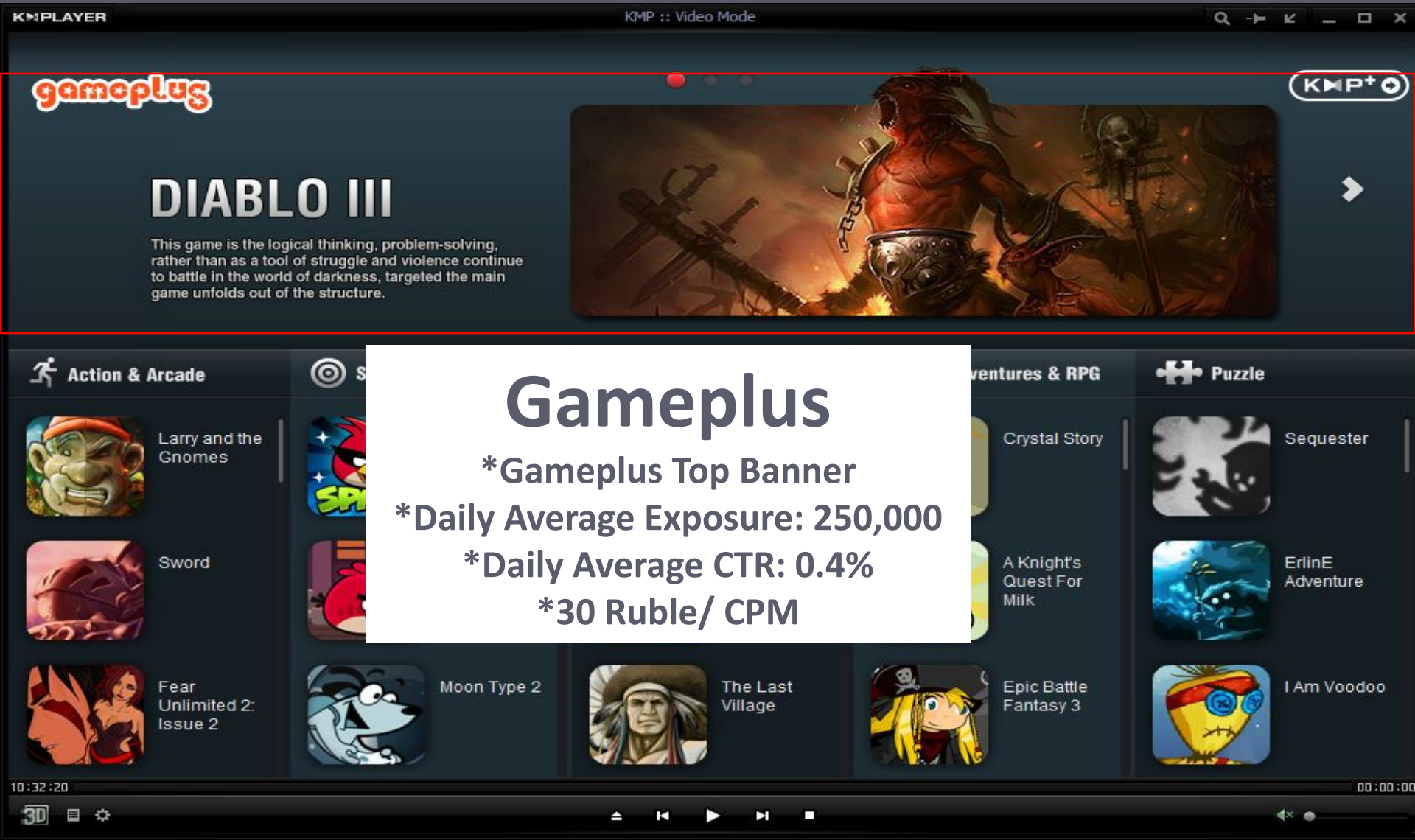
Advertising

The screenshot displays the KMP+ interface in Video Mode. The top bar includes the KMP+ logo, a help icon, and social media links for Facebook and Twitter. The main content area is divided into two sections: a grid of advertisements on the left and a 'Service APP' section on the right. The advertisements include a car (SANTAFEL), a movie (Black & Soul), a download prompt (KMP Plus Ver 3.2), a 3D movie guide, a 3D LG Cinema advertisement, a movie (Melancholia), and an Asiana Airlines advertisement. The Service APP section features a vertical list of app icons. A white box on the right side of the screen contains the text 'Main Banner' and its performance metrics.

Main Banner

- * Always exposed
- * Daily average Exposure: 1,200,000
- * 140 Ruble /CPM
- * Daily Average CTR: 0.3%

Advertising

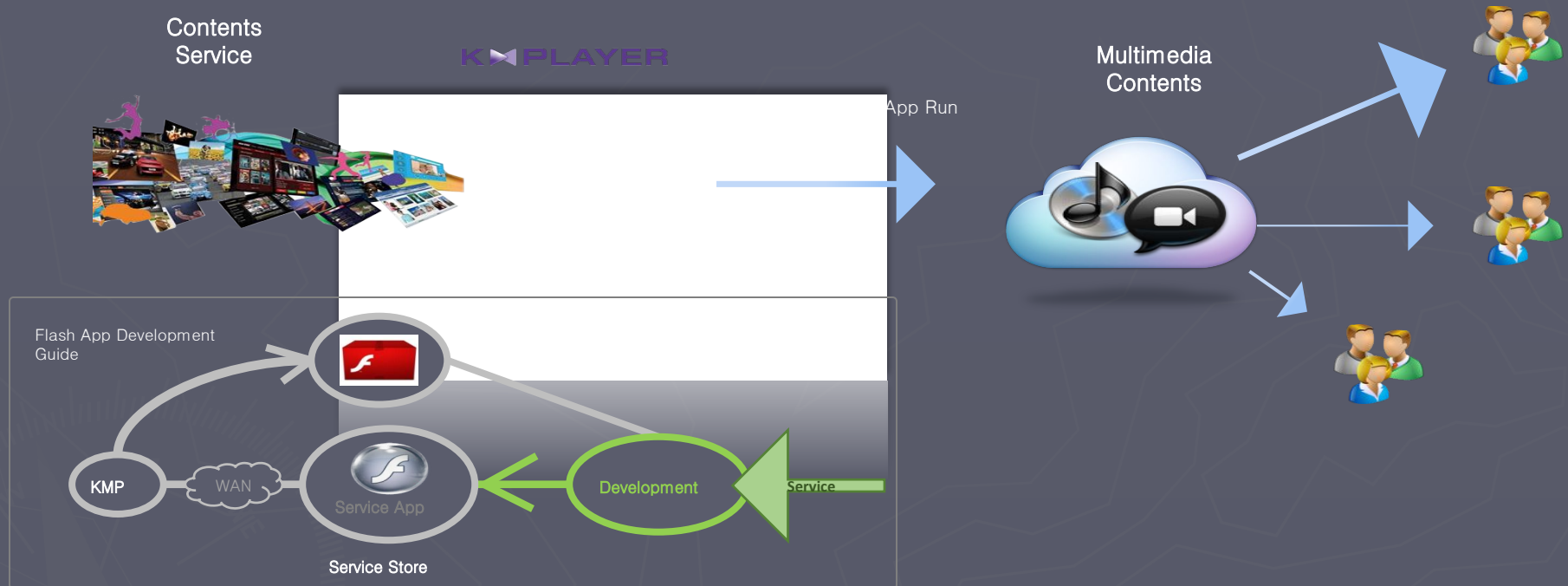


Advertising



► We also offer advertising on our install/uninstall process.

Distribution



- KMP Plus is based on the Flash Platform.
- Supporting a wide range of multimedia sectors including gaming, movies, television and educational content
- Also support live and VOD streaming services as well as Images, News and Text feeds.

Interested in working with us?

Contact us today:

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Business Development Team
Assistant Manager
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