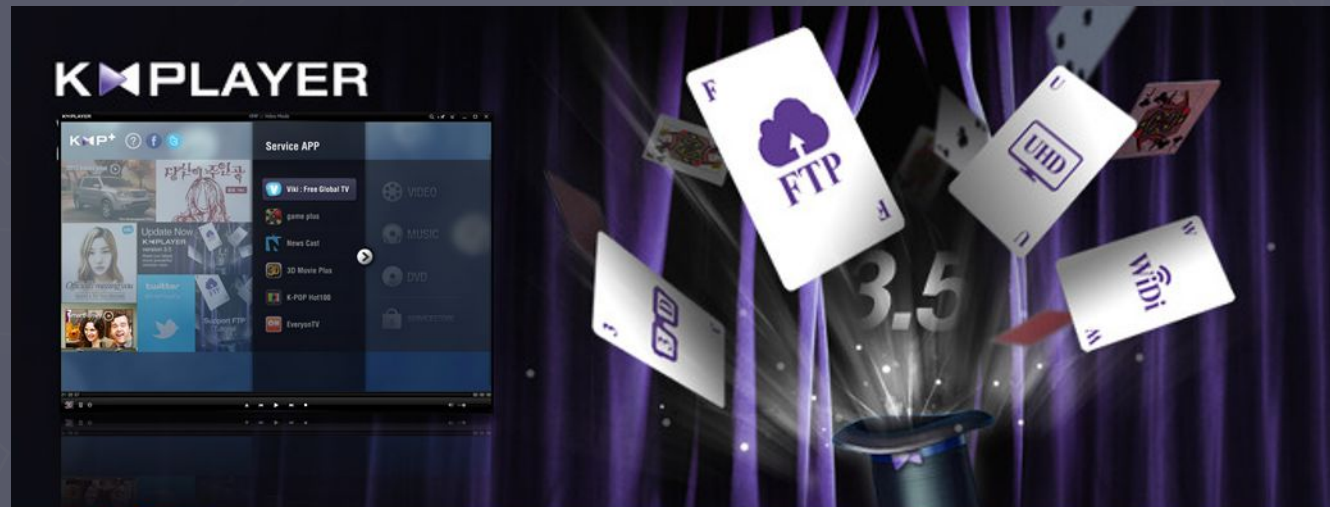


# KMP Business Proposal

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

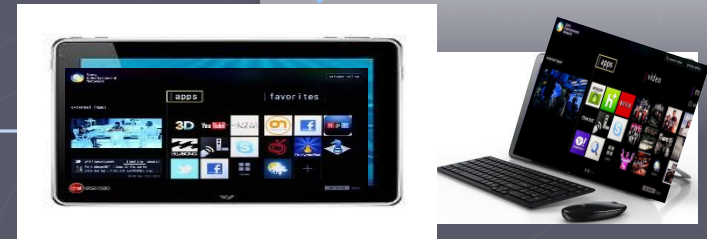


Installing Flash



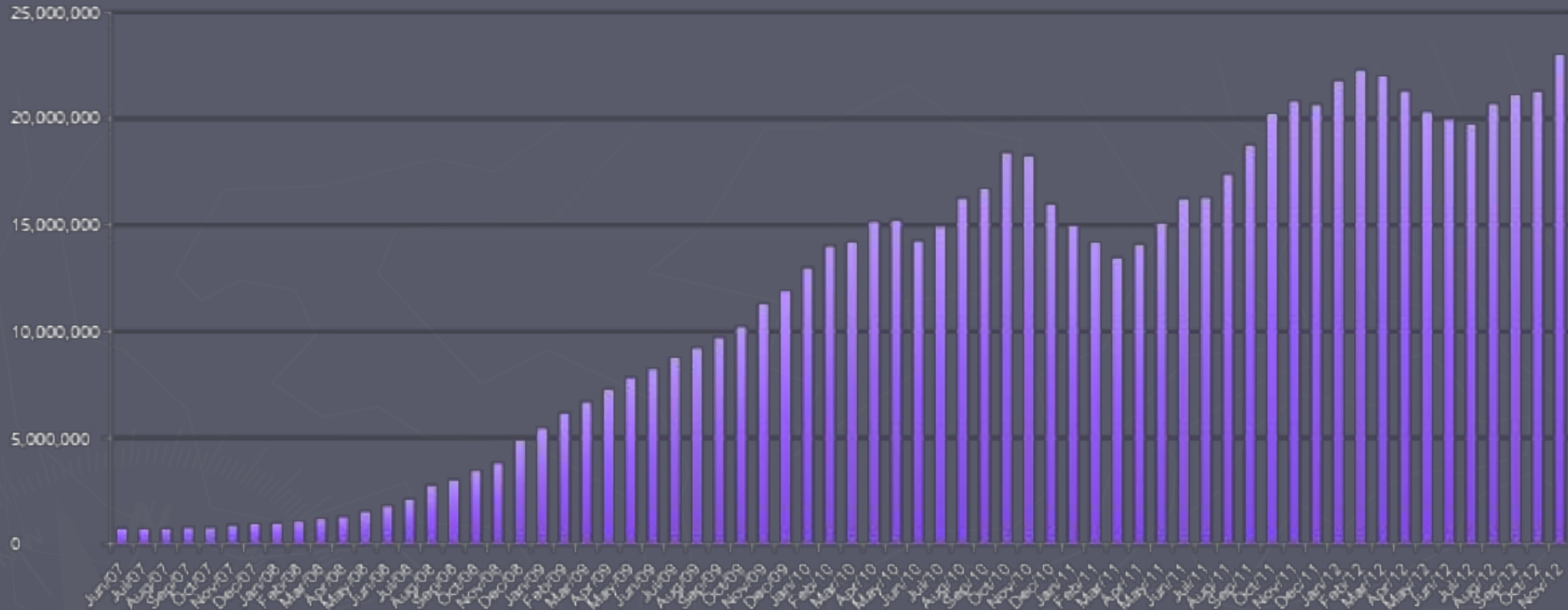
Devices with KMP Smart TV App

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.		<b>KMPlayer</b> 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

KMP PLAYER KMP :: Video Mode

KMP+ ? f t

AlbumArt



**Main Big Banner**

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

10:48:39 3D 00:00:00

# Advertising

The screenshot shows the KMP+ interface in video mode. The top left features the KMP+ logo with social media icons for Facebook and Twitter. Below this is a grid of advertisements: a blue SUV (Santa Fe), a woman's face (Black & Soul), a 'Now Download KMP Plus Ver 3.2' banner, a '3D movie Plus Video Guide' banner, an LG Cinema 3D advertisement, and an Asiana Airlines '24 hours of Asiana Airlines' advertisement. A 'Service APP' sidebar on the right contains several app icons. A white box on the right side of the screen contains the following text:

## Main Banner

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

The bottom of the screen shows a video player control bar with a timestamp of 16:54:04.


# Advertising

KMPPLAYER KMP :: Video Mode

**gameplus**

## DIABLO III

This game is the logical thinking, problem-solving, rather than as a tool of struggle and violence continue to battle in the world of darkness, targeted the main game unfolds out of the structure.



KMP+

**Action & Arcade**

- Larry and the Gnomes
- Sword
- Fear Unlimited 2: Issue 2

**Adventures & RPG**

- Crystal Story
- A Knight's Quest For Milk
- Epic Battle Fantasy 3

**Puzzle**

- Sequester
- ErlinE Adventure
- I Am Voodoo

**Gameplus**

- \*Gameplus Top Banner
- \*Daily Average Exposure: 250,000
- \*Daily Average CTR: 0.4%
- \*30 Ruble/ CPM

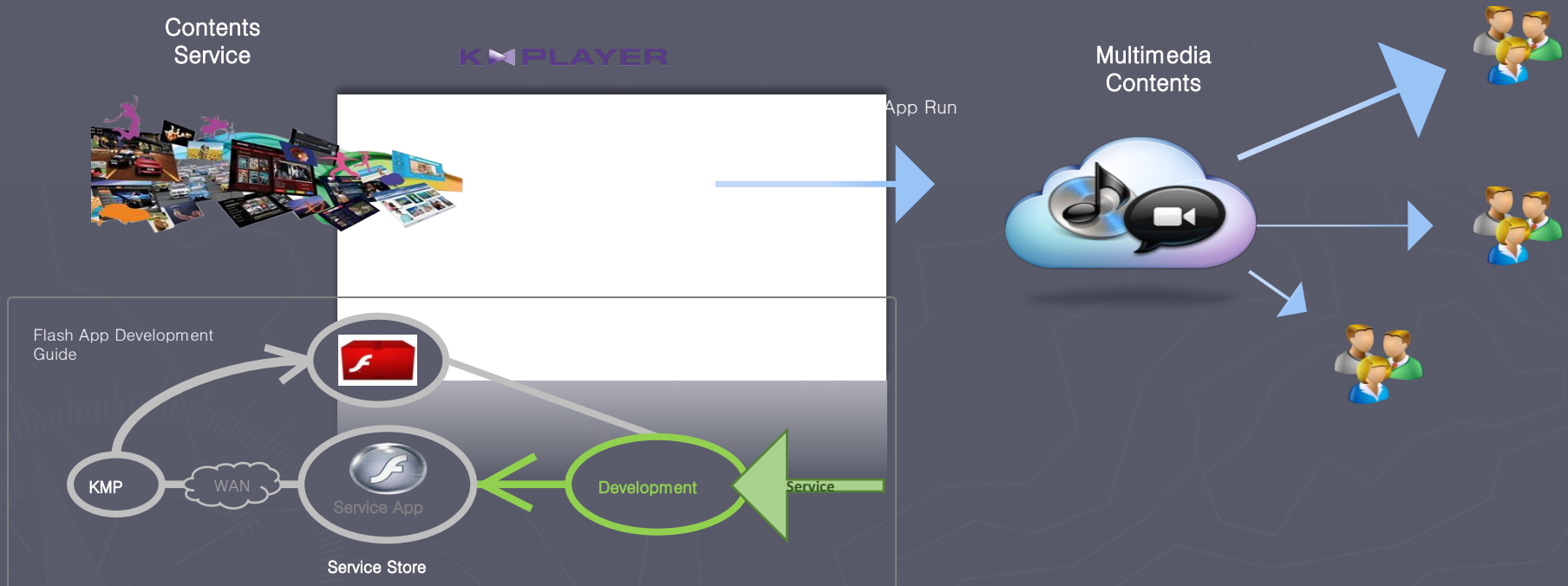
10:32:20 00:00:00

# 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**  
**Telephone** +82.70.4484.7187 / **Mobile**  
+82.10.6844.1911 / **Fax**+82.31.776.7679

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