

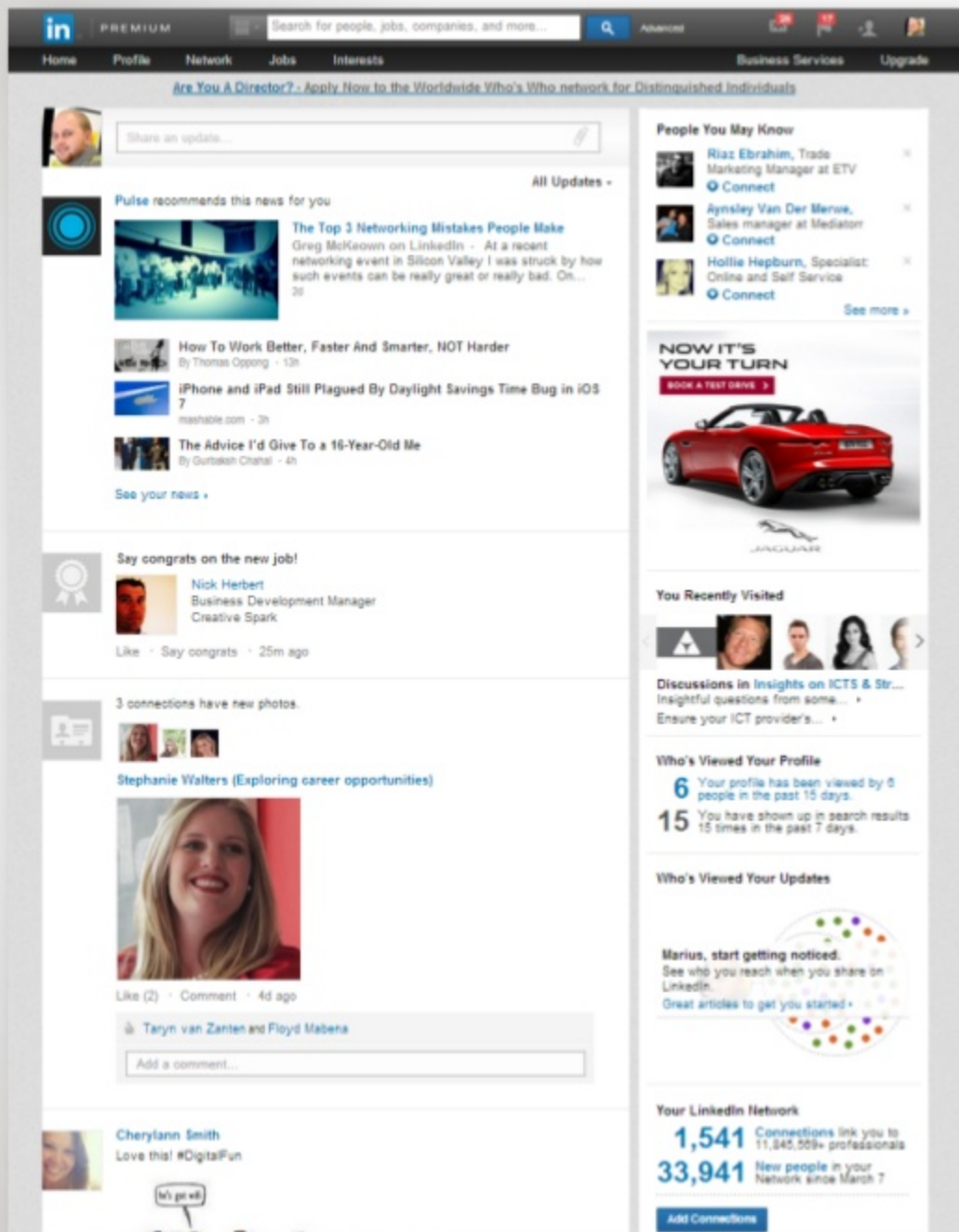


Marketing Solutions

Where business
happens



HABARI MEDIA



TOP 10
Site in South Africa

60% of all users
return monthly

3M unique users




effectivemeasure

February 2014



HABARI MEDIA



Mark Lyall

Our Mission.

Connect the world's professionals to make them more productive and successful



HABARI MEDIA

The world's largest professional network

February 2014



277M+

MEMBERS WORLDWIDE

>2 New

MEMBERS PER SECOND

187M+

MONTHLY UNIQUE VISITORS



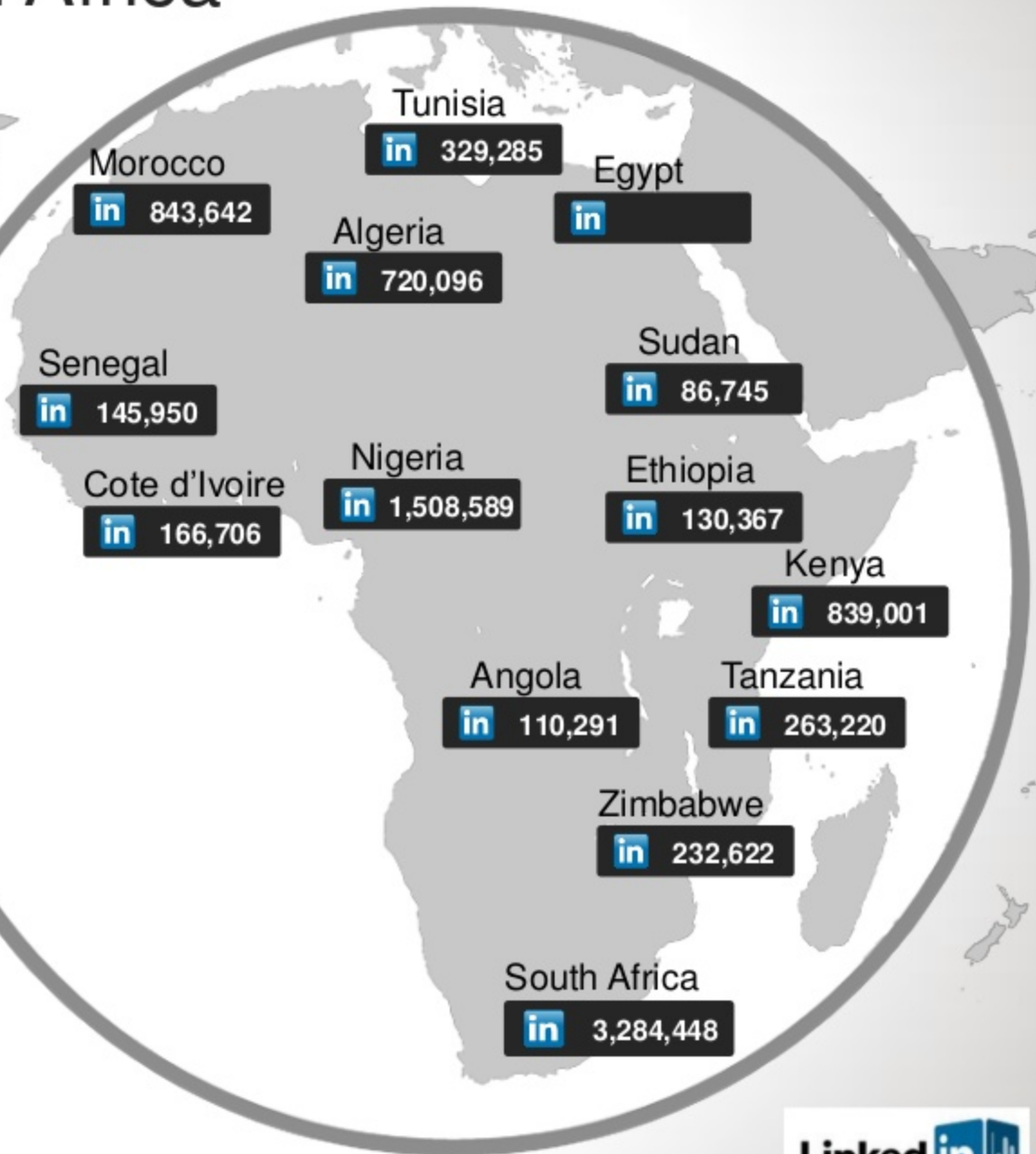
LinkedIn Audience in Africa

Audience Total



12,838,809

Professionals present on LinkedIn



Today's Agenda

- Our Audience
- Benefits to Members
- Benefits to Marketers
- Our Solutions
- Creative Examples
- Reporting

Align message with business opportunity

Business Context



Business elite

believe that LinkedIn is **the** most important site for them to visit for their business.¹



65%

of members say LinkedIn helps them grow new business.²

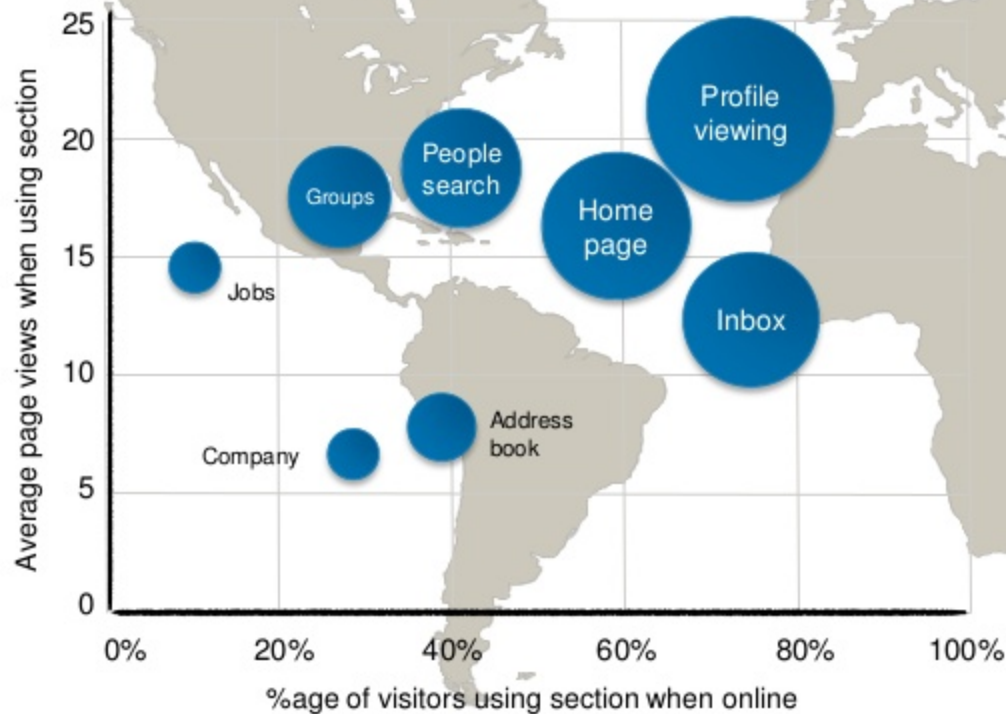


2X

more confidence in the information found on LinkedIn than any other social site.²

An engaged and active member base

85% of visitors use products other than jobs



65%

of members say LinkedIn help them grow new business

75%

of users find LinkedIn extremely useful for their business

80%

Of members prefer to have separate social networks for their personal and professional lives²

Benefits to Members

The value we bring to our members



Identity

Connect, find and be found



Insights

Be great at what you do



Everywhere

Work wherever our
members work

LinkedIn provides tools that our members use to obtain business insight

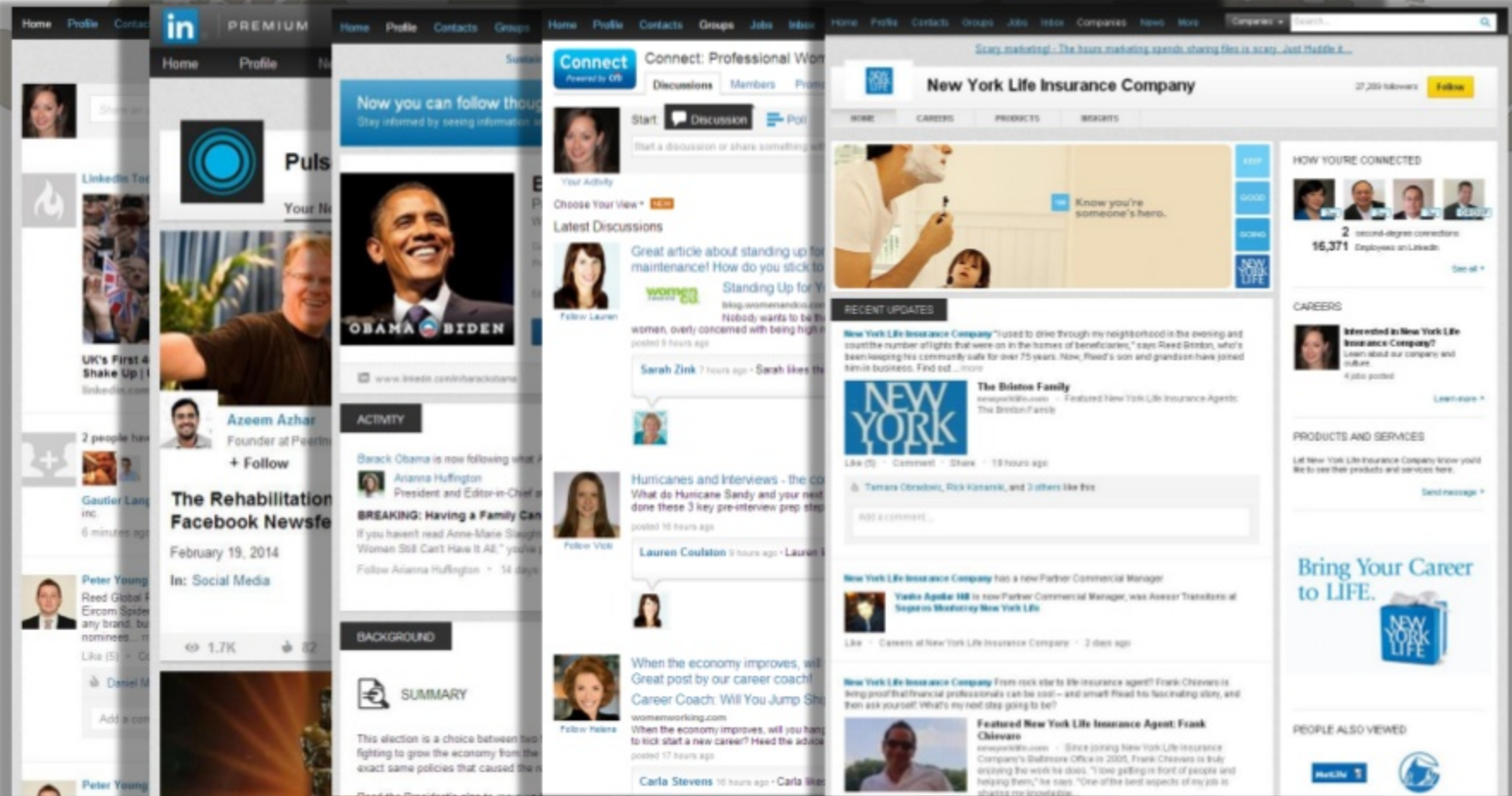
Homepage

Pulse

Influencers

LinkedIn Groups

Company Pages



Top drivers for using personal and professional networks are quite different

Top 5 reasons people use each network

“Spend Time”

“Invest Time”

Personal Networks

Professional Networks

Socialize

Stay in touch

Be entertained

Kill time

Share content

1

2

3

4

5

Maintain professional identity

Make useful contacts

Search for opportunities

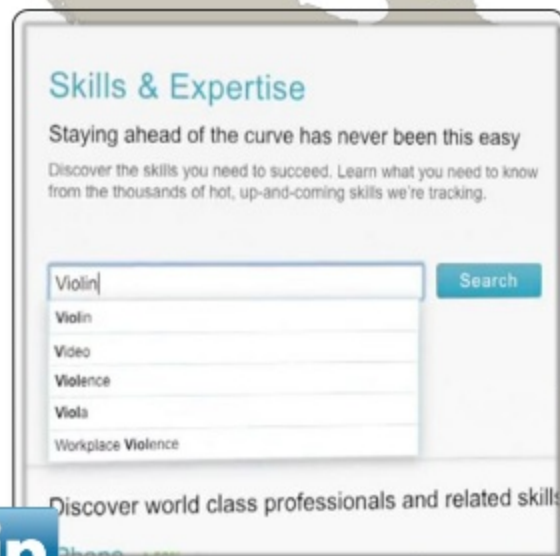
Stay in touch

Keep up to date for career



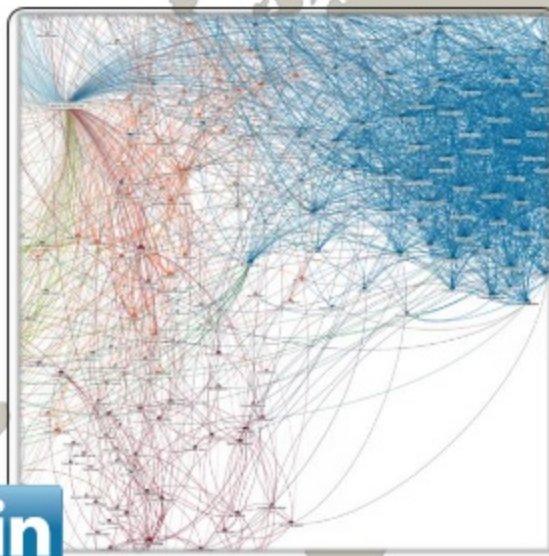
What are professionals doing on LinkedIn?

Professional Identity



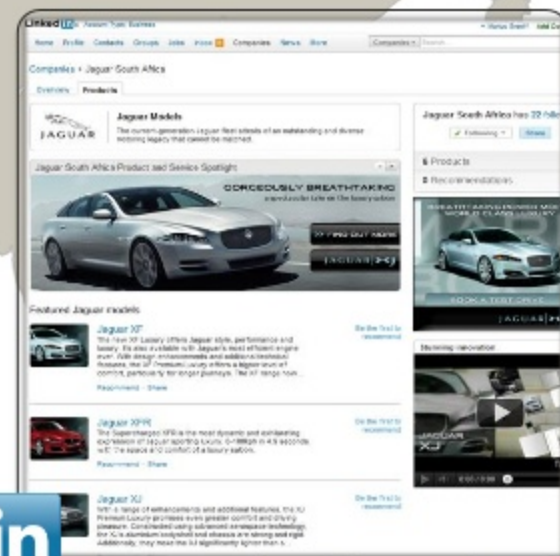
Managing their
professional
identity

Networking



Building a
professional
network of peers

Insights



Distilling and facilitating
professional insights

How the South African audience uses LinkedIn

Connect & Communicate

71%

Network with other professionals

Research People & Companies

69%

Learn about what other colleagues are doing

Professional Insights

54%

Stay up to date on industry discussions

Seek Career Opportunities

13%

Maintain professional identity

Benefits to Marketers

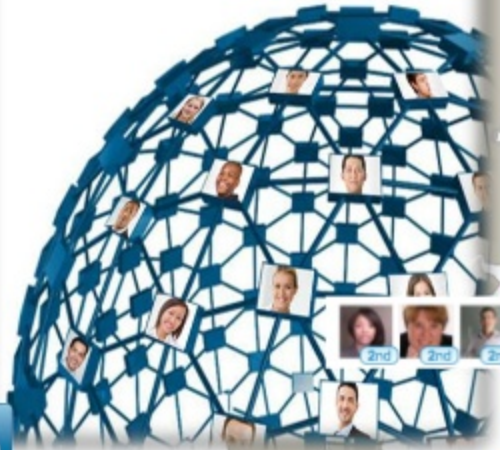
Social media is on the rise

Building Relations



Create marketing bonds that lasts over time

Word of Mouth



Your message coming from trusted sources

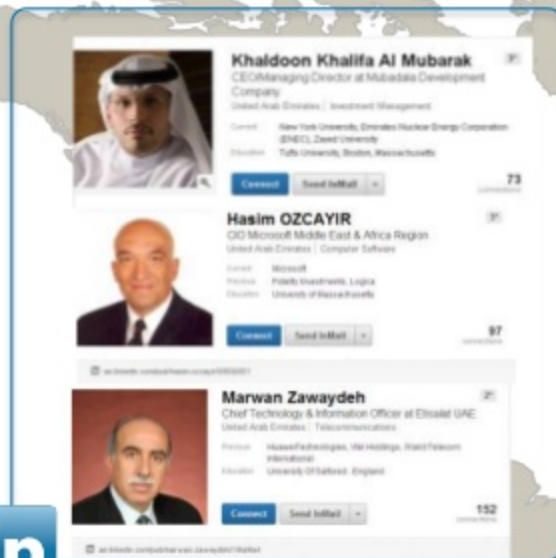
Engaging Clients



A two way marketing communications channel

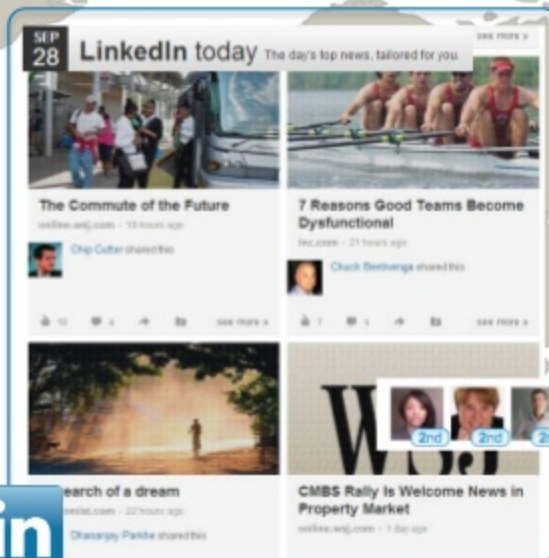
The value we bring to brands

Audience



Affluent, in-market members increase receptivity and decrease wastage

Context



Professional environment engenders trust and confidence

Impact



Network effect extends your marketing beyond the initial investment

Defining your audience

Getting the right message in front of the right person

The image shows a LinkedIn profile for Jeff Weiner, CEO at LinkedIn. The profile is displayed on a map background. Several callouts point to specific parts of the profile:

- Geography:** Points to the location "Mountain View, California".
- Job Title/Industry:** Points to the current position "CEO at LinkedIn" and the industry "Internet".
- Education:** Points to the education section, which lists "University of Pennsylvania - The Wharton".
- Professional Details:** Points to the "Experience" section, which lists "CEO at LinkedIn" and "Member, Board of Directors at Intuit".
- Company Name:** Points to the "Company Website" link in the "Additional Information" section.
- Groups / Associations:** Points to the "Groups and Associations" section, which lists "Bain Capital Ventures Portfolio Group", "Connect: Professional Women's Network, Powered by Citi", "DonorsChoose.org", and "DonorsChoose.org Board of Directors & National Advisory Council".

The profile also includes a "Connect" button, a "Send InMail" button, and a "Get introduced through a connection" button. The "Experience" section includes a description of the role at LinkedIn: "Connecting the world's professionals to make them more productive and successful. Since joining the company in December 2008, LinkedIn has increased its membership base from 33 million to over 150 million members, increased revenue by over 6x, and rapidly expanded its global platform to include 17 languages and operate in 25 offices around the world." The "Education" section includes a description of the role at the University of Pennsylvania: "Executive in Residence at Accel Partner Executive in Residence at Greylock Executive Vice President Network Division". The "Additional Information" section includes a "Company Website" link and a "Follow @jeffweiner" button.

LinkedIn audience based targeting

Run of Professional

"InCrowds"

Small & Medium Business Professionals	Business Decision Makers	Financial Service Professionals	Sales Professionals	Marketing Professionals	Startup Professionals	Corporate Executives	IT Professionals
Professionals working in companies with between 50 and 500 employees	Manager & Above at Any Size Company	Finance Professionals, or those who work in the Financial Services Industry	Professionals whose job Function is Sales or Business Development	Marketing Professionals, or those who work in the Marketing & Advertising Industry	Professionals working at companies with 1-50 employees	Directors & Above At Companies With More Than 500 employees	Professionals whose job function is IT or Engineering

Custom Audience Segments

Job function	Industry	Company Size	Seniority
Gender	# of Connections	Geo	Age
Company		Group	

Our Solutions