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Preface

Legend



Actively seeking funds



Triana client companies with possible
interest in international joint
ventures, partnerships, or strategic
investors.

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<http://trianagroup.com>

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Company	Description & Status	Pg. #
	A platform with a robust and high technology to collect and process the billions of data dissemination of digital advertising campaigns.	1
	The first one-stop offer allowing brands, retailers, media & governmental institutions to create their own ecosystem for relationship mobile marketing worldwide. Thus, totally independent broadcast whatever the carrier and	2
	Prediggo's mission is to help eShops boost their online conversion rate by providing them modules that they add into their eShop.	3
	The women's wear brand Sweet Blossom offers to the city dwellers a trendy collection of tops, dresses and tunics, made out with natural materials and complying with ethical principles.	4



Adledge allows measurement of all aspects of broadcast advertising on the Internet.

2

<http://www.adledge.com>

Products & Solutions

Visibility

Pipeline & IP Status

Adledge is based on a proprietary technology platform perfectly distributed around the world, supporting the treatment of tens of billions of urls per month.

Target Markets

Market Entry Sales Strategy

Competitive Environment

Competitive Advantage

Growth Strategy

Management Team



The first one-stop offer allowing brands, retailers, media & governmental institutions to create their own ecosystem for relationship mobile marketing worldwide. Thus, totally independent broadcast whatever the carrier and compatible with 98 per cent of the cell phones on the market.

2

<http://www.obad360.com>

Products & Solutions

OBAD Mobile Marketing is a full-service specialist in dematerialization and development of consumer loyalty programs on mobile devices. We are currently the only mobile marketing integrator in the market with a proven capacity to:

- Advise our customers on the introduction of a suitable direct mobile marketing strategy.
- Conceive and develop mobile consumer loyalty programs.
- Diffuse portable applications independently from operator network constraints.
- Generate, exploit and maintain mobile audiences in real-time.

Pipeline & IP Status

- An interactive and secure « plug & play » platform : 3.5 years of R&D
- Intermediation platform able to extract and integrate datas from/to clients' database without introducing their operating system
- Independent broadcast worldwide whatever the Telecom's network (2.5G, 3G, GSM, CDMA, Edge...)
- High level of compatibility with 98 per cent of cell phone range in the market (Symbian OS, Windows CE, Safari, Blackberry, ...),
- Cube CRM allowing the broadcast of 'rich' content & real time community animation according consumer's profile (purchasing behavior, consumption history...)

Target Markets

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Management Team

The OBAD team consists of internationally experienced senior executives & technology specialists. Our teamwork is a synergy between technological skills & marketing expertise in order to actively support our customer portfolio by introducing diverse approaches and perspectives with non-intrusive mobile marketing solutions. Alain Dolium - Co-Founder & CEO. Oliver Billery - Co-Founder & CFO.



Prediggo's mission is to help eShops boost their online conversion rate by providing them modules that they add into their eShop.

3

Products & Solutions

Prediggo Personalization Suite contains the 3 modules every ecommerce store needs to boost their online conversion rate:

1. Personalization module to personalize every web page of the eShop based on the customer's behavior.
2. Search module that offers all of the Google-like features and more.
3. Marketing module to enrich your online marketing activities such as newsletters using customer's behavior.

Pipeline & IP Status

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Sweetblossom

The women's wear brand Sweet Blossom offers to the city dwellers a trendy collection of tops, dresses and tunics, made out with natural materials and complying with ethical

<http://www.sblossom.com>

Products & Solutions

Sweet Blossom offers complete silhouettes, though laying the emphasis on dresses and tops, its specialty.

Sweet Blossom is naturally involved in the environment: the brand uses exclusively natural materials (silk and wool for this season), organic cotton (certified GOTS) and dyeing, which is guaranteed to be without toxic products by the Oekotex label.

Pipeline & IP Status

Target Markets

Market Entry Sales Strategy

Competitive Environment

Competitive Advantage

Sweet Blossom aims to minimize the environmental impact of its creations; Sweet Blossom develops its designs using exclusively organic cotton (certified GOTS) and natural fabrics. The dyes used are certified by Oekotex and guaranteed free of harmful substances. Each model is made with infinite care for details that only a handcrafted work allows. This garment, made in an Indian workshop supporting local social development, offers finishes of quality for a unique result. A way to reconcile harmoniously fashion and ethic!

Growth Strategy

Management Team