



habostorta
media
2023



1135 Budapest,
Reitter Ferenc utca 50.



+36 30/370-1279



szabo.csilla@dace.hu



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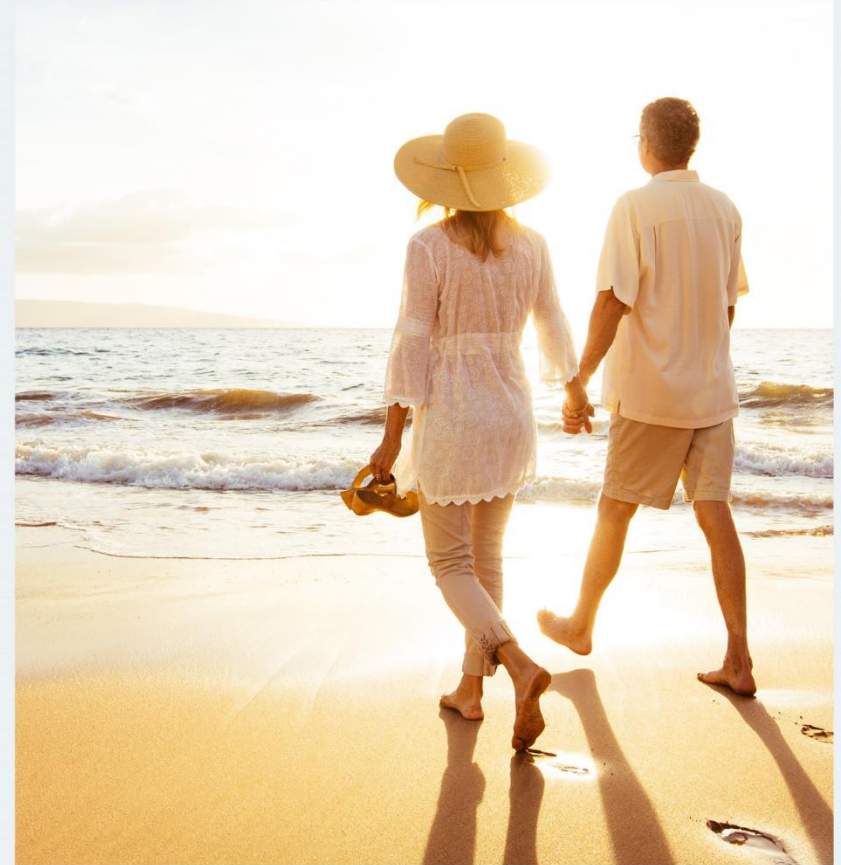
RANDIVONAL

- For over 24 years, Randivonal has been dedicated to help all singles to find a real partner for a serious relationship
-
- In 2007, a tier-based subscription model was introduced, providing higher site status tiers based on user fees
- More than 3 million registrations overall
- **Our registration system allows for demographically targeted advertisements**



RANDIVONAL

- 71% of users are over the age of 30
- Most people are looking for a partner in Budapest (KSH, 2016.)
- Budapest has the highest rate of Randivonal registrations per capita
- 1 in 3 Randivonal users has a college/university degree and constitute the majority of users



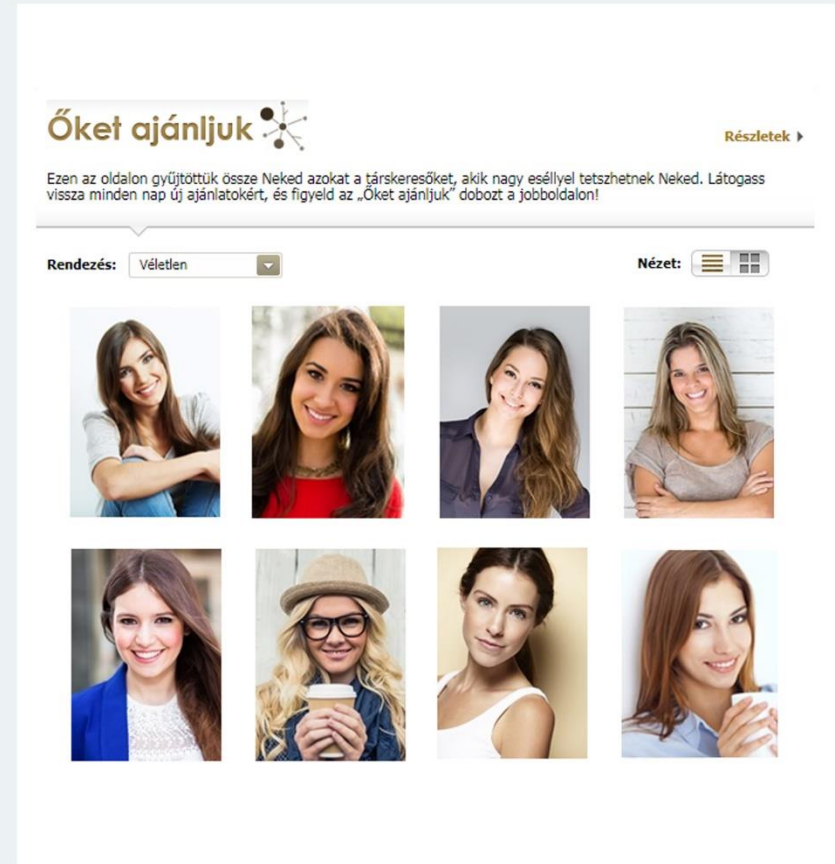
RANDIVONAL

- More than 1,000,000 single-person households in Hungary (KSH, 2016.)
- Online dating is currently one of the most effective dating methods
- 32% desktop users - 68% mobile users
- **Ads optimized for display on mobile devices is also possible**



RANDIVONAL

- A special proprietary machine learning algorithm is utilized to match potential pairs
- Our matching system is unique in the Hungarian dating market
- Our partner: Gravity R&D



User segments

- 75% of our users fall into the following ABC socio-economic groups:

18-24 year old users – 13%*

25-34 year old users – 17%*

35-44 year old users – 21%*

45-54 year old users – 20%*

55+ year old users – 29%*

*Source: Google Analytics, 2022.

- The most active female audience:** ABC economic group, aged 40+ with at least a secondary education
- The most active male audience:** ABC economic group, average age 35 years old



Constantly changing database

- Our database contains 300,000-350,000 users at any given time
- The dating database is renewed every 3-6 months
- Audience is renewed several times in 1 year

210,000 real users /month*
8,100,000 page views /month*

*Source: Gemius, OLA - Habostorta Media / estimated data, 2022.Q4



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- We anticipate typical questions asked on a first date during user profile creation in advance of the initial real-life meeting of matched individuals
- For example, one of the most important first date questions relates to a potential future partner's marital and financial status in addition to their profession
- **Interstitial, custom made solutions**
- **eDM database: 65,000 email addresses***

* Database query time 2023.01.



Csajok és Pasik

- Loose, colorful, youthful content
- 102.000 Facebook followers, and 50.000 blog readers /month
- 59% men, 41% women*
- Target audience: young adults
- 53% of visitors between age of 18-45*

42.000 real users /month*
2.700.000 page views /month*

*Source: Google Analytics 2022.



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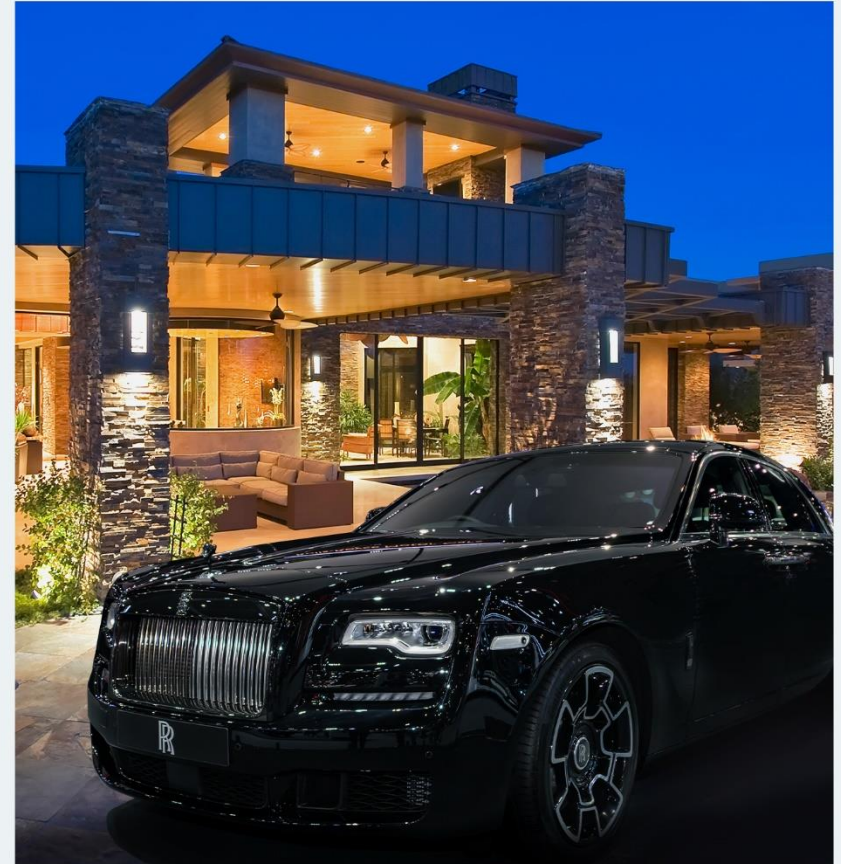


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RICH GROUP

KIDS · CLUB · LIFE · PARTY · MEDIA

- We founded Rich Group to create Hungary's largest luxury portfolio
 - On RichLife.hu you can sell your luxury properties and automobiles as well as other luxury items (e.g., yacht, watch, motorcycle, etc.)
 - Advertisement in this portfolio allows you to reach individuals who are regular consumers of luxury goods and services
 - **53,000 real users /month***
330,000 page views /month*
- *Source: Google Analytics 2022
- **RichLife, Rich Kids Instagram, RichLife Facebook, RichLove**



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- From movie premieres to the newest gossip, movie star buzz, and the latest news, **Habostorta.hu** offers fresh content from the world of sports, music, and celebrities, providing lifestyle advice and entertainment tips.
- **Interstitial, Inspiration 3D, ads on mobile interfaces, custom made solutions**
- Visitors: women 35+ years

150,000 real users /month *
320,000 page views /month *

*Source: Gemius, OLA - Habostorta Media / estimated data, 2022.Q4



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- Funny picture, audio, and video sharing site
- The website's content is entirely user-generated
- Visitors: men and women between 16-35 years

19,000 real users /month *

130,000 page views /month *

*Source: Gemius, OLA - Habostorta Media / estimated data, 2022.



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- Ize.hu: tech, games, music, news, sports, pink, film, art
- Interactive social content
- The content of the website is user-generated
- Visitors: men and women between 16-35 years

17,000 real users /month *
260,000 page views /month *

*Source: Gemius, OLA - Habostorta Media / estimated data, 2022.



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Csilla Szabó
Sales Manager
DACE Zrt.

