

China Best Ideas Investment Conference

September 10, 2013





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Mall Outdoor LCD Screen Media Network

Introduction of the Player:

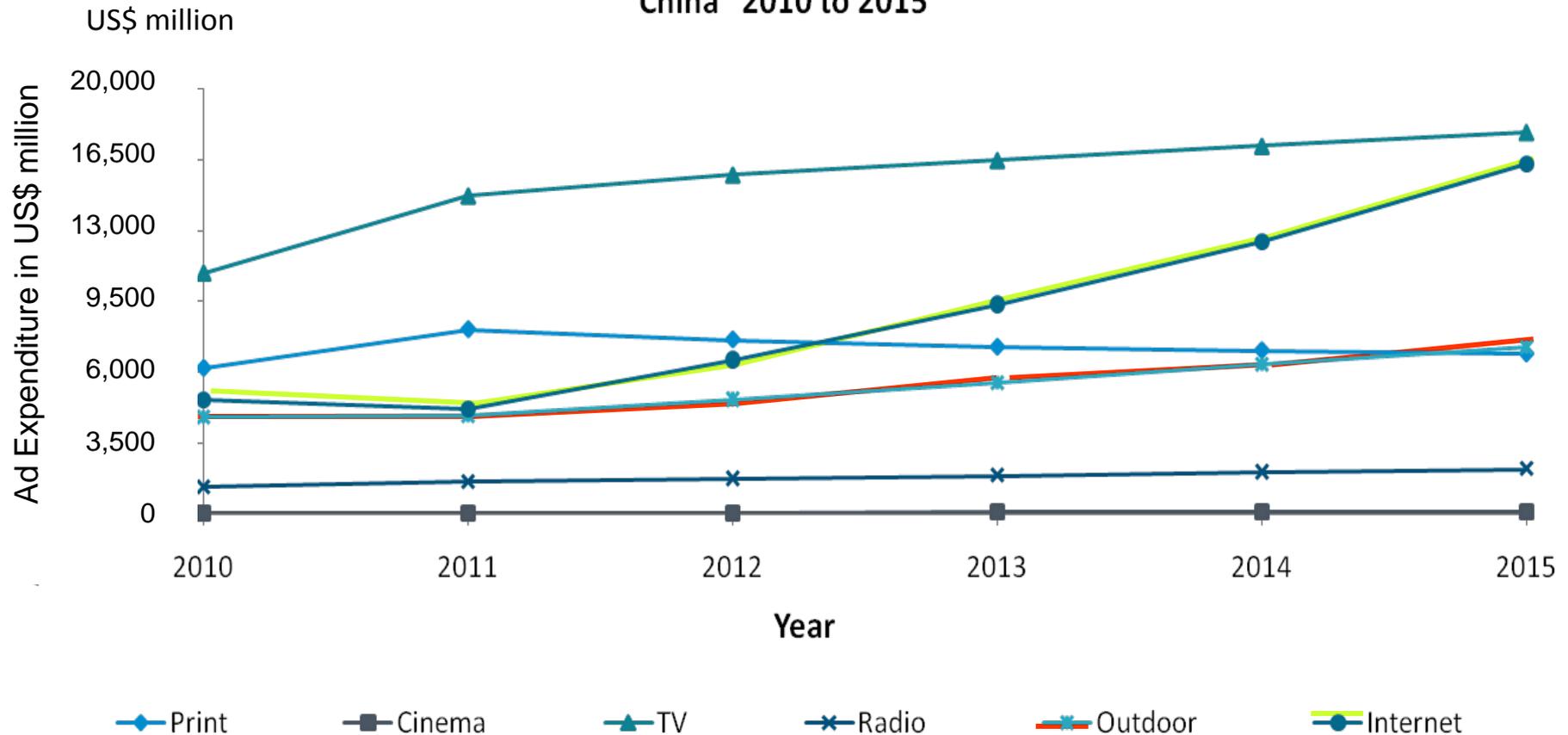


Tiger Media is listed on the NYSE MKT exchange under the symbol “IDI”. Tiger Media’s shareholders include: affiliate entities of Dr. Philip Frost, Gabelli Asset Management, Deutsche Asset Management , Luxor, Heartland, the Nan Fung Group, and TGC .

The China Ad Market -1



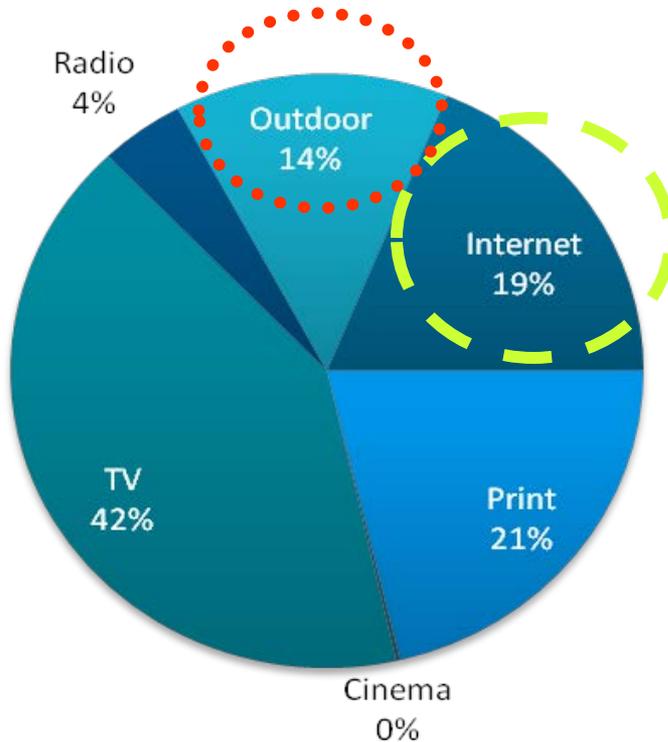
Print, cinema, TV, radio, outdoor, internet ad expenditure
China 2010 to 2015



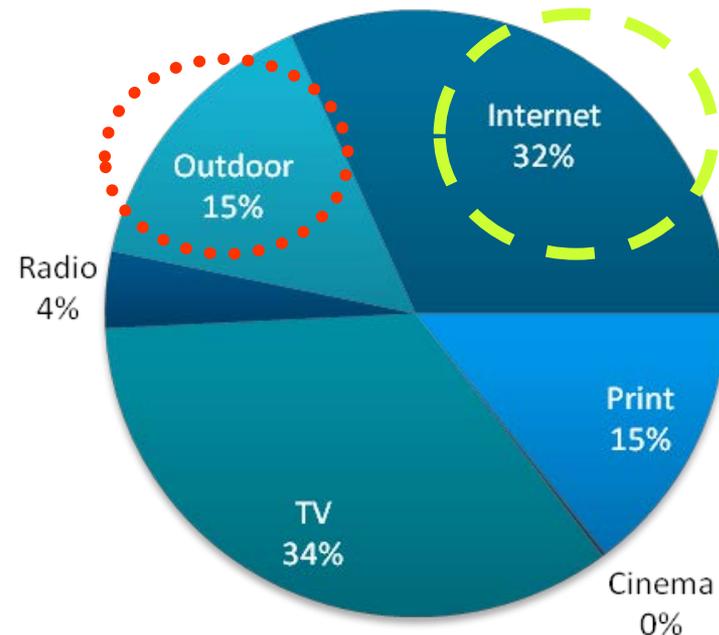
Outdoor and Internet are the growing media sectors by year and by ad spend



Ad expenditure share by medium China 2012



Ad expenditure share by medium China 2015



Ad spend in the Outdoor and Internet sectors grow at the expenses of the TV and Print sectors



Mall Outdoor LCD Screen Media Network

— Wide coverage of middle to upper income target audience in CBD districts





Mall Outdoor LCD Screen Media Network

商场户外LCD网络



A new outdoor media network of large format LCD screens at prominent entry points of high end shopping centers located at major central business district locations in Shanghai first, then BJ, GZ, SZ and Tier II, III cities



- LCD screens of varied sizes (42", 55", 65", 70") are built in high traffic street junctions and close proximity to the point of purchase for middle to high-end merchandizes
- Poster ads of mostly 10 sec duration each are run at a package of 120 times for 15 hours (8:00 to 23:00) a day over our network
- About 44 clients/day can be recruited
- Current rate card price is RMB738,000 per 2-week package

Mall Outdoor LCD Media Network - Formats



Xintiandi 新天地

-- Stand-alone screen 独立屏



HK Plaza 香港广场

-- Composite of screens 组装屏



Yueda Plaza 悦达城

-- Logo Pillar 立柱

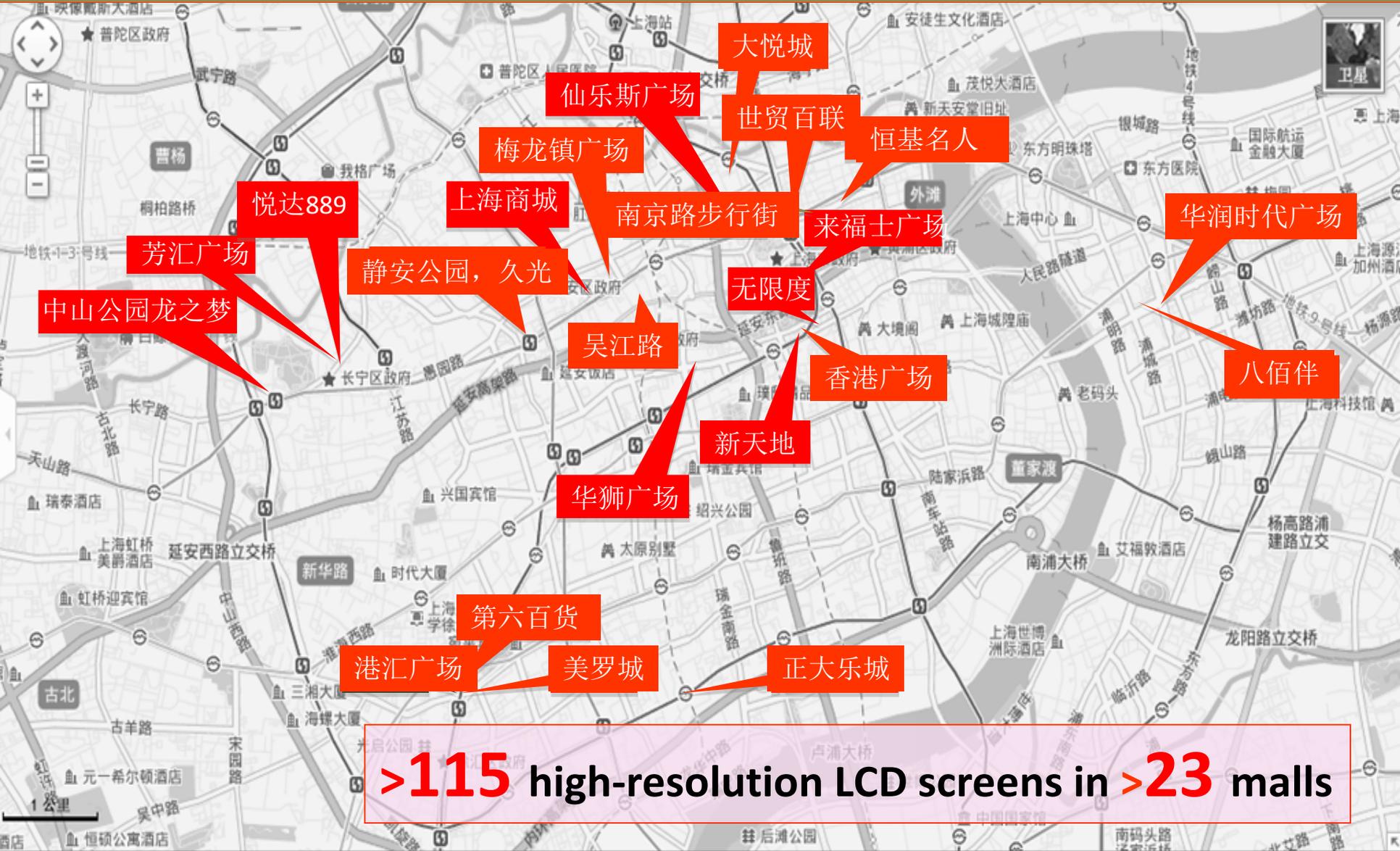


Metro-City 美罗城

-- Wall inserts 橱窗



Mall Outdoor LCD Media Network - SH Coverage

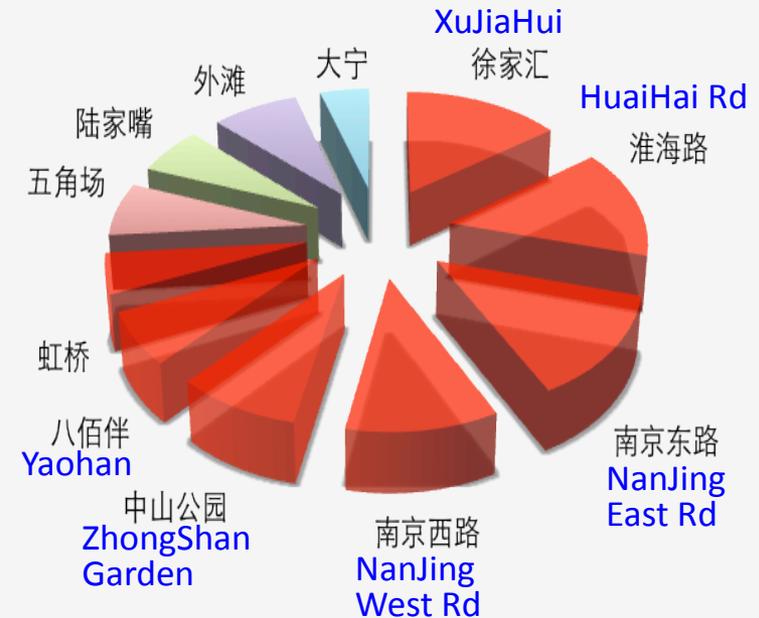
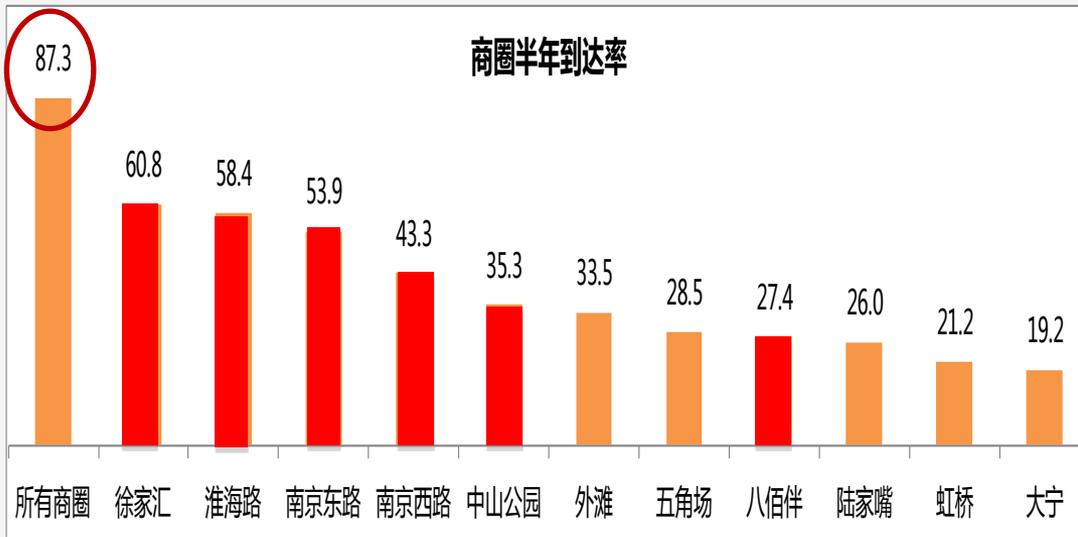


>115 high-resolution LCD screens in **>23** malls

Mall Outdoor LCD Media Network-- Consumer Reach



- About **90%** coverage of Shanghai urban consumers are in **11** CBDs.
- Our coverage of 6 key CBDs capture **70%** reach of urban consumers, and **90%** reach if the Bund and LuJiaZui areas are not considered



Source : CMMS2012SU
Base : Shanghai N=5269

Our coverage 6 CBDs are indicated in red
--- 70% coverage of urban consumers

Mall Outdoor LCD Media Network - SH Prime Sites



Zhongshan Park, 6 screens



Westgate Mall, 8 screens



Nanjing Road East, 6 screens



Shanghai Center, 14 screens



XinTianDi, 6 screens



Raffles City, 6 screens

>115 high-resolution LCD screens in **>23** malls



1. Currently has very low penetration rate and a huge untapped market. (As opposed to a mature market such as elevator media)

- Room for growth
- A new media platform that appeals to advertisers who are constantly searching for new media at prime locations

2. High margin/Low cost business model

- **Less layers of costs** : Compared to elevator media
- **“Many-in-One”** : Similar impact as billboards but is able to serve many more clients with multiple advertisements
- **Centralized control room** : Consisting of the back-end electronic system with access to the system of every Screen logo
- **High Margins:** Has higher margins when economies of scale is attained, as opposed to elevator screens. The per-unit cost of project may be higher but to achieve the same level of revenue, much fewer units are required. It is a "bigger-ticket" platform.
(For the same scale of business as elevator media, shopping mall screens network operators have fewer locations and clients to manage)

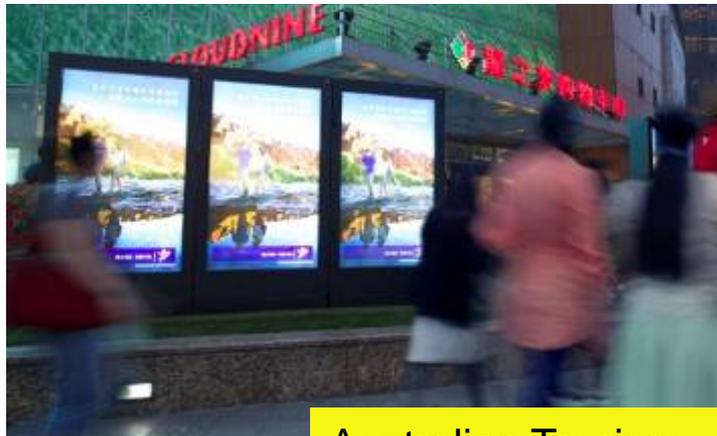


3. **Can command higher rates for the selling price of advertisement space as media sites are at prime locations.**
 - **Prime Location within city:** At prime CBDs and at ultra-high grade buildings
 - **Prime Location within the buildings:** At the entrance, displayed for all to see
 - **Heavy traffic with high reach of consumers**
 - **Proximity of sales locale**
 - **Larger-size screens:** Larger area for advertisement
 - **Eye-Catching:** Capture eye-level awareness at street level
 - **Extension of Use:** Add new technologies to value-add the screen usages

4. **Securing of Positions ----Terms with building owners and management is already locked-in**
 - **Proprietary relationship with real estate companies**
 - **Synergetic use of Platform:** sharing of airtime with building management
 - **Hassle-free from politics:** Business activities are within private management area of buildings with little worry of government policy changes and licenses.
 - **Longer-term operating contracts with building management:** 3-5 Years



- Positive client response and sales since launch in June 2013



Australian Tourism



McDonald's



LVMH--Benefit



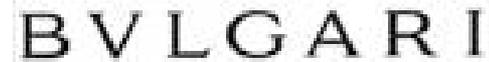
BMW



Pepsi-cola



- Upcoming Sales



Mall Outdoor LCD Media Network - Pipeline in 1-2 years



**Shanghai as flagship city,
expand coverage to BJ, GZ and SZ in 1-2 years time**



Expansion of LCD screens into
Digital OOH screens
---- Interactive Solutions



Interactive Digital OOH screen -1



Mall Outdoor LCD Media Network -- Upcoming Plans



Interactive Digital OOH screen -2



Touch Screen





Interactive

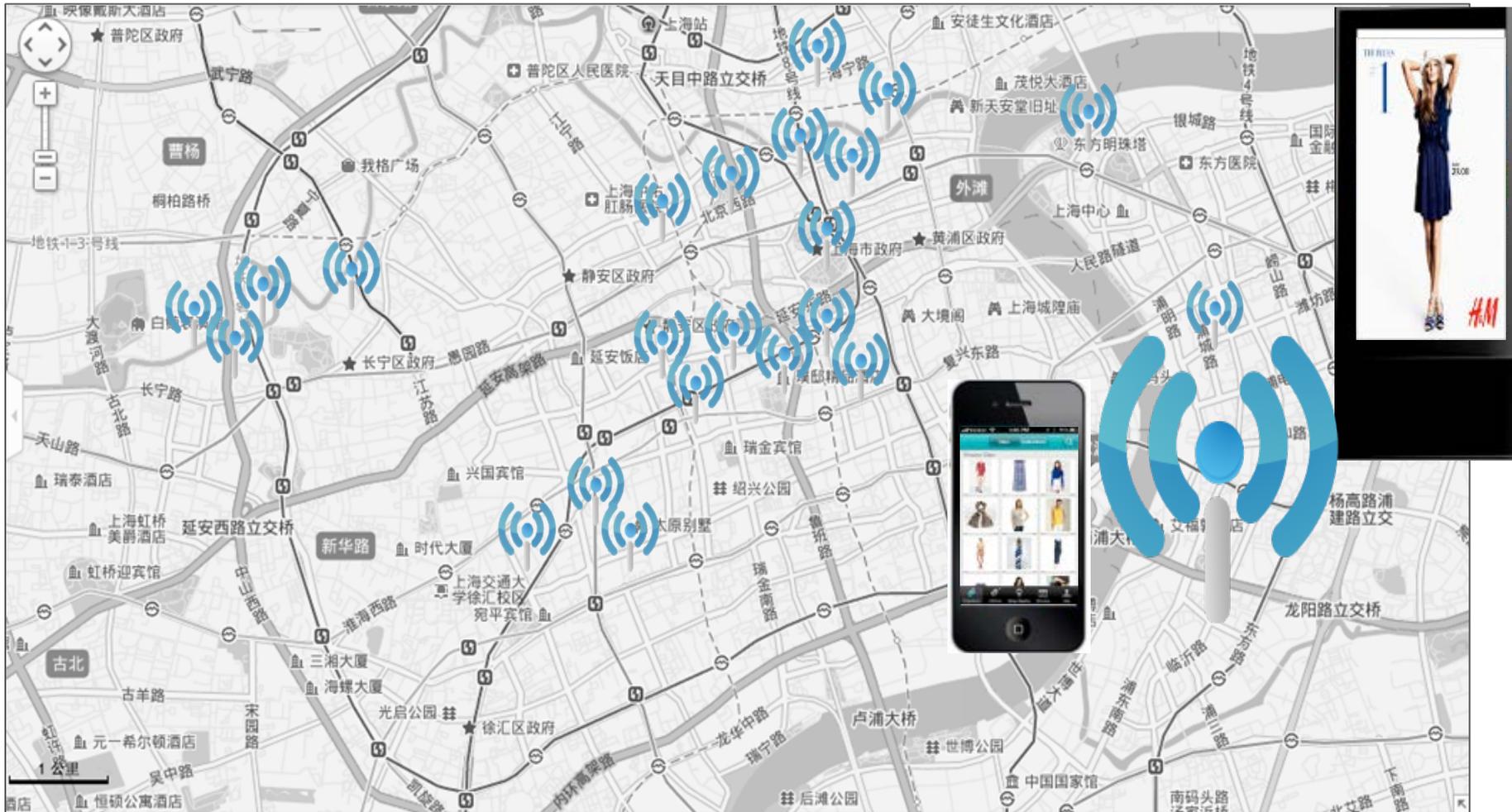
Digital OOH screen -3

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Integration of Shopping Mall Screen Network with Phone Apps



Management Team



Peter TAN

CEO

- Appointed CEO in February 2012 and board of directors in June 2011.
- Chairman of TGC Partners and managing director of TGC Financial Partners.
- Extensive capital markets experience including more than 40 investments in China, 12 of which eventually listed in international stock exchanges.

Steve YE

CFO

- Over 15 years of financial management experience, including many years with U.S. listed Chinese companies.
- Has extensive experience in financial oversight with GAAP, SOX compliance, implementing operational efficiencies, risk management and financial integration, as well as SEC financial reporting, budgeting and treasury management.
- Prior to Tiger Media, was Finance Director with Suntech, a NYSE listed US company and one of the world's largest producers of solar panels with 2011 revenue of \$3.1 billion.
- Worked at Wells Fargo, General Electric and ABN AMRO Bank in various financial leadership roles.
- BA, Shanghai International Studies University with a major in Accounting, Masters of Business Administration from University of Rochester. A Certified Public Accountant and a Certified Financial Analyst.

Stephen ZHU

COO

- Joined Tiger Media as Chief Operating Officer of China Operations in September 2011.
- Founder of Symbol Media, an integrated outdoor advertising company whose clients include well-recognized brands such as KFC, Puma, Coca-Cola, Volkswagen, AIA, Samsung, Canon, Ikea, Land Rover and an extensive client base from diversified industry sectors.
- Has deep relationships with major advertising agencies in China, including Kinetic, Zenith, Optimum, Carat, McCann and Dentsu.
- Also a market leader in developing 3D advertising platforms within China
- A graduate from TongJi JiGuang Academy, Shanghai, China



Thanks ! ! !

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