

## Brief investment teaser.

### The largest RUnet fashion source.

In the present letter we suggest you to consider the offer about purchasing part of a share capital in "Moda. Ru" company. The prospective size of investments \$2.5 million.

Investment will allow «Moda. Ru» to occupy big share of fast growing on-line fashion market, create high entrance fee on the given market, start earning on the essentially new services to the market.

Description of the company.

Founded in 1996 (the first RUnet fashion site).

Head of the project - Anton Alfer - founder of on line fashion segment in RUnet, expert in modeling business and fashion event-management and big authority in the world of Russian fashion.

Moda.Ru - the niche social network on fashion subject, hybrid of on-line magazine, social network of consumers and brands and also a platform for professional interaction of fashion experts and show business people.

Company assets include the key for Russian online fashion business domain names (Moda.Ru, Fashion.Ru, Model.Ru, + even more 10) + easy to commercialize patented services concerning with audience involving/holding.

At present Moda.Ru have a number of unique advantages, commercialization mechanisms and growth points.

Also, the new mechanism of involving in a social network more than 3 million target audience users (period -one year), with further possibility of escalating the registered users base to 5 million/year is created.

Some unique service was created (service allowing to adjust interaction of any brand (the manufacturer of goods and services) and its consumers (potentially loyal user) where user receives real benefit in the form of discounts, gifts, bonuses, and manufacturer receives the information about WHO is purchasing? WHERE he purchases it? And WHAT exactly he is purchasing.

Service is made for mobile phones users. Service geography - whole world, target audience - any consumer of goods and services. At present the patent executes. Quantity of users of the mobile phones is estimated today approximately 5 billion subscribers (quantity of Internet users - 2 billion).

Service have a great potential of growth, service is taken out on the separate domain in a .com zone and will be processing as a separate very mass product at the same time in the different countries, remaining connected with Moda.Ru in a field of fashion and lifestyle.

Denis Crowley - founder of Foursquare in Daily Telegraph interview said: "Twitter helped the world and search engines to now about what people is talking about»

Foursquare will allow to see which places people visits.