



Universal Commerce Group

Digital factory for scaling
fast-growing online
businesses



Company overview

UCG is a well-established company

Universal Commerce Group is one of the largest internet holding groups in Ukraine.

Its mission is to create a digital ecosystem to allow consumers and businesses to interact and provide information in the most user-friendly way possible.

It specialises in lead generation through search engines, price comparison sites, and marketplaces.



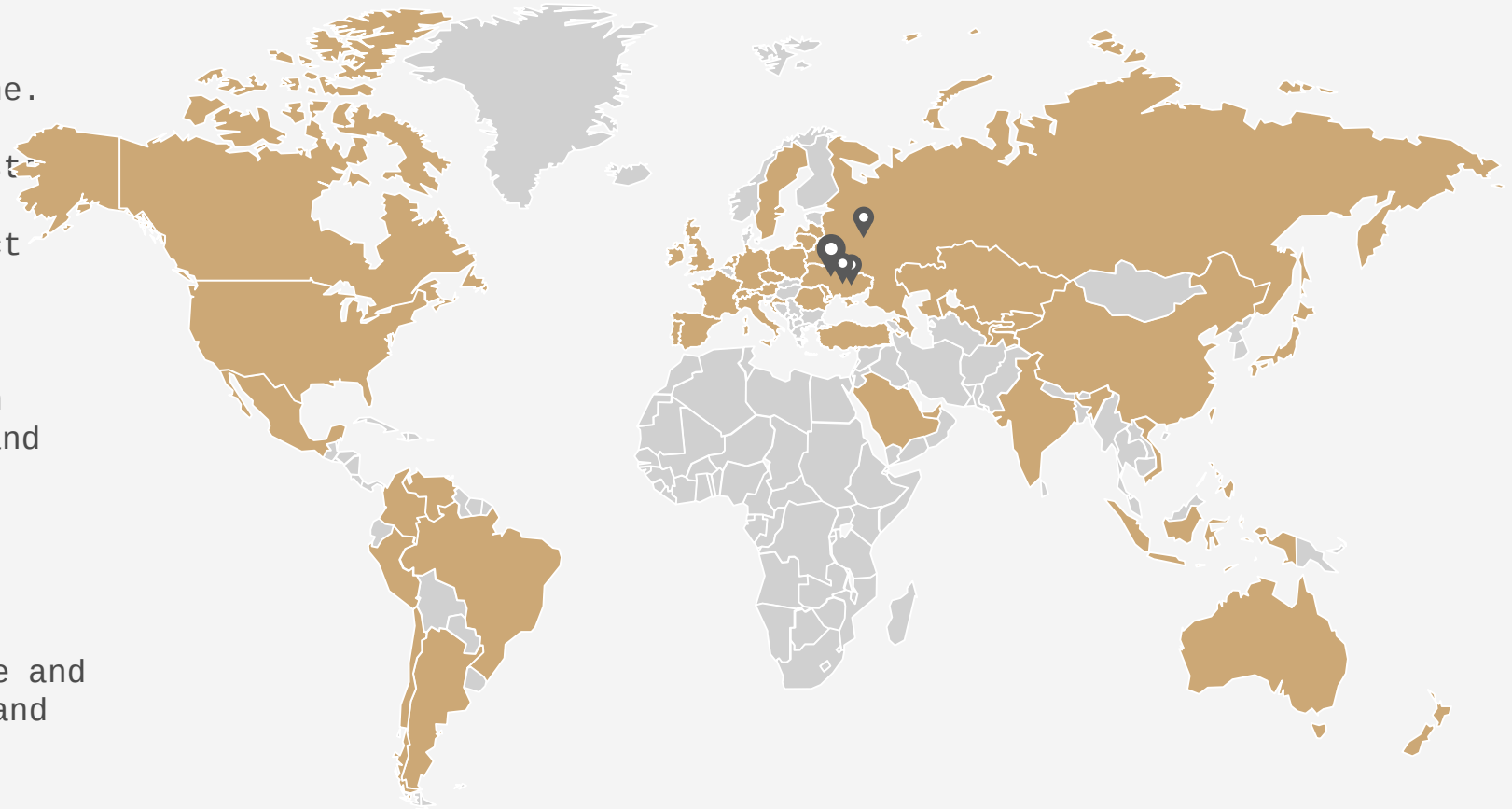
UCG has business activities in 48 markets around the world



The group has 4 offices in Ukraine and Russia (Kiev, Dnipro, Zaporozhye and Moscow)



UCG employs more than 300 people in 4 countries.



USP

With a simple but powerful customer proposition

The internet was meant to make searching for things easier, but Google is in the position where it can influence choice.

Google dictates who to show first in its search results. Web sites which didn't pay Google for advertising find it difficult to break through this imposed bias.

Hence it seems Google's search algorithms are a hidden way of selling goods and services, while appearing to be independent.

It's time for a revolution in the search and selection of good and services for consumers!

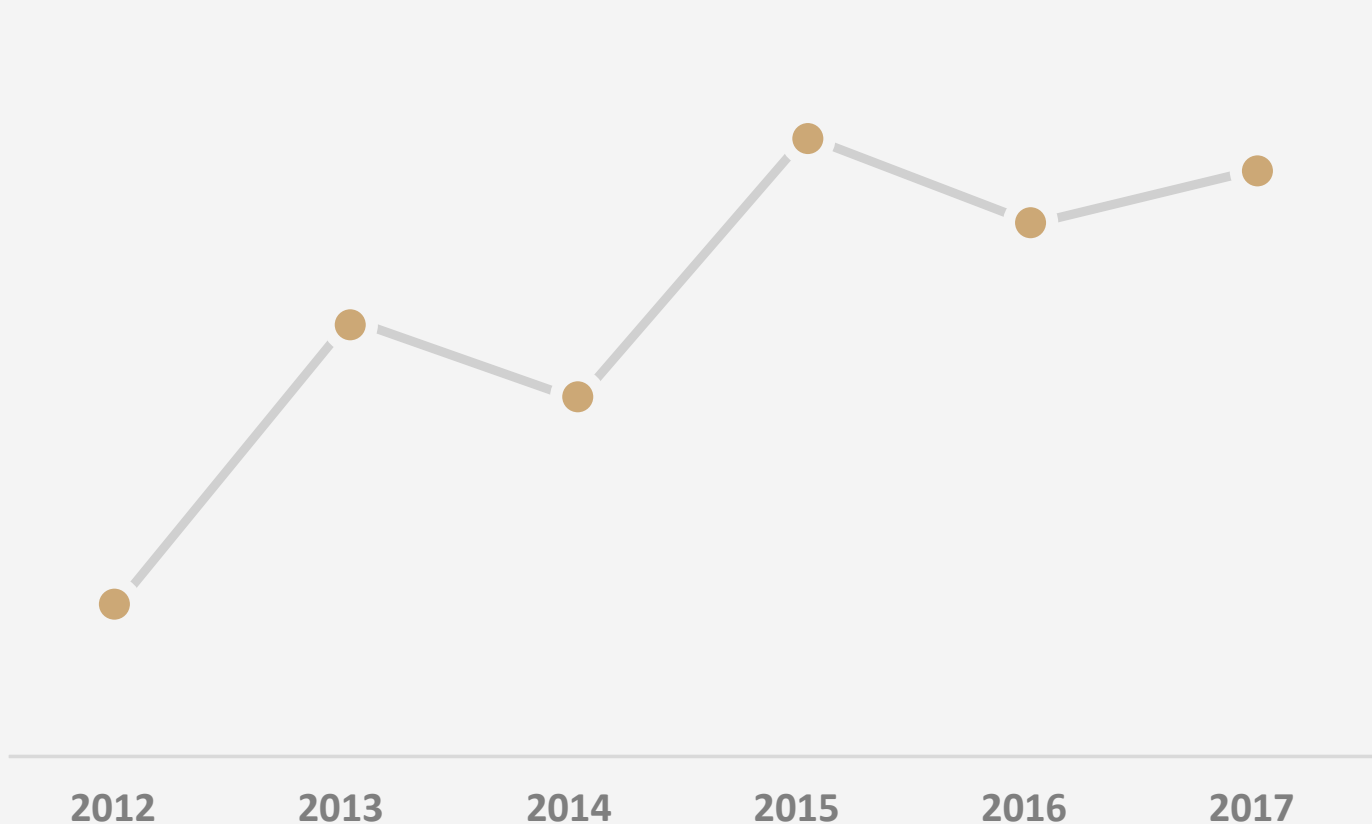
Our Philosophy

We believe our customers deserve fair and objective recommendations, based on what they are searching for, not what makes the price comparison site the most money.

And because our partners all pay us the same price for a referral, we will never favour one partner over another. The customer has full control over the results based on their search terms and filters.

Growth trajectory

And strong profit growth of 25% annually



Key statistics (2017)

- Number of users annually 250m
- Paid partners / CIS 5,000
- Paid transition conversion 46%
- Return on marketing investment 73%
- Net profit growth (2012-17) 25%







Key financials (2017)

- Gross profit margin 32.9%
- Net profit margin 16.5%








Focus areas

Across multiple industries, supported by core functional expertise

INDUSTRY FOCUS

 <p>E-Commerce</p> <p>PRICE.UA Найди! Сравни! Купи!</p> <p>АПОРТ</p> <p>PRICEOK</p> <p>VCENE.com</p> <p>CucuMall Compare, buy and save</p> <p>SRVNI найди лучшую цену!</p>	 <p>Automotive</p> <p>Rul.ua Все автомобили Украины</p> <p>AVTOPOISK НАЙДИ СВОЙ АВТОМОБИЛЬ</p> <p>AVTO MAX НАЙДИ СВОЙ АВТОМОБИЛЬ</p>	 <p>Employment</p> <p>TRUD^{com}</p> <p>JobTonic</p> <p>Rulla</p> <p>TRUDUA ТРУДОУСТРОИМ ВСЕХ</p>	 <p>Fashion</p> <p>MODASTO</p>	 <p>Health</p> <p>Doc  Guru</p>	 <p>Real Estate</p> <p>Krysha.ua</p> <p>НайдиДом</p> <p>Metry.ua</p> <p>LocalEstate</p>
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CORE COMPETENCES

 <p>Price comparison</p>	 <p>Search</p>
 <p>Digital marketing</p>	 <p>Traffic generation</p> <p></p>
 <p>Big data</p>	 <p>Deep learning</p>

Investment rationale

Supporting a very strong rationale for investment

UCG has strong growth in customers and revenue, with net profit growth of more than 25% over the last 5 years

From a diversified group across 6 sectors, so it is resilient to disruption or competitor dominance in any industry

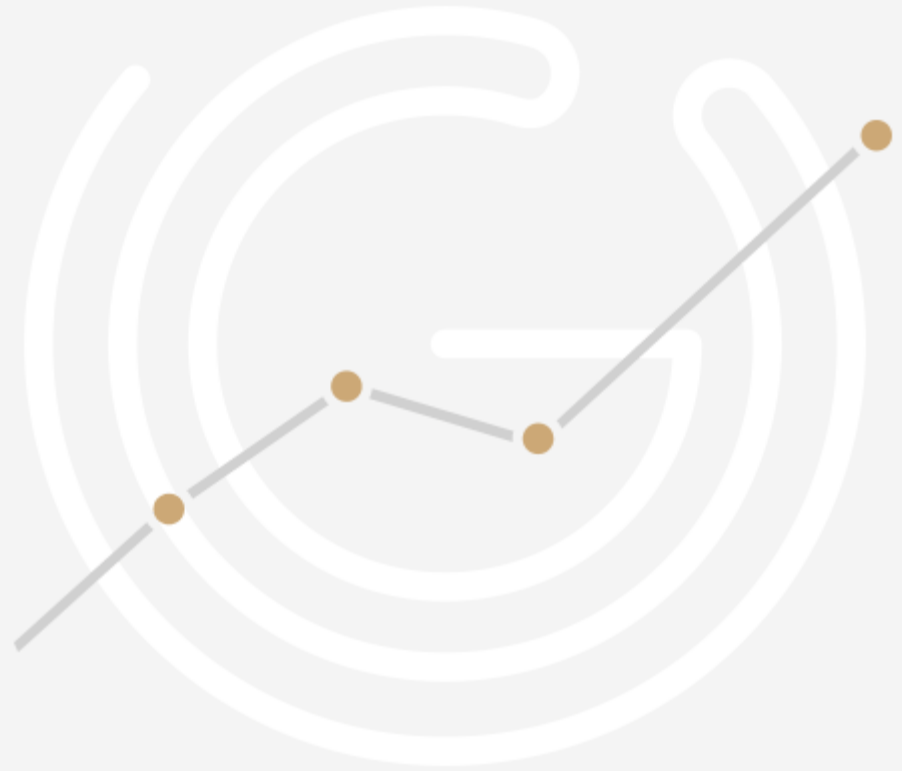
With access to growth in 48 markets across 4 continents, with plans to expand to 60 markets

The investment doesn't just buy current results - UCG has created an ecosystem with an evolving business model and a pipeline of growth

With the core competencies and a robust, self-powered structure and team to generate future businesses

Current
Where the business is now

02



Diversification

So we invested heavily into diversifying into new sectors, markets and business models

2012-13: ACQUISITION OF ASSETS

PRICE.UA
Найди! Сравни! Купи!
НайдиДом
TRUD com

SRVNI com
найди лучшую цену!
АПОРТ
AVTOPOISK
НАЙДИ СВОЙ АВТОМОБИЛЬ

2014-17: INVESTMENT AND DIVERSIFICATION

Rul.ua
Все автомобили Украины

Krysha.ua

JobTonic com

RUDUA
ТРУДОУСТРОИМ ВСЕХ

PRICEOK
MODASTO
AVTO MAX
НАЙДИ СВОЙ АВТОМОБИЛЬ

CucuMall
Compare, buy and save
Rulla
UCGLeads

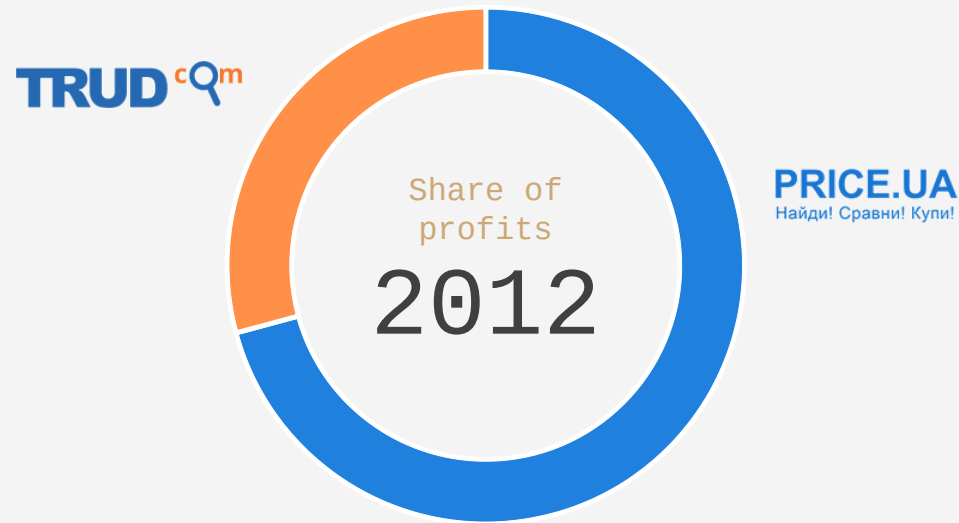
VCENE com
DocGuru
Mettry.ua
LocalEstate

- Diversification was done through acquisition and creating new businesses
- Increased the number of businesses from 6 in 2012 to 18 in 2017
- Expanded into fashion, healthcare, and evolved the business model towards marketplaces
- Moved away from relying on Russia and Ukraine by expanding into 48 countries
- Revenue growth was re-invested into staff expertise

Group portfolio

Now we have a balanced portfolio covering multiple sectors

In 2012, 71% of profit came from Price.ua – one site in one country, through one channel



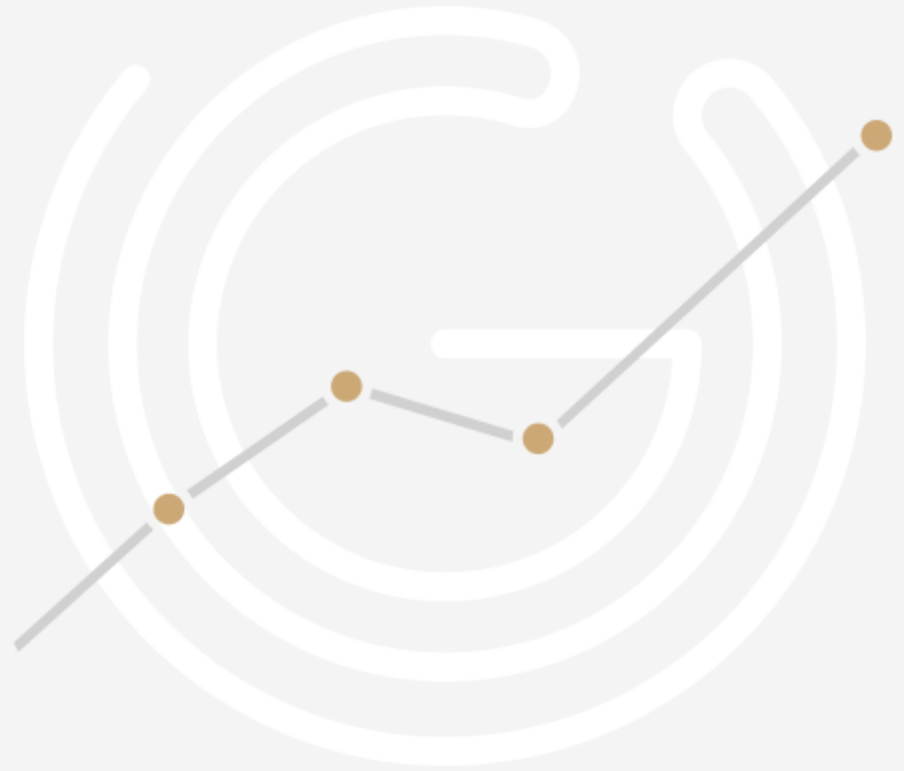
By 2017, this had decreased to 45%, with 4 additional businesses contributing profits



Future

Where the business will go

03



Strategy

UCG will continue to build a digital e-commerce ecosystem



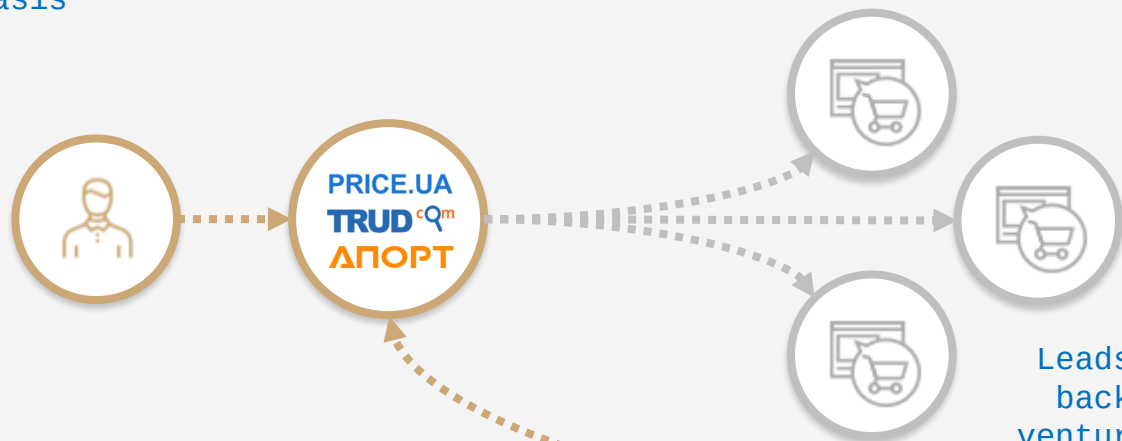
- UCG will continue with its mission to:
 - Creating an e-commerce ecosystem to satisfies consumers' needs online, matching their needs with business offers in the most user-friendly way possible
 - Provide the most relevant results for consumers, rather than the most commercially profitable
- This will mean identifying synergies between our online properties in consumer goods, automotive, employment, fashion, healthcare, and real estate, as well as launching new projects in new niches
- UCG projects are scalable; we regularly increase the number of domains for development. To date we have launched 91 domains
- We have expanded our businesses from 6 in 2012 to 18 in 2017, and we have another 7 planned

Business model

While evolving its business model towards marketplaces

2012 – 2016 Lead generation via search and price comparison

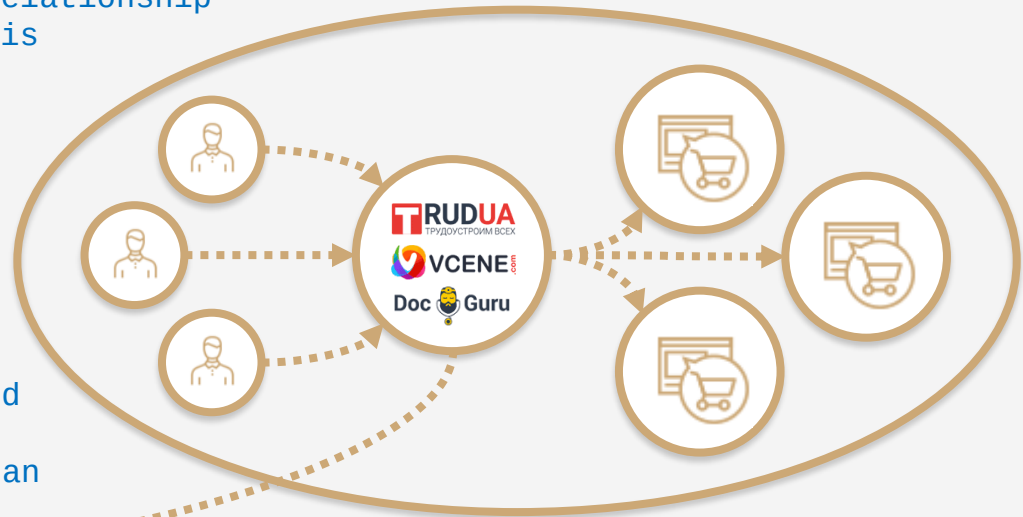
In the old model, customer leads are passed on to partners for a one-off referral fee
 Business is done on a transactional basis



Leads can be passed back to other UCG ventures, creating an ecosystem

2017 >> Moving to a marketplace approach and structure

UCG has launched 3 ventures where customers and partners register and operate within a marketplace
 Business is done on a relationship basis



International expansion

And will continue with its international expansion to 60 markets in Europe and Asia

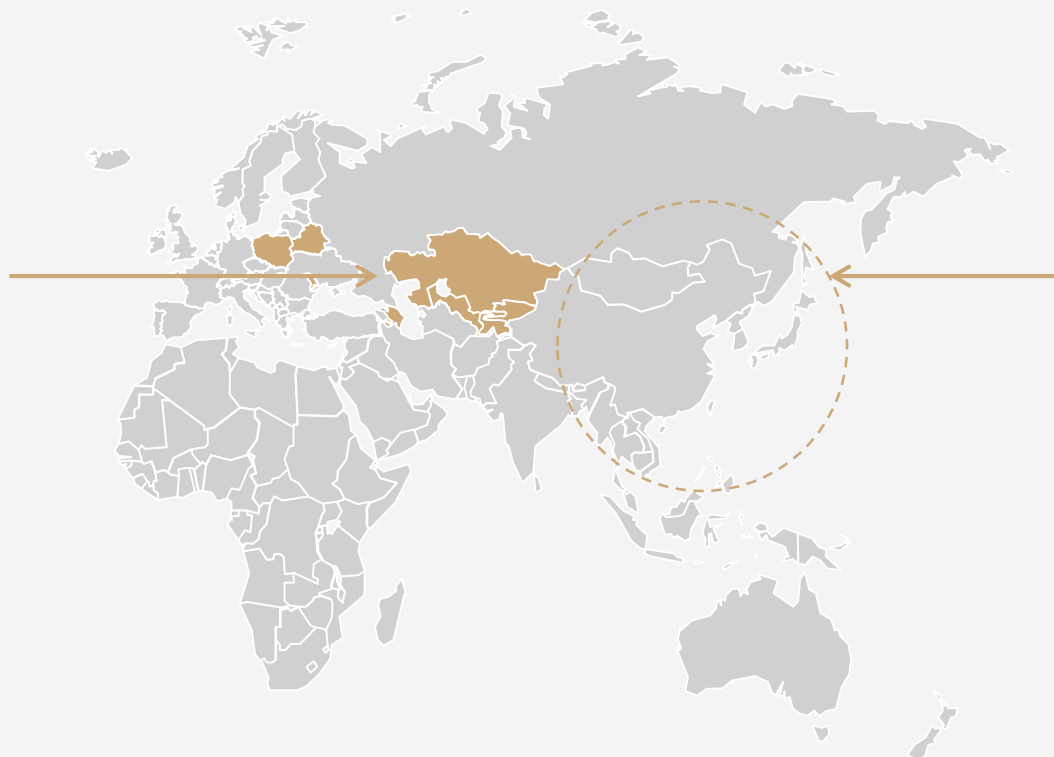
UCG has adapted its platforms to be able to scale successful businesses rapidly internationally. The current focus is to expand in Europe and Asia.

Selected examples of our new initiatives...



For example, Trud.com plans to expand from its current markets of Russia and Ukraine into 8 new markets in Europe and Asia:

Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Poland, Tajikistan, Uzbekistan

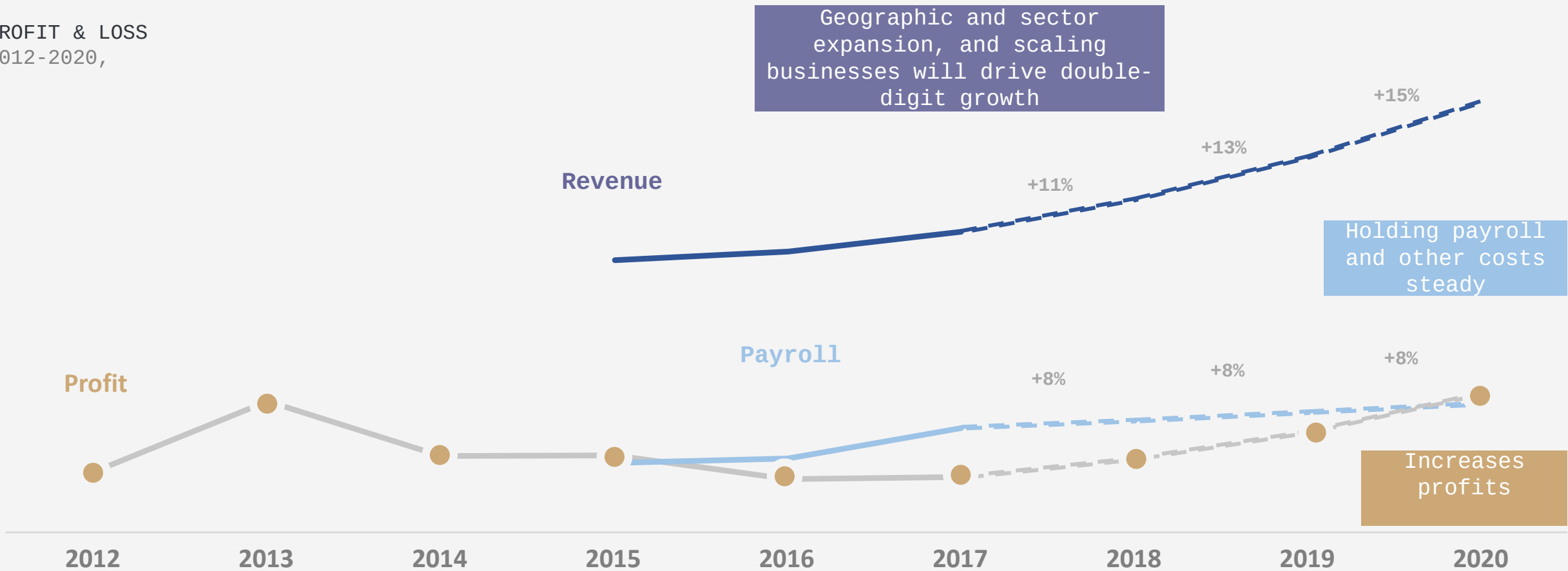


Our development focuses on the needs of the market. One of our new ventures, "Local Estate", is aimed at Asian markets where the share of mobile traffic is >70%. So it has been created on the mobile platform using APM and PWA technologies.

Growth forecasts

This will support profit growth of 40% per year over the next 3 years

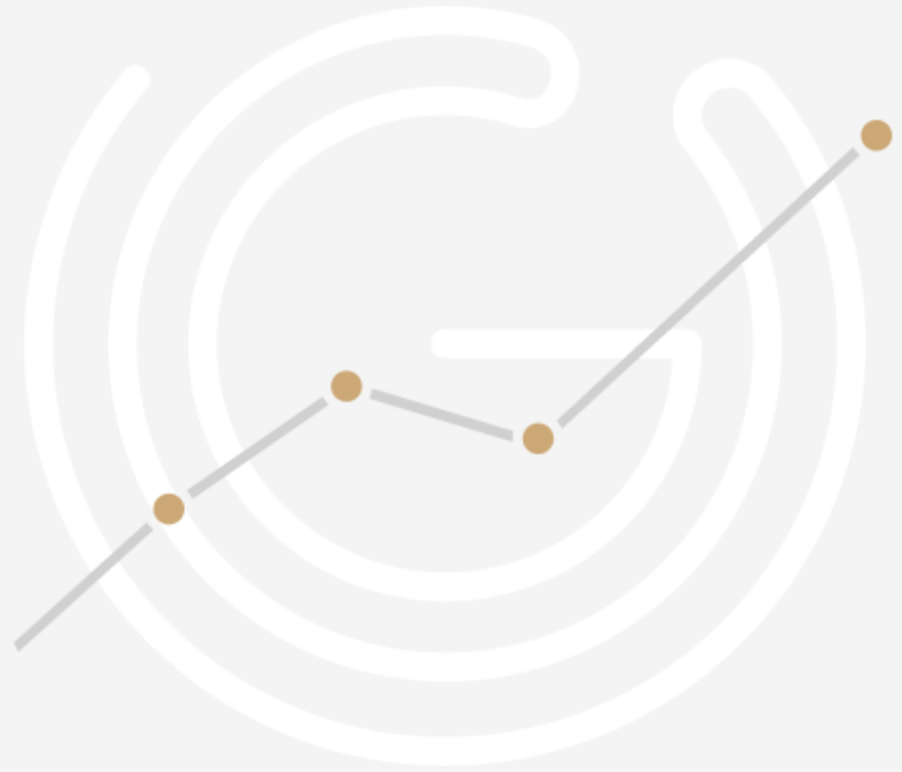
PROFIT & LOSS
2012-2020,



Start-up factory

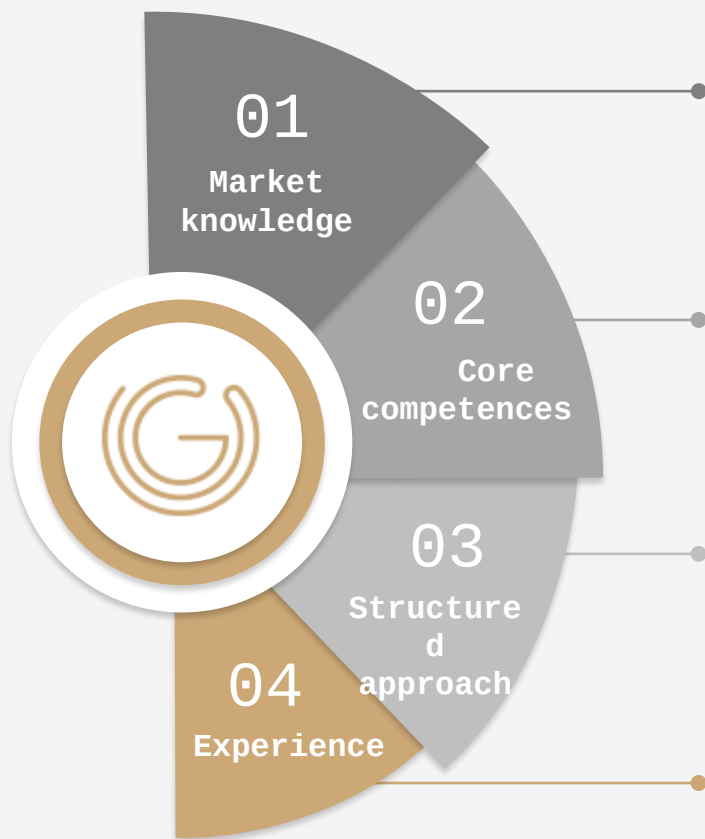
Structure for future growth

04



Core competences

There is an established structure in place to generate new businesses



The major advantage of the UCG team is development and market knowledge: the ability to retain good employees, expertise in site architecture and full current understanding of technical needs in the marketplace allows us to quickly adapt projects in line with the company strategy.

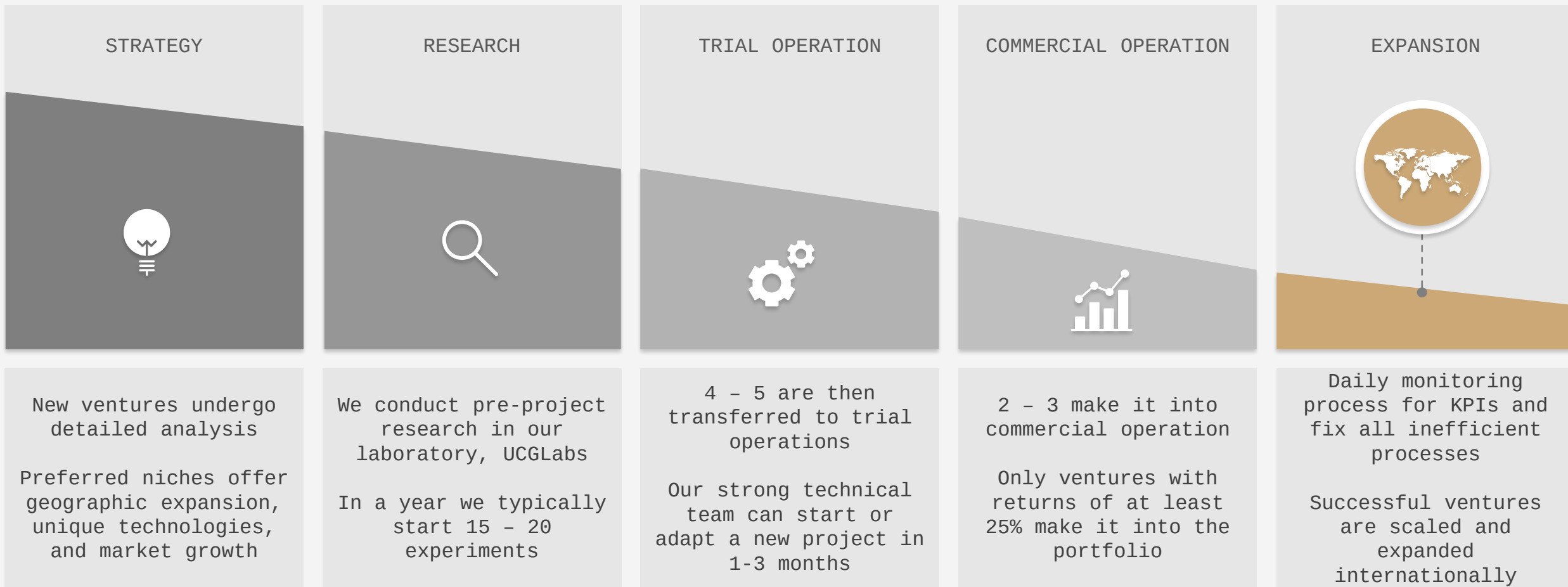
We use our many years of experience in the main functional areas: product, marketing, sales, in-depth analytics, and decision-making on the basis of big data. This is complemented by extensive experience in e-commerce and finance, as well as the success stories of previous launches.

We have developed a structured approach to creating and scaling new businesses in a rapidly-evolving environment by implementing standardised processes. Each launch of a new venture is done using a lean, agile approach by specialised teams with a strong set of tools to solve problems.

The experience of launching more than 18 ventures gives us the ability to quickly and effectively take a new idea and turn it into reality. We are constantly working on new projects - on average UCG launches 2 - 3 new projects per year.

Lean start-ups

Following a tried-and-tested process



The team

Supported by a rounded team with in-depth skills



Timothy



Anatoly



Andrei



Dmitry



Anastasia



Elisabet



Oksana



Peter



Alexander



Vladimir



Khristina



Irina



Ksenia



Maria



Victoria



Andrey



Arthur



Nikolai



Elizabeth



Oksana

The driving force behind Universal Commerce Group is a committed group of IT and business professionals. The UCG team currently consists of more than 200 people and it continuing to expand. The head offices are located in Dnepropetrovsk and Kiev, supported by remote workers who are expanding UCG into other countries.

Our managers have deep experience in their field, many having developed their businesses for more than 5 years. In addition to this, we recruit from the market, injecting new expertise and knowledge of the latest competitive tactics.

Awards and press coverage

And recognition in the marketplace

Awards

2016 Price.ua: "Favourite Price Comparison site"

2013 Price.ua: "Favourites of Success" award

2012 Price.ua: "Favourites of Success" award

2009 Price.ua: Internet Awards winner

2008 Price.ua: Internet Awards winner

2007 Price.ua: Internet Awards winner



In the largest Ukrainian aggregator of price comparison, prices were told about successes, achievements and victories over the past 14 years of the portal. All this time the site has been continuously developed and technically optimized. As a result, the portal has taken a leading position in the segment of Internet commerce.

If all the above is not enough to prove the premium class site, then the rewards received will dispel all doubts in the convenience, practicality and ease of use of the aggregator. From 2007-2009, price.ua became the winner of the annual Internet Awards competition, and in 2012 and 2013 took prizes in the contest of brands "Favorites of Success." For 14 years of persistent work the portal has rightly taken the leading place in the segment of Internet commerce.



What Ukrainians buy as a gift for the New Year: the top 10 online purchases



Olga Karpenko E-COMMERCE December 23, 2017 14:03

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Price comparison service Price.UA analyzed the purchase of more than 1 million residents of Ukraine in online stores in the pre-New Year period. It turned out that among the most popular product categories in this season are household appliances, smartphones, tablets and TV sets.



"Before the New Year, buyers tend to spend more money to buy gifts for family and friends. Tablets, smartphones and e-books are more often bought by children. For women, men buy steamers, coffee makers and other kitchen appliances," says Marina Krynicky, project manager.

Sites comparing prices for goods



Forecast: "Soon there will be websites that will automatically compare prices, which will allow people to see prices from several websites at the same time and find the cheapest product from the list."

What we see now: you can easily compare prices for the same goods in seconds. In the US, such platforms are NexTag, Price Grabber and even Bing Shopping from Microsoft. In Ukraine, popular services are Hotline, Price.ua.



MAY 5, 2016 @ 06:25 AM 144,336

Top 5 Fashion E-commerce Websites That Change The Way You Shop



Laura K. Inamedinova,
CONTRIBUTOR

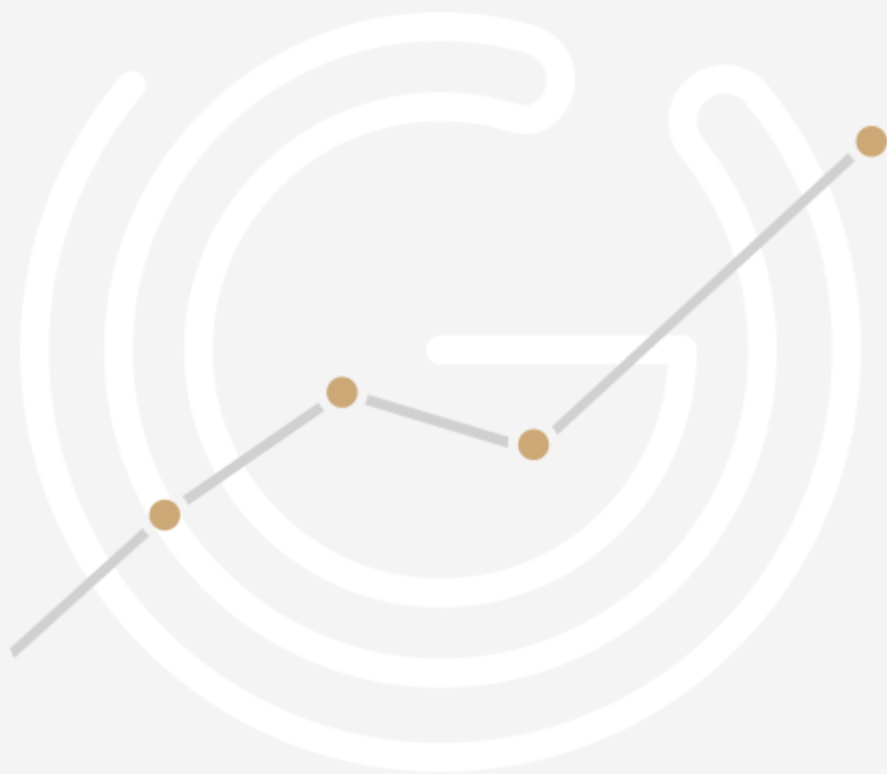
Modasto



Modasto website

While researching the biggest names in the fashion e-commerce space, I came across a less known name - Modasto. This aggregator has a different strategy to penetrate each country's market.

Founders decided to have dedicated websites for each of the countries it expands to. It makes sure that the shop delivers to that country. At the moment, Modasto is active in Turkey, Germany, Poland and Lithuania. "Our first phase is mainly directed to towards Europe with the rest of the world to follow. We're now on our way to launch France, Italy, Netherlands & Spain in the nearest month." - states Tomas Grizas, Modasto business development officer. Founded in December, 2015 it already have been viewed than 135 million times by fashion lovers.



Universal Commerce Group Portfolio

05

PRICE.UA

Найди! Сравни! Купи!

Founded: **2001**Sector: **E-commerce**

Proposition

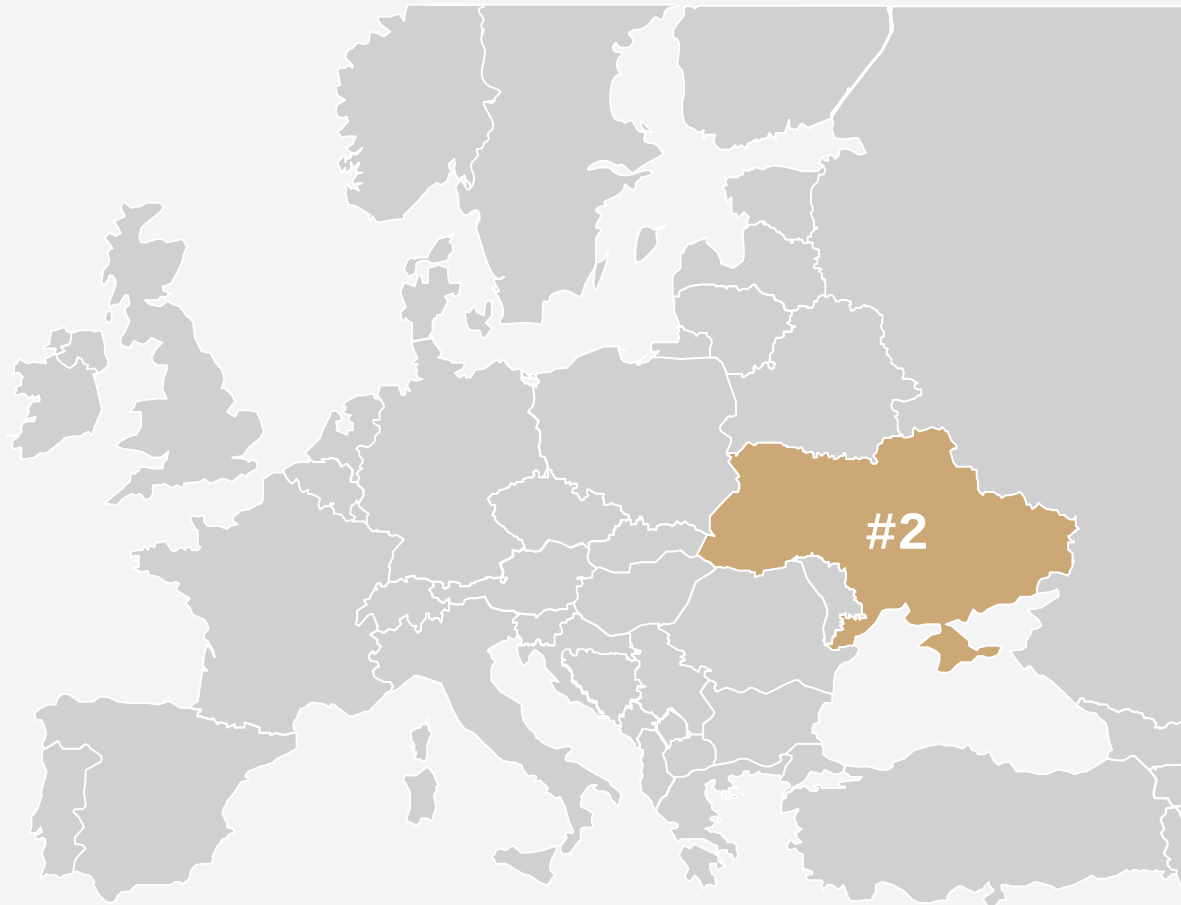
- Product range covers more than 11 million products
- More than 2,000 commercial partners
- Functionality includes subscribing to price changes and product reviews

Business model

- CPC model: share of SEO + Direct is more than 60%
- Main contributor to UCG's overall revenue

Market position

- Second-largest price aggregator in Ukraine
- #122 most visited site in Ukraine
- Average monthly visits are 8.3m from 4.6m unique visitors



АПОРТ

Founded: 1996

Sector: E-commerce

Profile

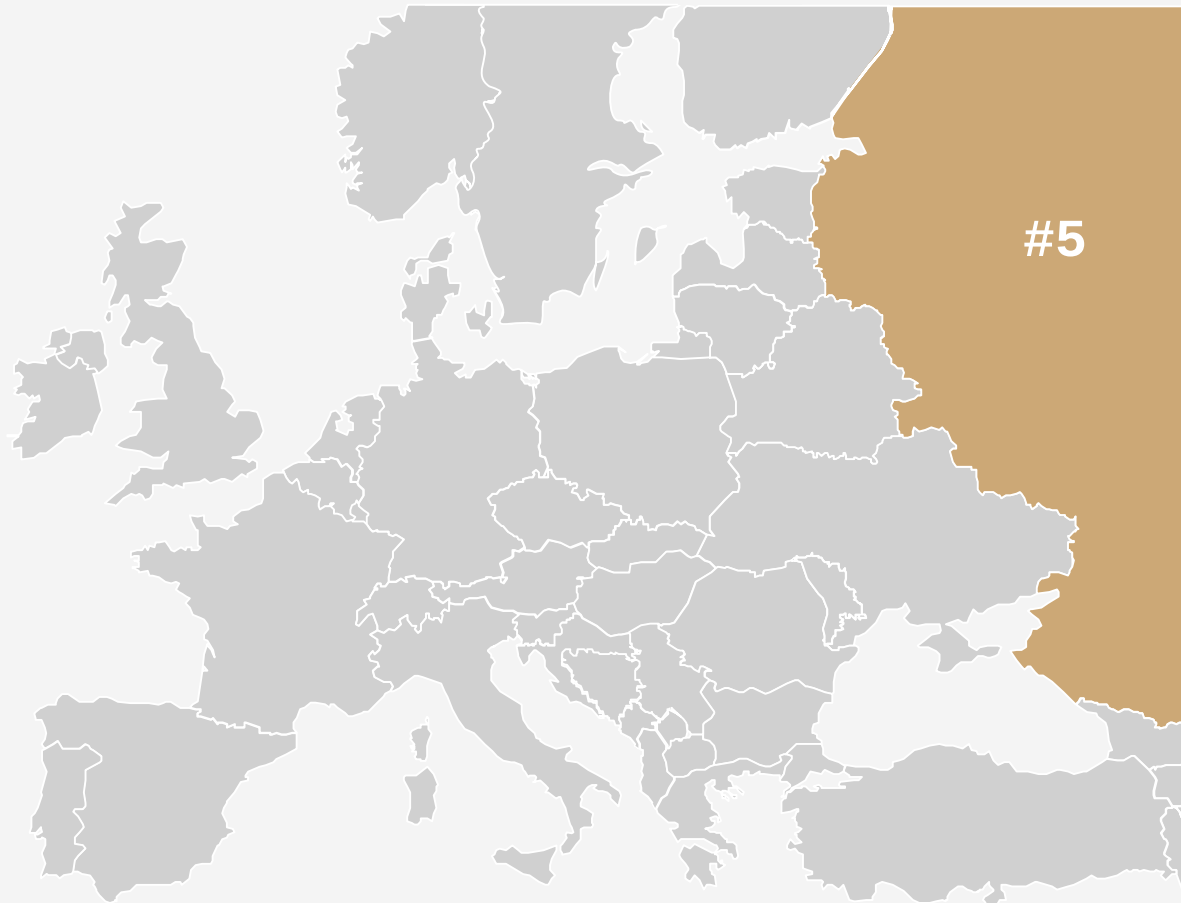
- Price comparison site covering consumer electronics and home appliances (mobile phones, computers, monitors, audio, video, photo, other goods).
- Good geographic spread. More than 75% of traffic is generated in regions
- More than 60% of organic search is generated in regions

History

- Started in 1996 as a search engine to index ru.net
- Site was started in 76 main regions, such as moskva.aport.ru, spb.aport.ru, ekaterinburg.aport.ru.

Market position

- Top 5 market position in Russia among product aggregators
- Average monthly visits are 4.3m from 3.2m unique visitors





Founded: 2016

Sector: E-commerce

Profile

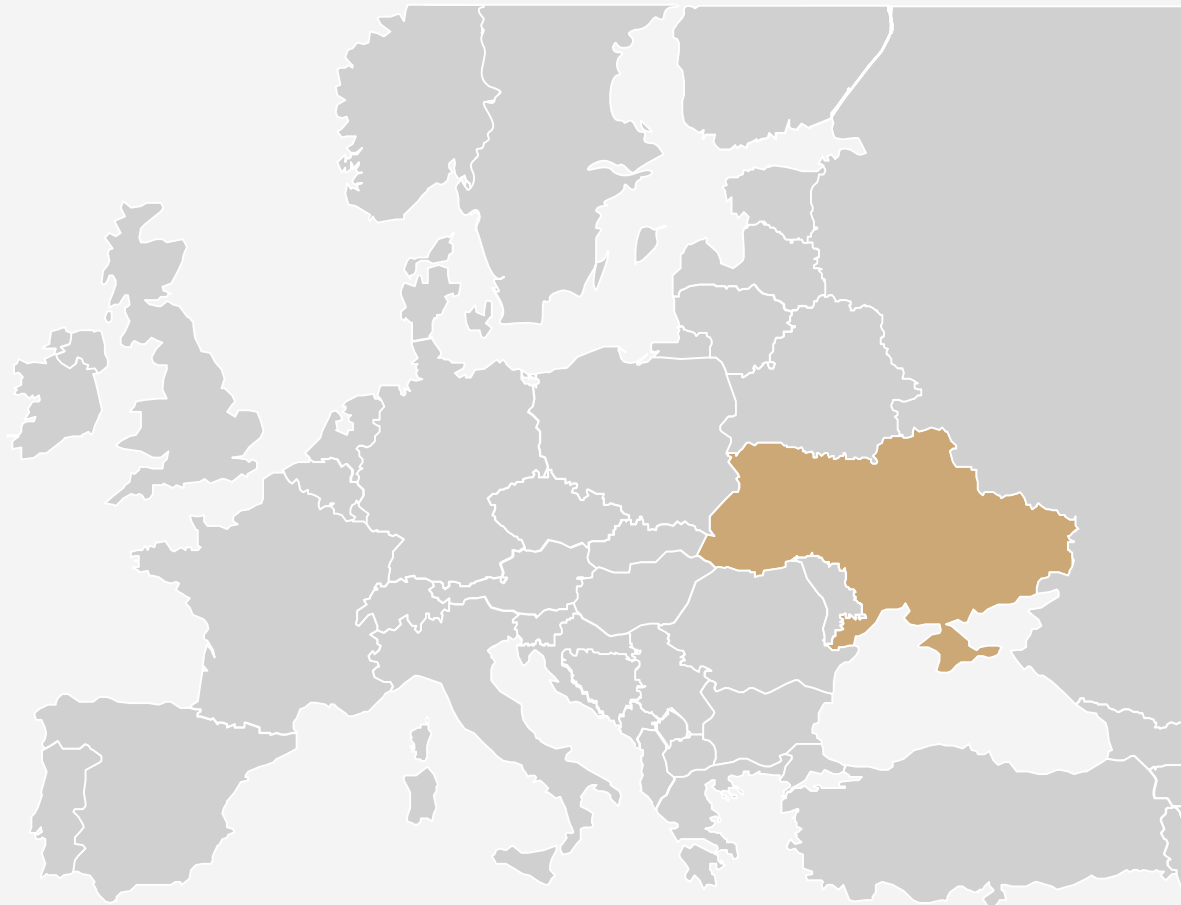
- Recently-launched marketplace operating in Ukraine
- Based on CPA model

Proposition

- Functionality includes organising auctions with online payment on the web site
- Option to download price lists for online shops with daily updates of prices and product availability

Growth statistics

- 1,000 sellers registered with the site
- More than 2.5 million offers, with 30,000 added daily
- Site visitor traffic is growing at 10% – 15% per month





Founded: 2016

Sector: E-commerce

Profile

- Recently-launched price aggregator
- Covers multiple consumer goods areas, including electronics, appliances, cars, clothing, and construction and repair

Proposition

- Functionality includes product comparisons and user reviews

Geographies

- Present in the fast-growing markets of the UAE, Saudi Arabia, the Philippines, Singapore and Ireland





Founded: 2003

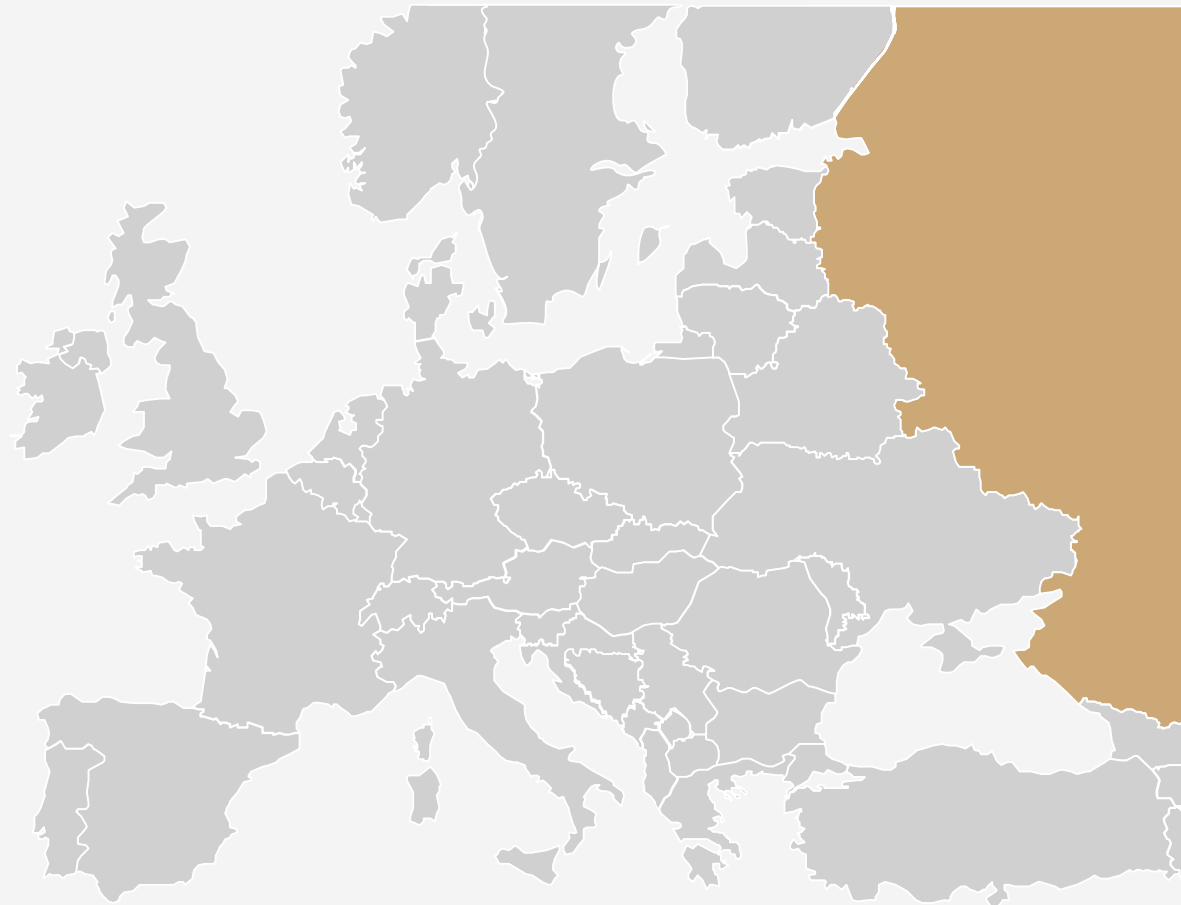
Sector: E-commerce

Profile

- Price comparison search engine covering most consumer product categories

Market position

- One of the largest database of prices, goods and services in Russia
- More than 500 site partners
- Includes more than 1,200 consumer categories
- More than 200 new product models added daily to the site





Founded: 2012

Sector: E-commerce

Profile

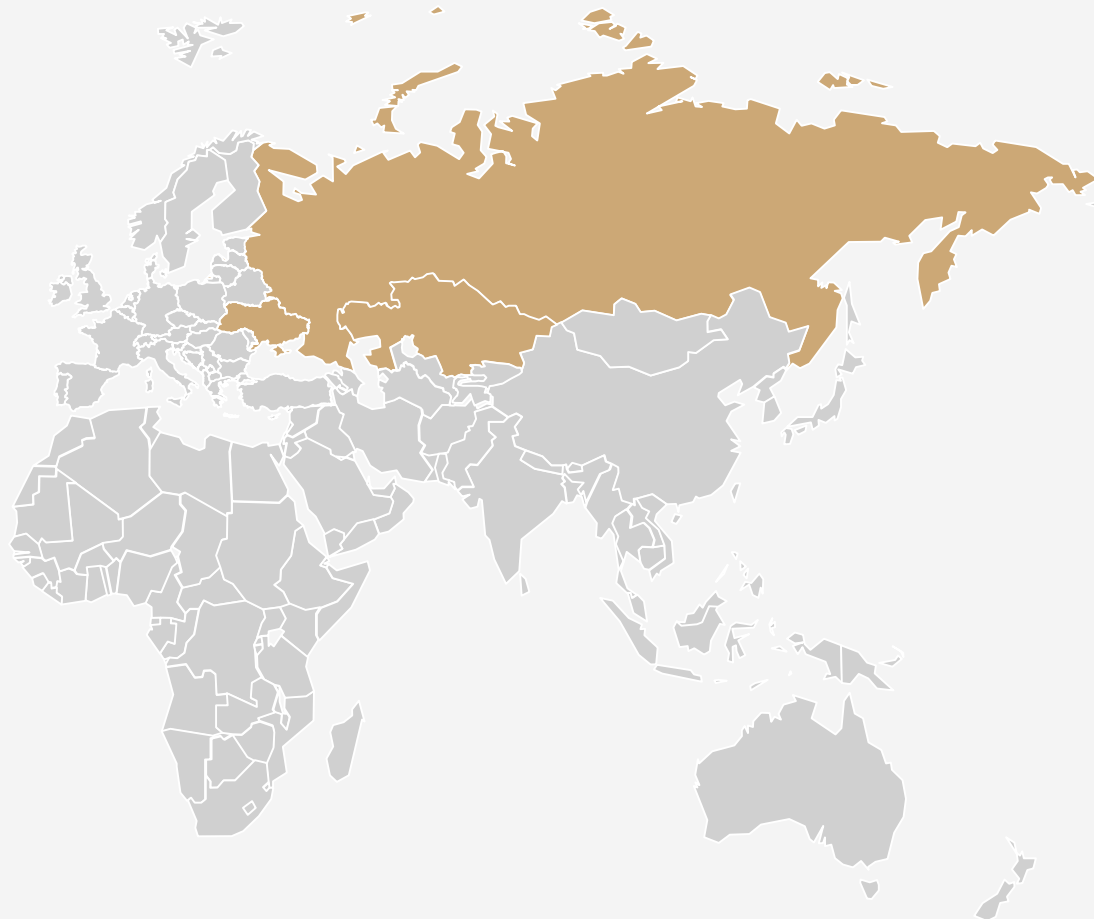
- Price comparison search engine covering most consumer product categories

Geographies

- Present in Russia, Ukraine and Kazakhstan
- Sravni.ua was created to provide competition to Price.ua, and also generate additional traffic through the purchase of paid advertising
- Sravni.com serves as a platform for placing partners not posted on Aport.ru and also for generating additional traffic adjacent to the Aport.ru partners. It is UCG's main price comparison site in Russia

Growth statistics

- Sravni.ua monthly traffic volume: > 1 million
- Sravni.com monthly traffic volume: > 1 million
- Share of SEO + Direct is > 60%





Founded: 2014

Sector: Automotive

Profile

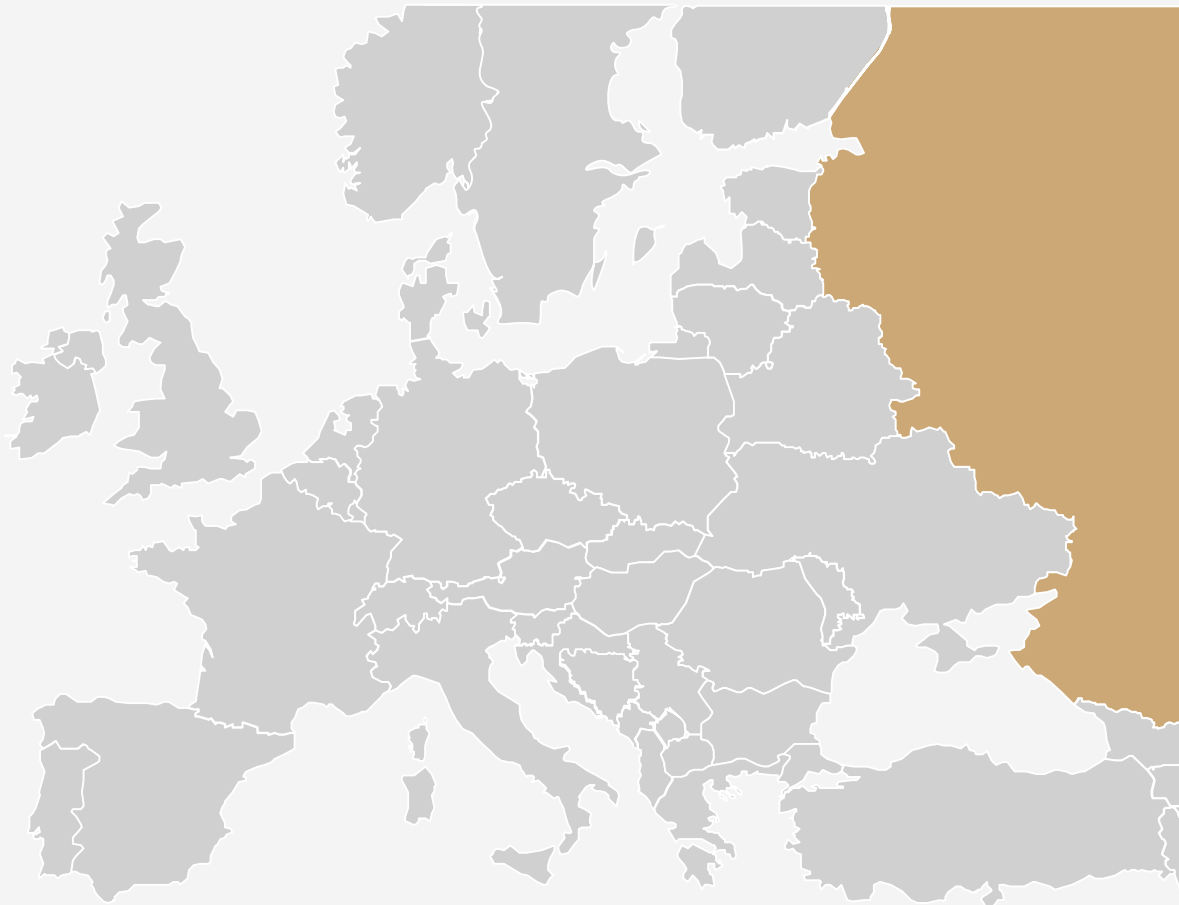
- Avtopoisk.ru contains the most complete database of special equipment, cars and trucks for sale in Russia

Proposition

- Price comparison for buying vehicles
- Choice of loan offers from banks to buy cars
- Aggregates offers on motor insurance

Market position

- Largest database of cars for sale in Russia
- More than 2 million offers
- 300 partners including 8,000 service stations across Russia
- 250 dealers of almost all brands of vehicle and related car goods
- Monthly audience is more than 600,000 people per month



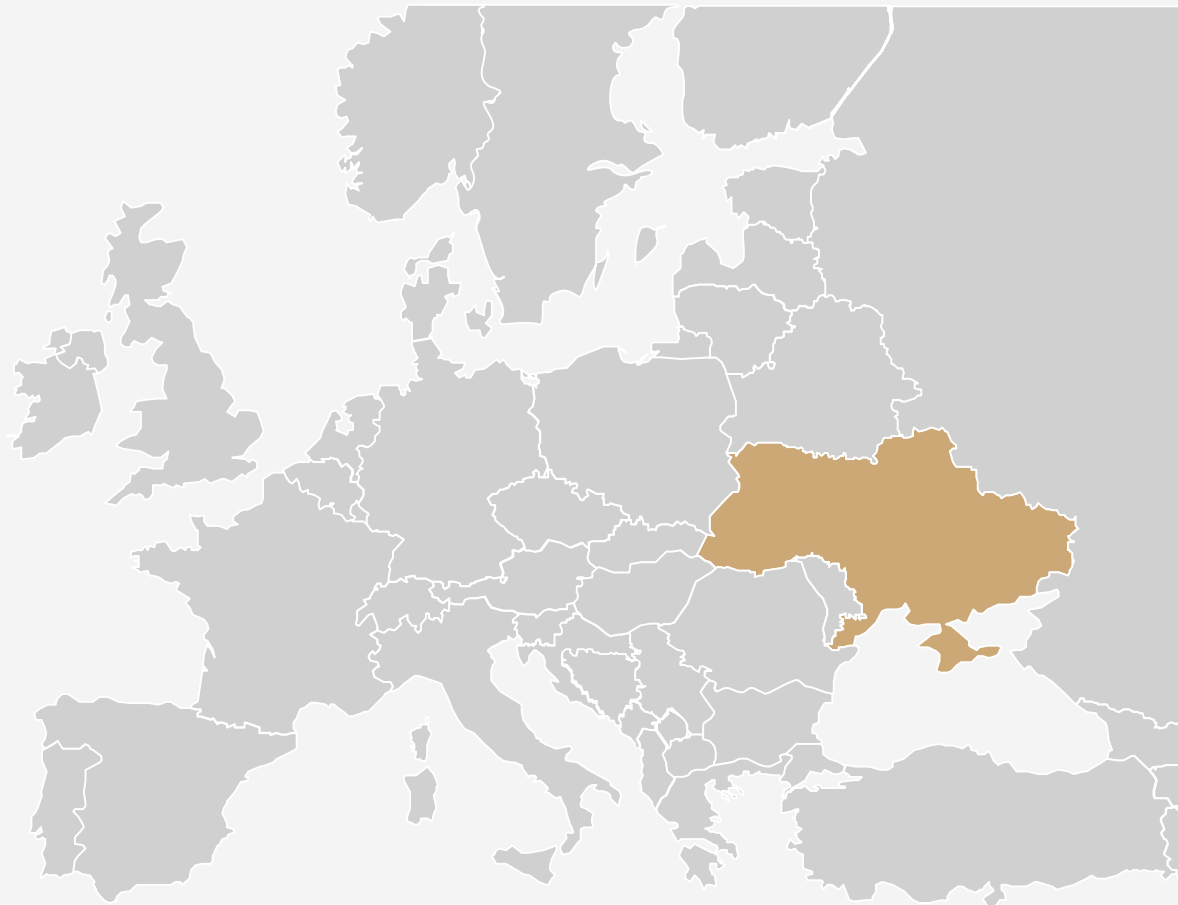


Founded: 2009

Sector: Automotive

Profile

- Automobile portal with offers of cars, motorbikes, and additional equipment for sale
- Sections of the site include "news", "services", "forum" and "auto-referral"





Founded: 2015

Sector: Automotive

Profile

- Auto portal combining information from the largest internet sources across Ukraine



MODASTO

Founded: 2015
Sector: Fashion

Profile

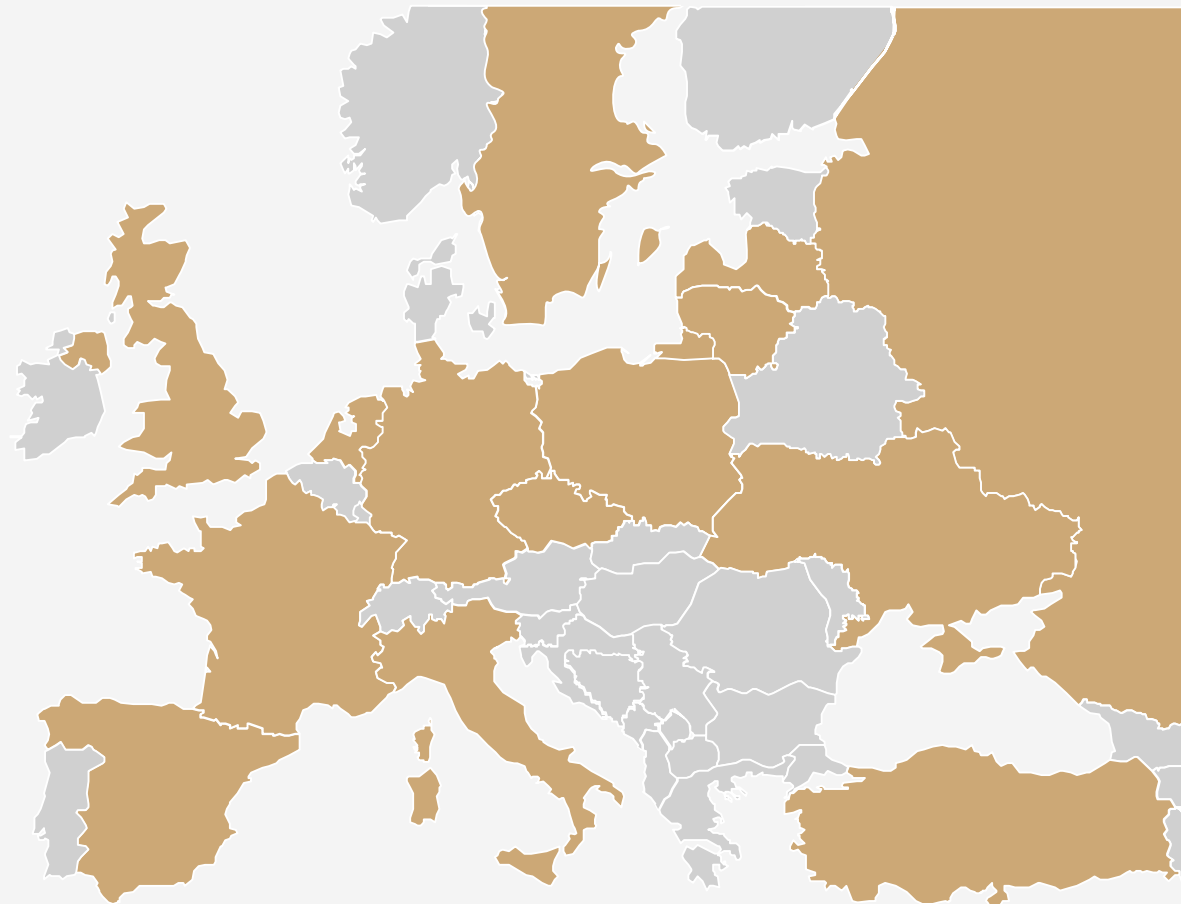
- Aggregator site for fashion offers on clothing and accessories

Geographies

- Present in 14 countries across Europe and Asia:
- Czechia, France, Germany, Italy, Latvia, Lithuania, Netherlands, Poland, Russia, Spain, Sweden, Turkey, Ukraine, United Kingdom

Growth statistics

- 70,000 users
- More than 600,000 products
- More than 1,000 partners representing branded online shops



Founded: **2014**Sector: **Health care**

Profile

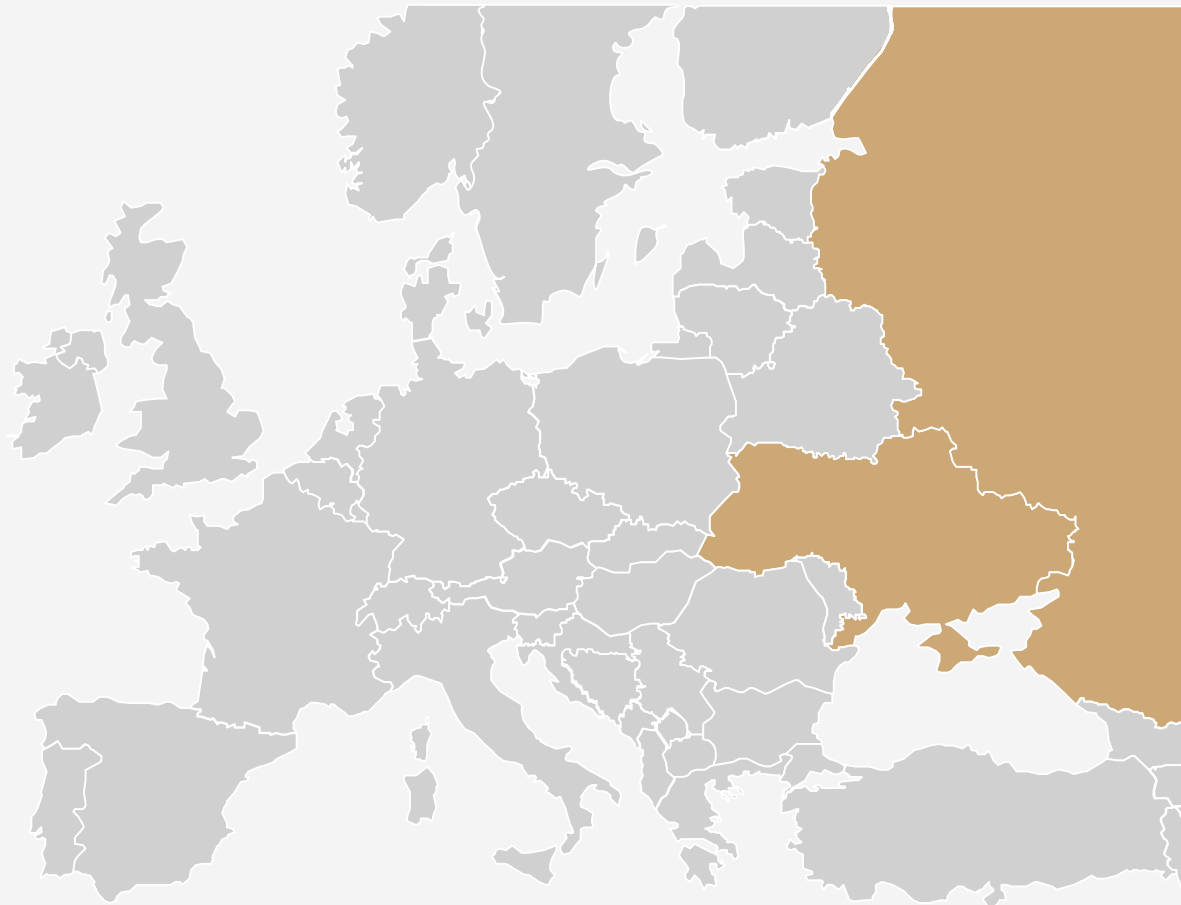
- Doc.Guru provides a directory of doctors and clinics in Russia and Ukraine

Proposition

- Selection of doctor based on, for example, the cost of admission, and not only the experience or scientific titles of a specialist
- Diagnostic service and comparison of cost of different clinics
- Arrangement of appointments by phone or online application on the site

Growth statistics

- Service is used by about 50 000 customers per month
- More than 1,000 clinics have been signed up as partners





Founded: 2009

Sector: Employment

Profile

- Employment aggregator connecting jobseekers and employers

Geographies

- Currently present in 2 markets
Russia, Ukraine
- Planned expansion to 8 new markets in 2018
Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova,
Poland, Tajikistan, Uzbekistan

Market position

- Top 3 job aggregator site and top 8 player in the job market in Russia
- Number of jobs listed: 1.5 million
- Number of CVs uploaded: 1.2 million
- Average monthly users: 6 million
- Average monthly page views: 8 million





Founded: 2016

Sector: Employment

Profile

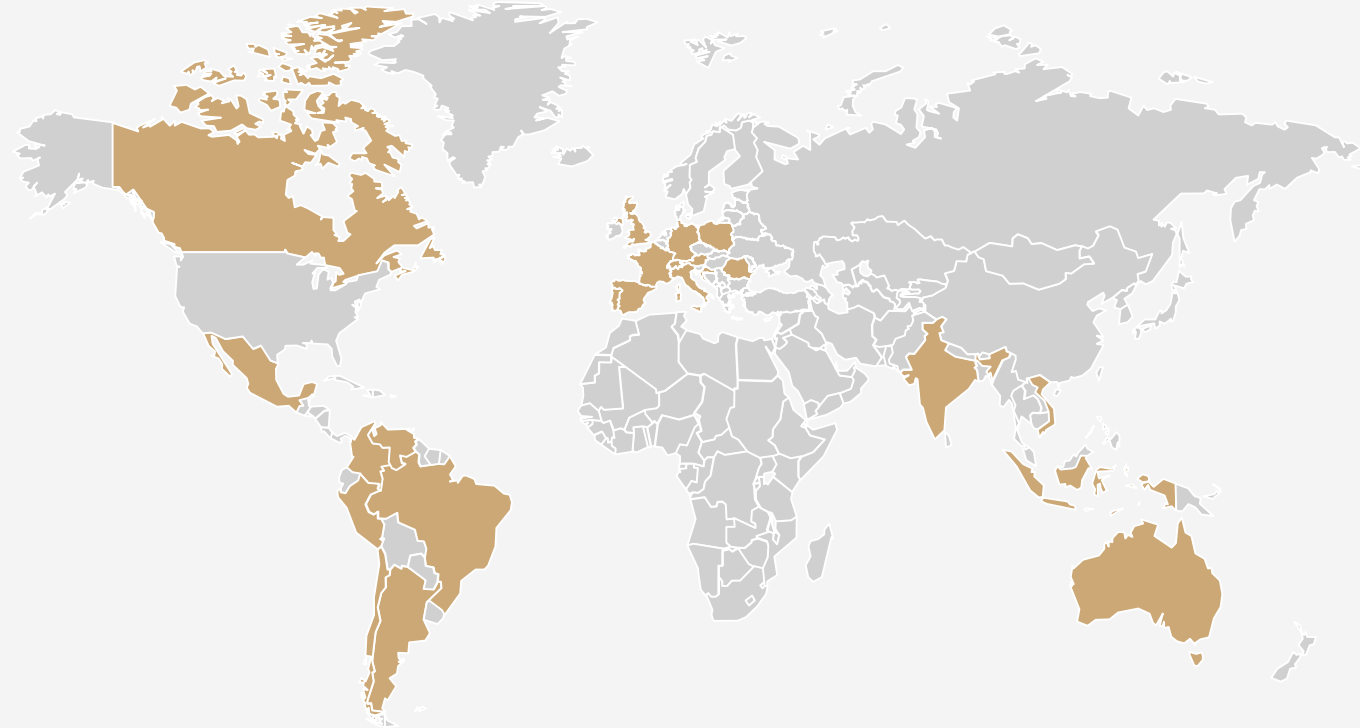
- International CV aggregator connecting jobseekers and employers

Proposition

- Rulla functional directions: international vacancies, freelance and relocation, education and professional learning.

Geographies

- Currently present in 23 markets across 4 continents
Argentina, Australia, Austria, Brazil, Canada, Chile, Columbia, Croatia, France, Germany, India, Indonesia, Italy, Mexico, Peru, Poland, Portugal, Romania, Spain, Switzerland, United Kingdom, Venezuela, Vietnam
- Planned expansion to 60 markets



JobTonic^{cqm}

Founded: 2012

Sector: Employment

Profile

- Employment aggregator connecting jobseekers and employers

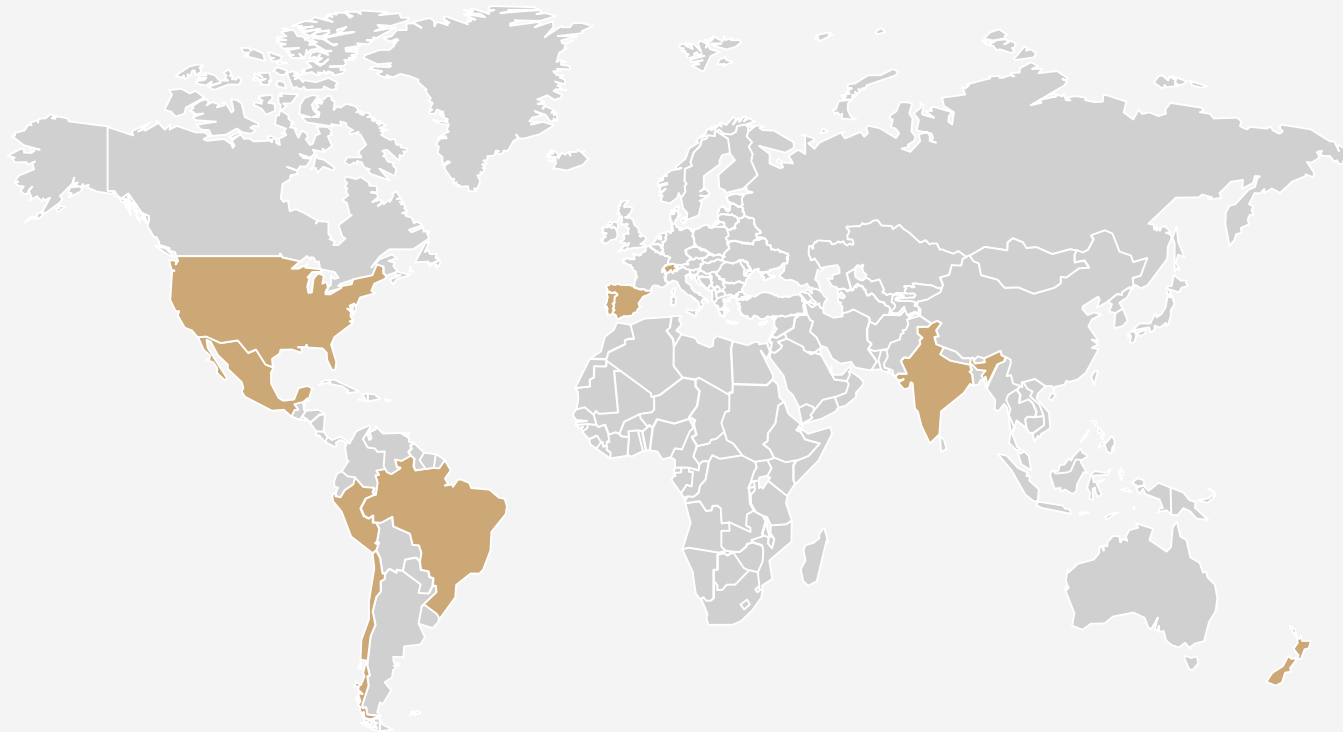
Proposition

- JobTonic automatically eliminates duplicates, so the same vacancy published on different job sites will only be shown once

Geographies

- Currently present in 10 markets across 4 continents

Brazil, Chile, India, Mexico, New Zealand, Peru, Portugal, Spain, Switzerland, US





Founded: 2012

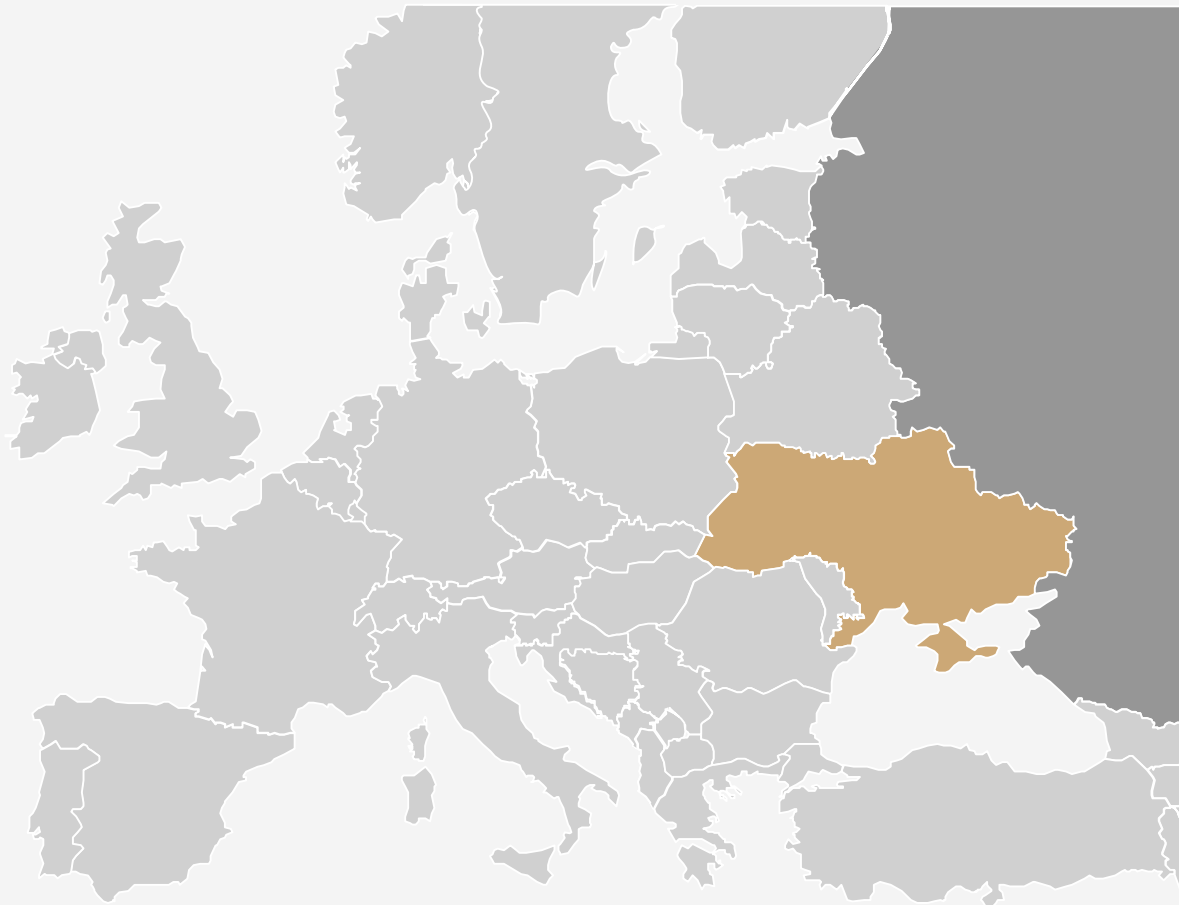
Sector: Employment

Profile

- Job search and recruitment portal in Ukraine.
- Unique feature offered in Russia and Ukraine by the 'Bystronaim' platform: customers are offered the sale of feedback on vacancies

Proposition

- There are thousands of relevant vacancies of leading companies from all regions of Ukraine and huge applicants database of all spheres and professions represented on the website.
- Comfortable interface for cv adding allows everyone, who is looking for job, to make correct self-presentation for potential employer.
- Thousands of employers are hiring worthy employees.



НайдиДом

Founded: 2012

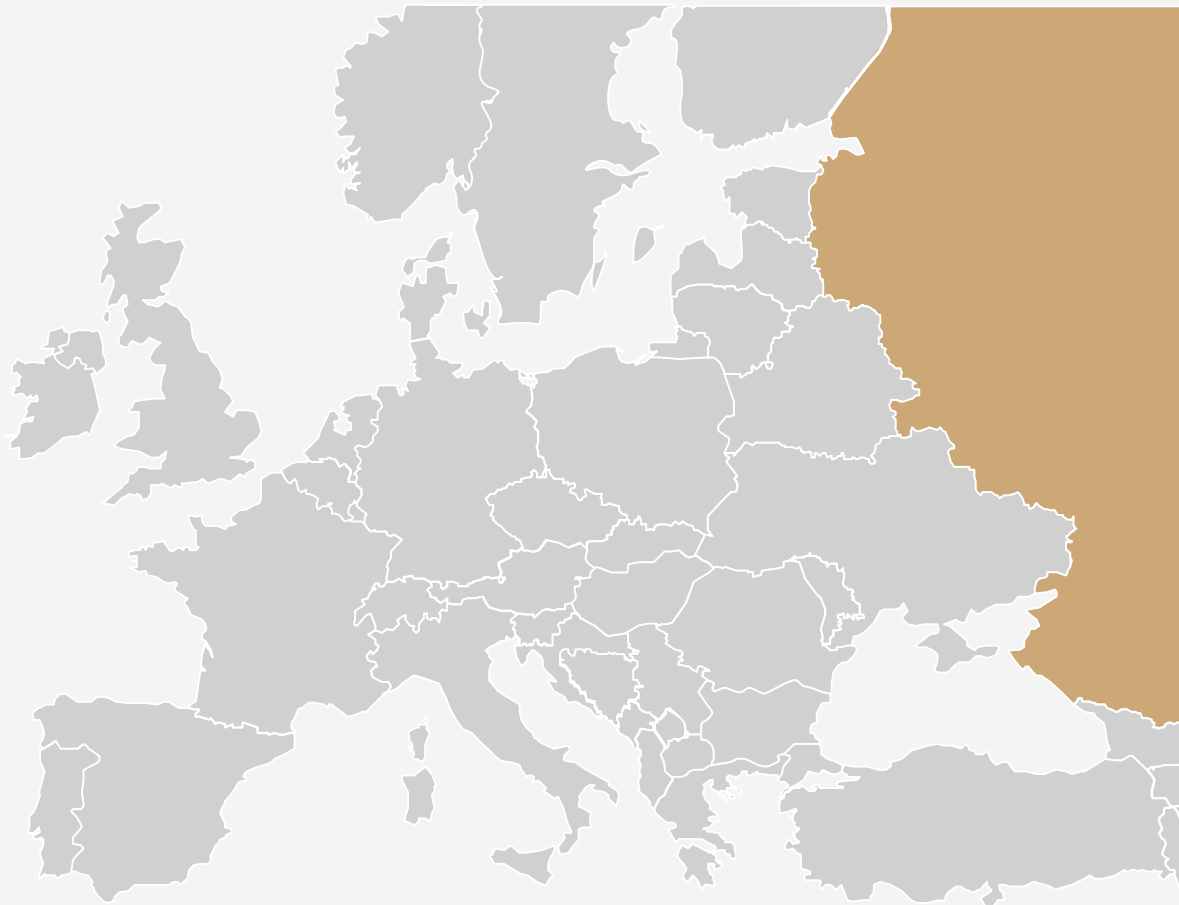
Sector: Real estate

Profile

- NaydiDom.com is a aggregator listing properties for sale or rent across Russia
- Its database lists only unique and current advertisements

Market position

- Over the last 5 years the business has achieved a strong position in the B2B real estate market, with 2 million properties
- Naydidom cooperates with all the large property portals and bulletin boards in Russia, Ukraine, and Kazakhstan, including: avito.ru, cian.ru, mirkvartir.ru, irr.ru, kvadroom.ru, move.ru
- Average monthly visits are 1.0m from 626k unique visitors



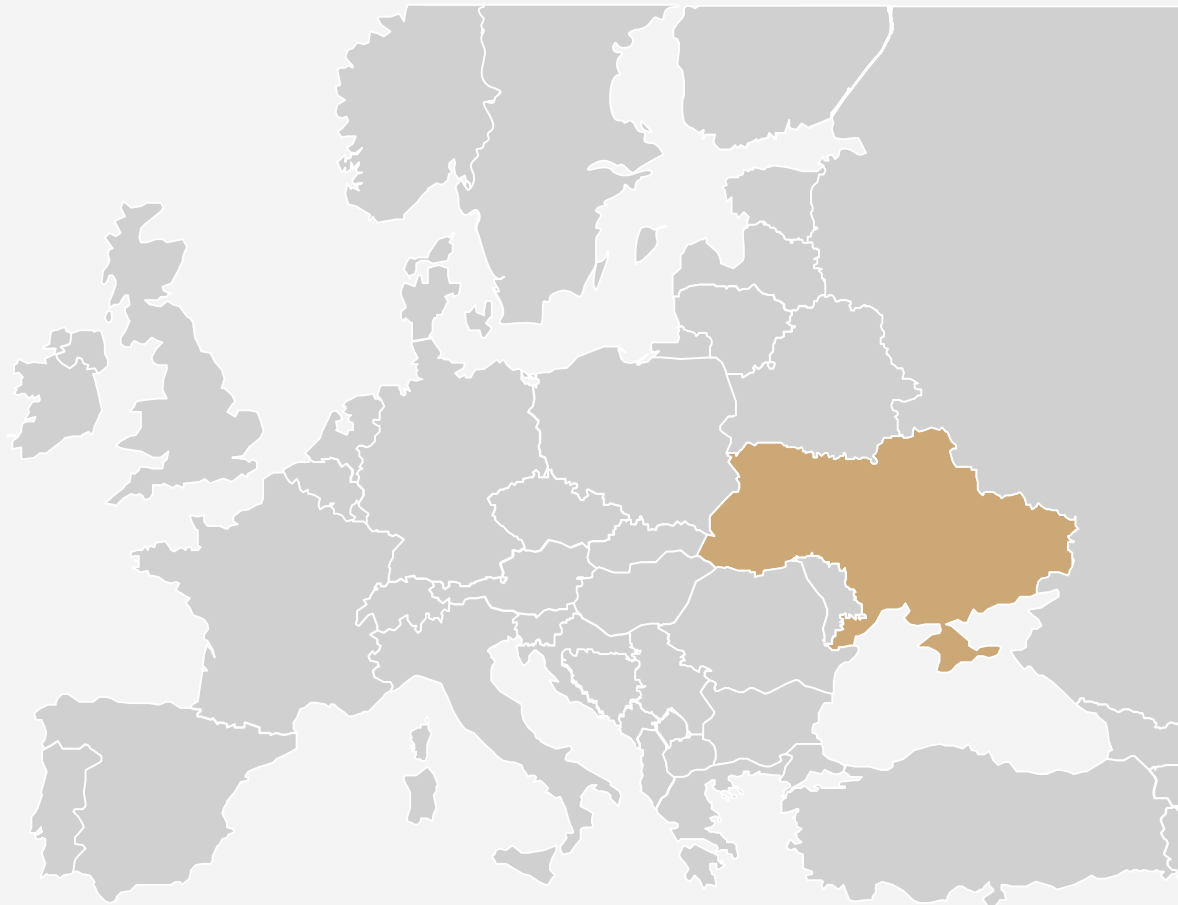
Krysha.ua

Founded: **2011**

Sector: **Real estate**

Profile

- Aggregator for property adverts across Ukraine
- Provides information on prices for apartments, and data on new buildings in different cities with map locations



Metry.ua

Founded: **2018**

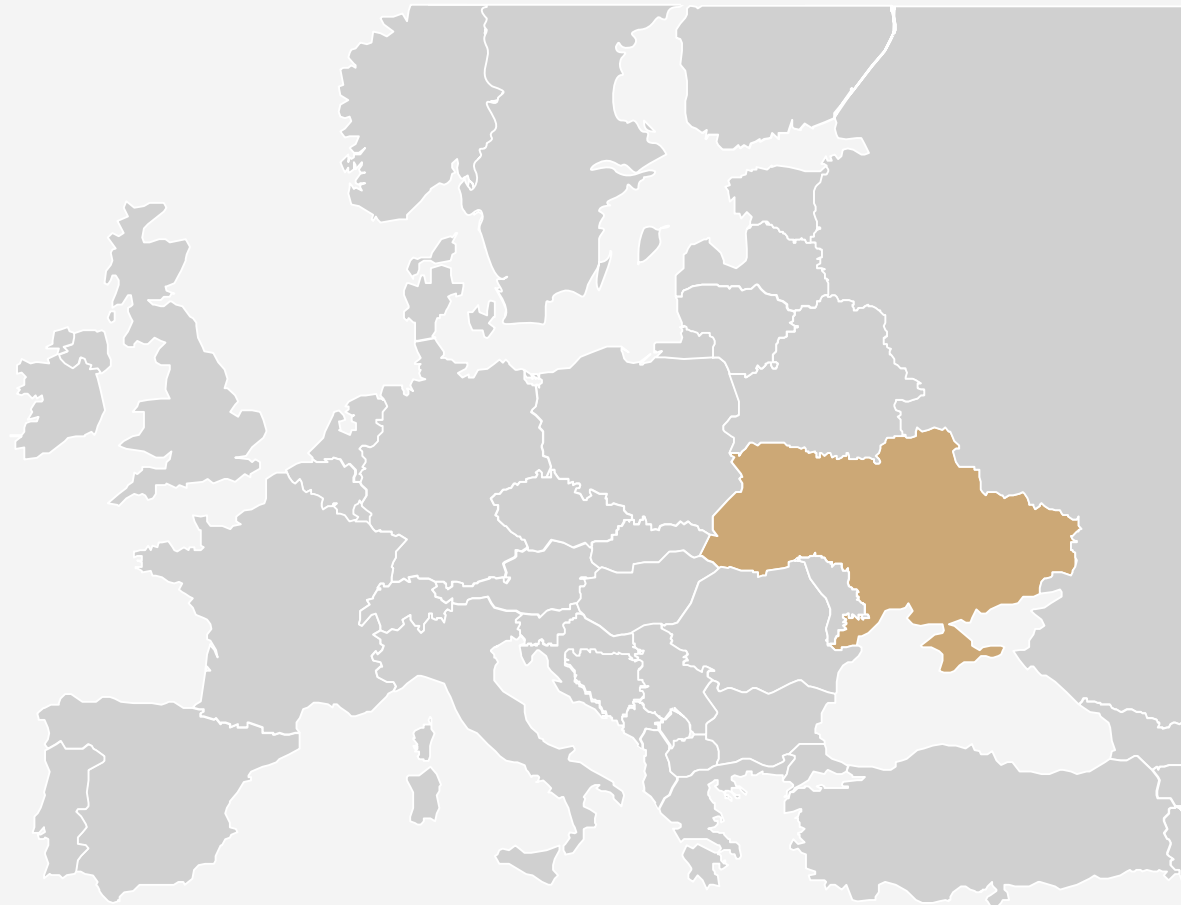
Sector: **Real estate**

Profile

- A marketplace matching property buyers and sellers across Ukraine
- Currently lists more than 300,000 properties for sale

Proposition

- Large database of property agencies with current properties for sale
- Functionality includes easily work with ads: save to favourites, add notes, and subscribe to new ads



LocalEstate

Founded: 2018

Sector: Real estate

Profile

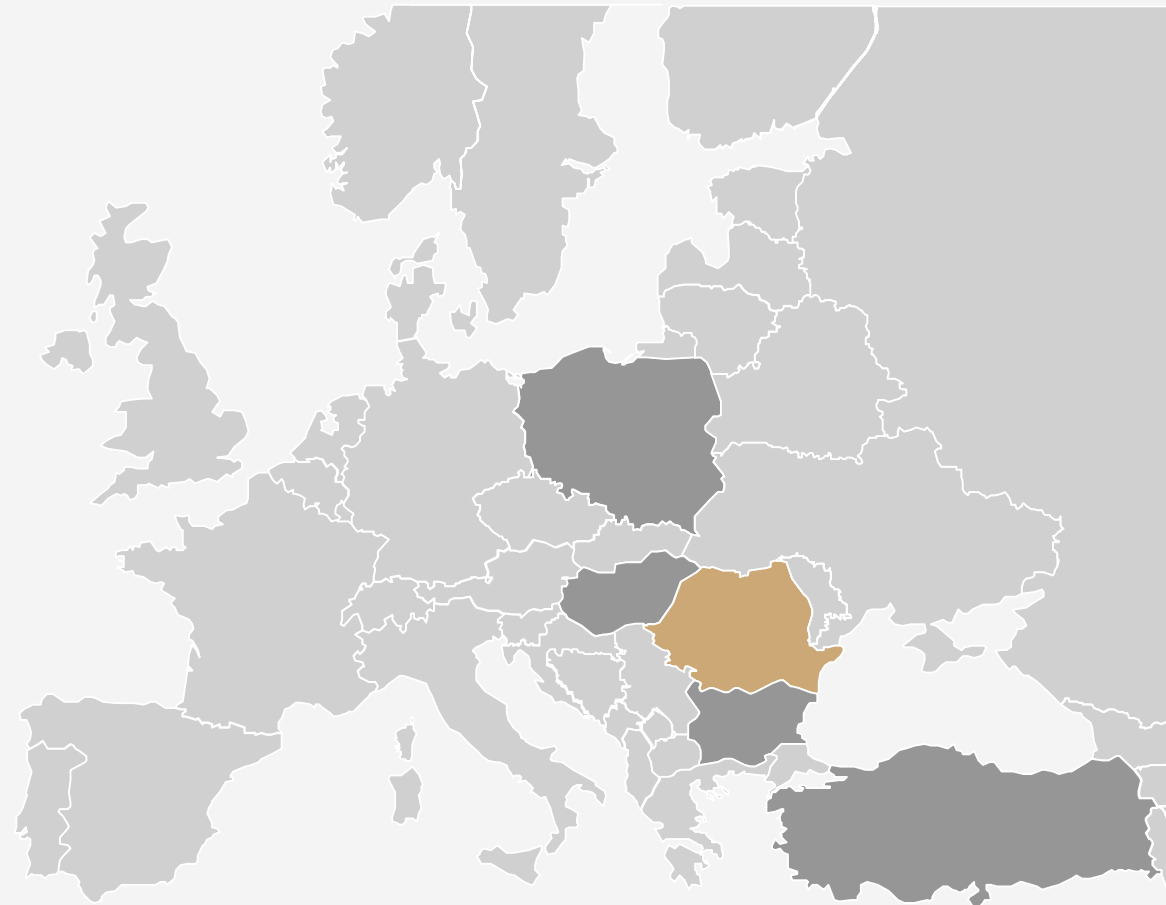
- LocalEstate is a search engine that looks for proposals for the property market in all subject sites

Proposition

- Project provide a convenient and effective tool for anyone who is actively seeking proposals for the property market.
- LocalEstate project based on the principles of maximum savings of time and effort in the search for real estate users

Geographies

- launched in Romania
- Planned expansion to 5 new markets in 2018
 - Turkey, Hungary, Vietnam, Bulgaria, Poland

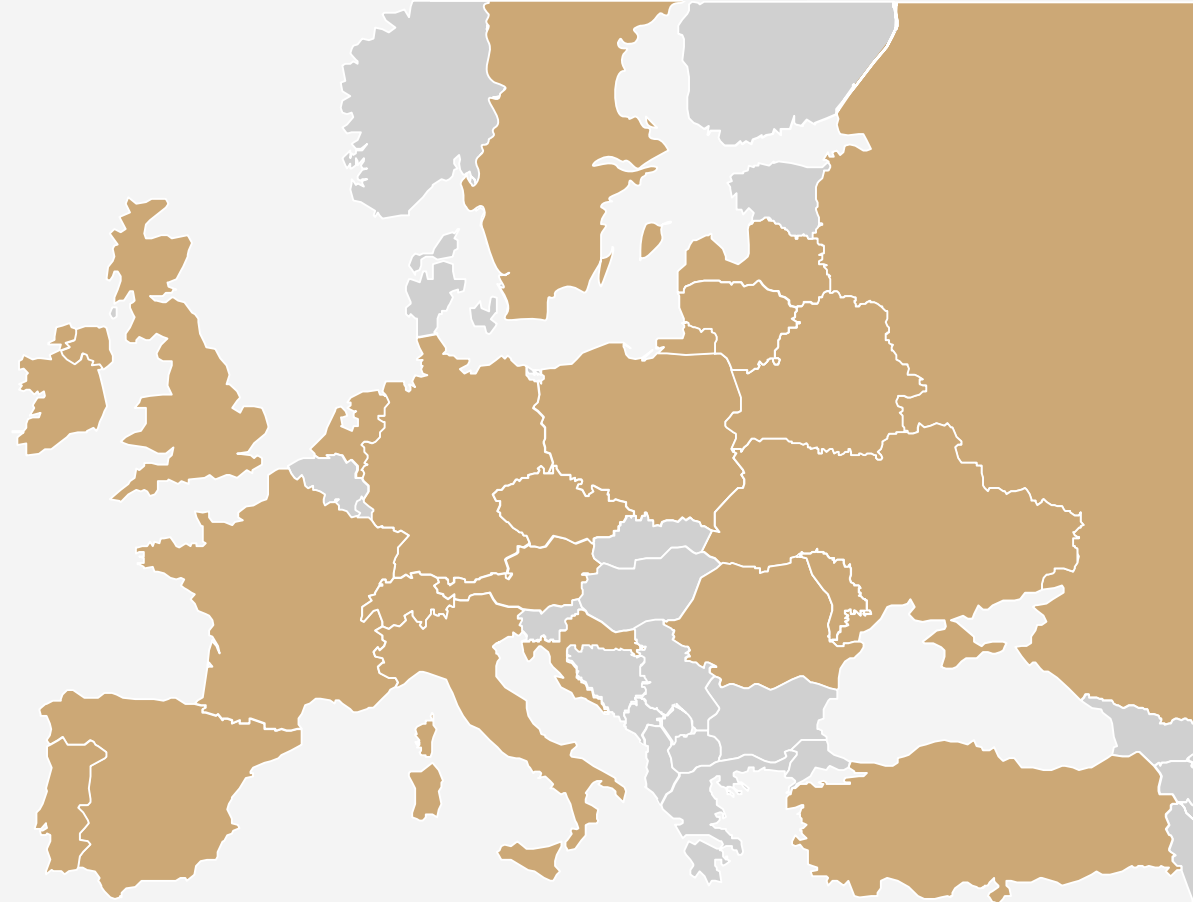




Founded: **2015**
Sector: **Lead generation**

Profile

- CPA site combines the interests of webmasters and advertisers





<http://ucg.io>
info@ucg.io