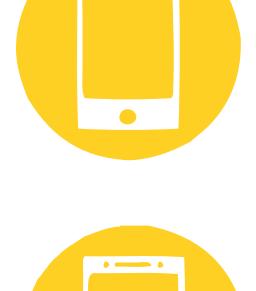


QR Codes growing fast... 62%



Of mobile subscribers in Italy use a smartphone, according to Nielsen.



Of smartphone users are aware of QR

28%

codes, according to Compete. 100 Mln



In Italy mobile network operators forecast 100 Mln subscribers in 2015.



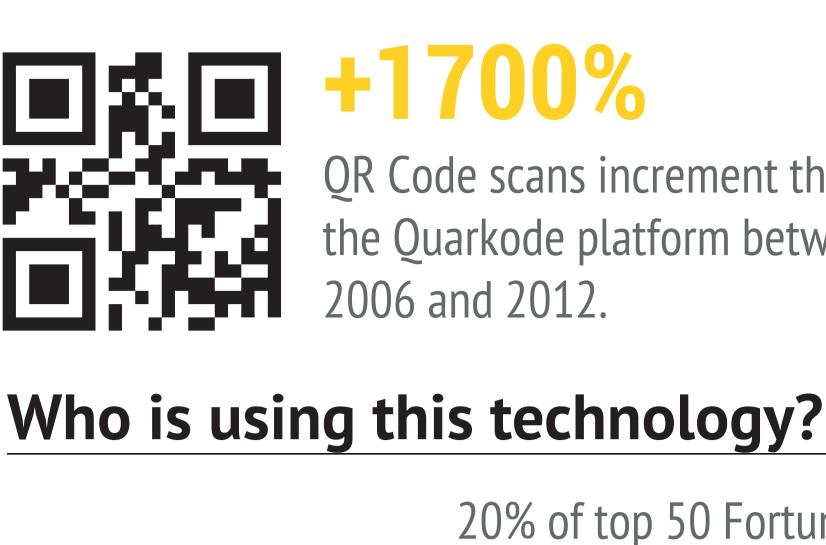
20 Mln €

10 Mln €

+55%

Italian mobile adv market value is growing fast: 87 Mln €

in 2012.



QR Code scans increment through the Quarkode platform between

20% of top 50 Fortune

companies are leveraging **QR** Codes in their marketing campaigns.

According to reasearch by 3G Vision, Germany is the

European QR activity

Veneto **Emilia-Romagna**

...and Worldwide

Who, When and Where?

12%

most active country in

...in Italy...

Europe for QR scanning,

followed by UK and Italy.



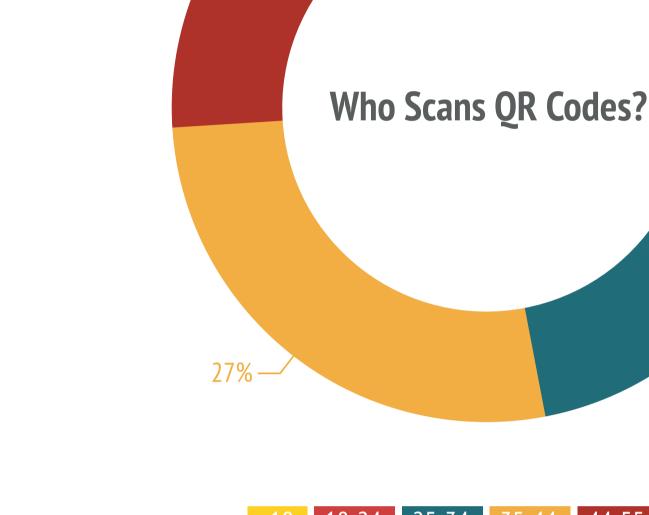
Outside Europe US lead

QR topchart followed by

Japan, South Korea and

17%

Australia.



17 66% 34%

women.

of 44.

M<44 74%

Or code scans by men and

People scanning are under age

14%

26%

40% of scans are

performed during

...while 46% of total

scans are performed

59%

Restaurant

weekends...



20%

15%

10%

5%

2%

1%

between 16.00 and 21.00.

10% -

11%

21%

27%

Where people scan?

44%

Outside or on public transit

Retail store Grocery store At work and what content is provided? 10% 5%

3%

Other

Android

Symbian

Blackberry

Other

0%

iOS

0%

5%

20%

88%

Quarkode QR Code reader

30%

40%

Of Apple devices are iPhone.

Italy, followed by USA, Spain,

Press

TV

Internet

Media

Business

Services

vCard

Blogs

Public Services

Museums

Monuments

Transport

Anticounterfeit

Logistics

Switzerland and Turkey.

Retail

10%

10%

What mobile devices are used?

15%

20%

25%

8%

What content is provided?

30%

49%

47%

(Source: CMB - ConsumerPulse)

Mobile site Competitions Social Polls Coupons Where do people find them? Magazine/Newspapers Package Website Direct mailing Billboard or sign **Email**

85% Download of our reader are from

How can QR codes be used?

Ticketing

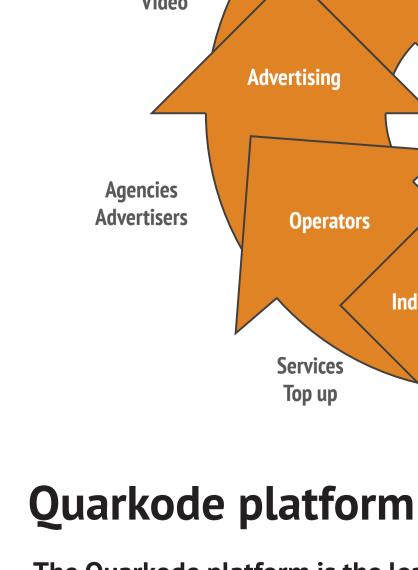
Coupon

eCommerce

Mobile Content Provi-

Services

Top up



The Quarkode platform is the leading edge solution for QR code management

- Smart labelling & Traceability systems Mobile Couponing and Loyalty
- Mobile Ticketing Polls and surveys • Interactive Business Cards Integrated Messaging Services

Real Estate

Retail

- Mobile CRM & Business Intelligence • Free Quarkode[™] App delivery
- **Applications & Services for vertical markets** Media and Publishers
- The advantages of Quarkode™ • Transform off-line to interactive on-line campaigns Measure real-time target market response

 Give added value to below the line activities Unless otherwise stated, all data is obtained from the Quarkode platform.

ders **Ring Tones** Video **Advertising Operators Individuals**

Logo

and tracking with outstanding features: • Marketing and Advertising Campaign management Mobile Landing Page creation Geo-referenced Marketing • Competitions & Prizes creation Anti-Counterfeiting and Brand Protection • Traceability systems and Intelligent labels for supply chains

Measure success rate based on headcount, channel or location

www.quarkode.com

All data refers to CY2012 in Italy.

ON/OFF Marketing 2.0