

OVERVIEW

Quick Facts

Company	BIScience, LTD
Headquarters	39 HaMasger Street 12 th Floor Tel Aviv 67214 Isreal
Founded	2009
GeoSurf Released	April 2009

What does BIScience do?

BIScience offers business intelligence solutions for online advertising activities. Our solutions maximize our clients' profits by providing insights and analytics of their online presence compared to specific competitors and entire market segments. All of our solutions are secure, reliable, intuitive, and usable. BIScience offers flexible packaging to accommodate the needs of small and medium businesses as well as large enterprises.

What is GeoSurf™?

Short Description: GeoSurf™ is browser toolbar that enables users to get the local perspective from more than 80 global locations. It is often used by online media professionals (buyers, campaign managers, sales, and compliance teams) to view geo-targeted ads and web content. This way, they can easily validate and monitor campaigns, see who is bidding on localized ad placements, generate new sources of business, and enhance current marketing activities.

Long Description: GeoSurf™ delivers the local perspective. With it, your computer or mobile can surf locally without being local. Online media professionals now access a local browsing experience from high value geo-targeted countries and United States metro areas. The product was launched in 2009 and currently provides a browser add-on, VPN client and an iPhone/Android solution. Our clients use GeoSurf™ to:

- Validate and monitor the accuracy of campaigns
- See who is bidding on traffic sources for browsers, mobile, and desktop applications (display, affiliate, video, ingame, intext, FacebookAds, application display, virtual goods, etc.)
- Discover and profile new advertisers and campaign ideas
- Optimize campaign offerings
- Analyze the full geo-specific ecosystem of any online channel prior to launching campaigns
- Confirm proper campaign deployment in real time
- Ensure brand compliance and track affiliates' activities

HISTORY

Why Was GeoSurf™ Created?

We recognized that media professionals within publisher, advertiser, and agency businesses were wasting time and money because they were limited in their research capabilities of geo-targeting. In some cases, they used proxies that were unreliable, slow, cumbersome, and unsecure.

Noticing this situation created several opportunities. We wondered:

- How can we help media buyers and publisher account managers see who is bidding on their global traffic sources so that they will not lose traffic and revenue?
- How can we prevent sales departments from wasting valuable time digging and qualifying advertisers and campaigns without properly understanding their context on a country and metro basis?
- How can we save money for media planners and upper management who are blindly investing expensive test budgets into new countries without properly understanding the full picture?

We detected a huge gap between the *before GeoSurf™* and *after GeoSurf™* business processes of media buyers, sales people, ad-operations, brand managers and QA. When we analyzed this finding, we discovered a tremendous savings in time, more effective advertiser/campaign lead generation, higher ROI, and a more practical approach to competitive activity.

TECHNOLOGY

How Does GeoSurf™ Work?

GeoSurf enables users to interact with multi-channel online media in high value countries and US metro areas. The GeoSurf™ interface is straight-forward:

- **GeoSurf™ Toolbar:** for surfing geo targeted content and ads and interacting with them as local users do; our browser add-on for Internet Explorer, Firefox and Firefox for Mac is our most popular offering.
- **GeoSurf™ VPN:** for changing the entire machine's IP address to view local content in IM clients, casino and Forex applications, and other desktop software.
- **GeoSurf™ DirectConnect:** for advanced configuration, users can connect via API directly to our gateways to allow operation of automated scripts for downloading geo-targeted content to internal systems.
- **GeoSurf™ for iPhone/Android:** for iPhones, iPads, Android phones, this is the only tool that delivers real geo-targeted results in real time over these smartphones.
- **GeoSurf™ Mobile Emulator:** to simulate mobile results of iPhones, iPads, Android phones, Blackberries, and many other models in web browsers for checking mobile ads and applications.

GeoSurf™ is powered by a massive network of servers that are owned by BIScience. These servers have been strategically placed high value countries and US metro areas. We've developed a technologically advanced infrastructure that dynamically allocates bandwidth based on real time analysis, historical demand, and physical proximity to our servers around the world. This ensures an exceptionally fast and extremely secure browsing experience. Whether the user is viewing simple text banners or video and other rich media, GeoSurf™ is the premium solution.

GeoSurf™ offers competitive pricing based upon consumption, type of channels used, and service type. This way, users who need a heavy usage plan (for performing business intelligence and spot checks over video, intext or Facebook application display channels) will be served competitively. At the same time, a light usage plan (for checking ads on PPC or affiliate channels) also has a relevant pricing model.

TEAM

Management

Our management team is comprised of results-oriented individuals with vast knowledge and background who work together to ensure the success of our mission and our customers. Our team is spearheaded by marketing and business savvy leaders who ensure that GeoSurf™ remains the premier relevant, intuitive solution for customers needing a global gateway network. We guarantee the utmost attention to detail and technical advances. All of our staff is always available to our customers and committed to assisting, supporting, and serving our users.

Orey Gilliam | CEO is a seasoned executive and leader with over 25 years of experience in business, technical, and operations management. He has a proven track record in a variety of businesses ranging from startups to Fortune 50 companies like AIM and ICQ.

Kfir Moyal | Co-Founder is a highly experienced business leader, technologist, and entrepreneur. He has more than 15 years of experience in the online advertising and media space. He has founded and led several successful companies, such as AdsMarket and the Cyhawk Ventures group.

Assaf Toval | Co-Founder, Chief Technology Officer has 10 years of experience in software development and project management, as well as over 6 years of experience in the online advertising and media sector.

Cameron Peron | Co-Founder, VP Business Development is an expert in business development with vast experience both online and off. He has played a leading role in several successful internet ventures since arriving in Israel in 2005. Cameron graduated from the University of Arizona in 2001 with a B.A. in Marketing & Global Business.

Gali Moualem | VP Product Management successfully leads the product management of BIScience after having actively led the product management group of SAP's SMB market for more than 6 years. She has over 10 years' experience in the software industry. Gali earned her B.A. in Computer Science and Economics and MBA from Tel-Aviv University.







Oren Zafrir | VP Sales has over 10 years of sales experience and an in-depth understanding of the online media market. Having a proven track record in companies like Xtend Media and Artivision, Oren's background delivers extensive experience in business models and pricing structures combined with a unique aptitude for ensuring technologies meet real business needs.

Media Contacts

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TESTIMONIALS

	<p>"With GeoSurf, we are able to replicate user experience on social sites like Facebook from anywhere in the world."</p> <p><i>Noman Ali, CEO & Co-Founder, Peanut Labs</i></p>
	<p>"With GeoSurf, we can build truly global applications and experience our games as users from every corner of the world."</p> <p><i>Q Wang, Director of Product, Playfish</i></p>
	<p>"GeoSurf, although expensive, is a solid one-stop solution that will probably be worth your while if you require a multi-country proxy."</p> <p><i>Pieter Kooyman, Director of Advertising, Miniclip</i></p>
	<p>"We at iMesh are constantly using GeoSurf in the Marketing, Development, and of course, the QA departments. Since we started using GeoSurf, it is now easier than ever to research and qualify new markets and verticals that we haven't yet explored. GeoSurf saves us LOTS of valuable time!"</p> <p><i>Oren Sanovsky, QA, iMesh</i></p>
	<p>"Finally we found a safe & secure tool that allows us to surf the net from all over the world."</p> <p><i>Sid Fein, SVP Technology, CPX Interactive</i></p>
	<p>"GeoSurf is by far one of the most powerful tools Secco Squared uses on a daily basis. The intelligence we gather from GeoSurf allows Secco Squared to stay ahead of the curve."</p> <p><i>Jonathan Lender, CEO, Secco Squared</i></p>
	<p>"As QA Manager/Lead Tester for an organization that currently performs financial transactions in over 60 countries worldwide, GeoSurf has been an invaluable tool, allowing me to perform verifications of transaction flows and localized UI components that I would otherwise be unable to check in person. This reduces test cycle times immensely and in a lot of circumstances allows me to do testing that I simply would not be able to do otherwise."</p> <p><i>Audrey Kwong, Merchant Technical Solutions Manager, BOKU</i></p>
	<p>"GeoSurf is a flexible and powerful tool that has proven invaluable to our international ad operations. It's customizable, easy to use and furthermore, they're always innovating with their products - they listen to their customers."</p> <p><i>Ben Lodge, Director of Ad Operations, Media Initiatives Group Ltd</i></p>

NEWS & EVENTS

Read News About GeoSurf™:

MarketingProfs	Go Local: Seven Steps to Running Geotargeted Campaigns Like a Pro.....	Jun.8.2011
Marketing Expert	Surf Locally Without Being Local: The Future of Search	Jun.7.2011
Digital Journal	GeoSurf v 3.0 Released: Proxy Surfing from More Locations with More Options.....	Jun.7.2011
Yeast	GeoSurf Review - I love it.....	May.24.2011
IanFernando	An Alternative to WorldProxy202	Apr.7.2011
ZacJohnson	Create Ad Campaigns for the World to See, Using GeoSurf	Mar.28.2011
JonathanVolk	GeoSurf for the Global Marketer	Mar.22.2011
BloggingTips	Surf the world with GeoSurf Toolbar	Mar.21.2011
ItsAbhik	GeoSurf: Track your Website Globally	Mar.8.2011
SFGate	Get Social with GeoSurf, the Toolbar that Gives the Local Perspective.....	Feb.24.2011
walyou	GeoSurf Gives Worldwide Perspective to Web Analytics	Feb.10.2011
Murray Newlands	Geosurf Lets You See Yourself Through Your Customers' Eyes	Feb.09.2011
PRWeb	Geosurf Enables Casual Gaming Professionals to Surf Locally – Without Being Local	Feb.09.2011
TechCrunch	GeoSurf Is A Must-Have For Every Media Buyer's Tool Belt by Roi Carthy..	Feb.02.2011
Adotas	Answers Served: BI Science's Peron Talks GeoSurf and SMBs	Jan.26.2011
JohnChow.com	Pretend You're Somewhere Else with GeoSurf by Michael Kwan	Nov.08.2010

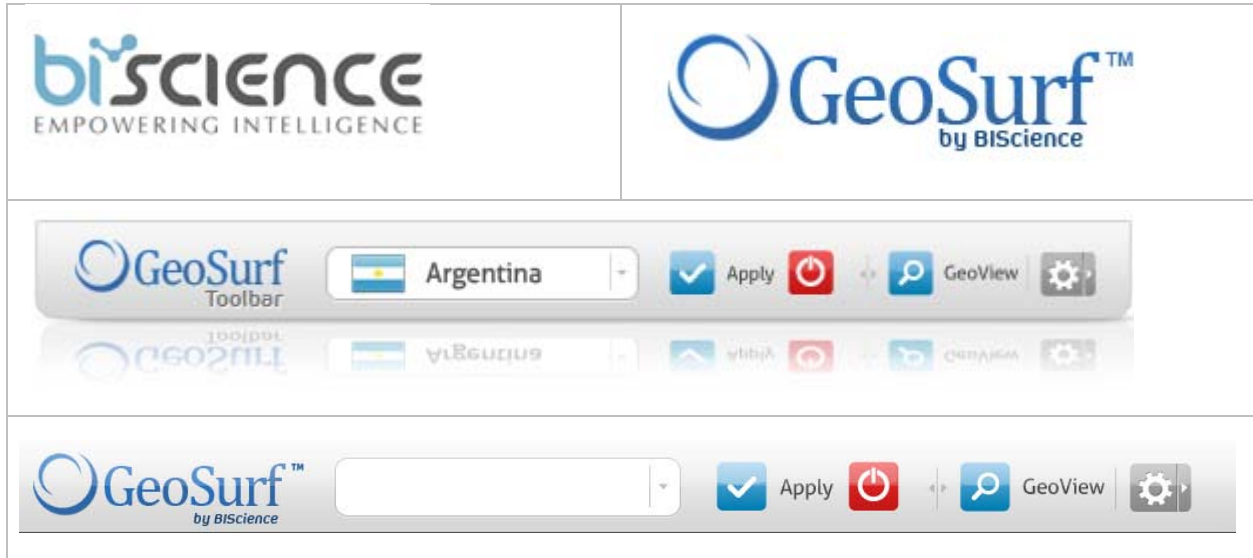
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Come See Us:

- Casual Connect Seattle | July 18 – 21, 2011
- Ad Tech London | September 21 – 22, 2011
- Ad Tech New York | November 8 – 10, 2011
- Casual Connect Europe | February 7 – 9, 2012

COLLATERAL MATERIAL



Screen Capture



Videos

<http://www.youtube.com/user/BiScience>

Presentations

<http://www.slideshare.net/BiScience>