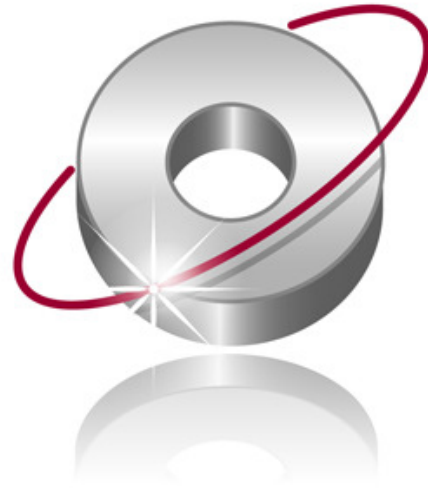


Steelonthenet.com



SITE INTRODUCTION AND PRESENTATION

June 2009

Steelonthenet.com presentation

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Steelonthenet.com



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SITE ACTIVITIES AND OBJECTIVES

Steelonthenet.com



- **Steelonthenet.com** is a news and information website
- We provide news, data, statistics and networking info - mostly free - to attract steel industry visitors[†]
- The purpose of this is two-fold
 - First, it is to attract iron and steel industry advertising and thus help us to cover our fixed costs
 - Second, it is to promote our consulting business, because it is consultancy work [mainly international due diligence, restructuring, modernisation, feasibility appraisal] that represents our largest revenue stream

[†]: The list includes steel industry news, raw material news [iron ore, coal, scrap] downstream industry news [construction, auto, white goods, pipe, rail ...], steel prices, cost data, steelmaking cost models, ferroalloy prices, steel production data, plant capacity info, conference dates, a message board, a who's who, a glossary of terms, a supplier database, links pages, a steel search engine, feasibility & consulting pages and more; covering ~850 web pages in all.

BUSINESS MODEL

Steelonthenet.com



- The business model pursued by **Steelonthenet.com** is similar to that pursued by a number of fast-growing media organisations [especially prominent in the newspaper industry]
- In this model,
 - Free content drives consumer interest
 - This in turn drives increasing circulation / viewing, thus attracting advertising revenues
 - Ultimately this model generates profit only through strong management focus on fixed cost control



TARGET AUDIENCE

- Our target audience is global steel industry professionals, meaning senior and middle level steel plant management and including owners, CEO's, company directors and advisers
- These roles span the activities of steelmaking as well as trading and steel distribution / stockholding and the activities of equipment suppliers, engineers, analysts, investors, bankers and consultants from around the world

SITE ACCESS

Steelonthenet.com



- Site access to **Steelonthenet.com** is free to all visitors
- This includes businesses and private individuals, who may access the site as frequently as they wish without charge
- Special (meaning private) password-protected login pages are maintained for advertisers to allow monitoring of advertising click-thru's [including daily / weekly / monthly visits and international visitor origins]



COMMERCIAL GOALS

- Our current goal [as at early 2009] is to move from a daily visit level of ~4,000 unique site visits / day to ~10,000 visits / day over the medium-term
- At the latter visitor activity level our advertising income will be more closely aligned to the level of our fixed costs
- Other site goals include an appropriate level of consultancy referrals for MCI [Metals Consulting International Limited] which is our iron and steel consulting business unit

OWNERSHIP AND MANAGEMENT

Steelonthenet.com



- The **Steelonthenet.com** site is managed and operated by Metals Consulting International [MCI]
- MCI is a limited company registered in England and Wales [company registration 4938719]
- MCI was incorporated in October 2003, and is privately owned

LOCATION AND ORIGINS

Steelonthenet.com



- The **Steelonthenet.com** website is run from just outside London in the United Kingdom
- The website was launched towards end-2001
- The site was founded by Andrzej M Kotas, a management consultant with ~10 years steel sector consulting experience at the time [Beddows & Company, Hatch Associates]
- Andrzej M Kotas currently works as Managing Director of Metals Consulting International Limited [MCI]

ADVERTISING INFORMATION

Steelonthenet.com



- The **Steelonthenet.com** website currently receives:
 - Around 4,000 site visits / day [~300,000 page views / month]
 - A highly international visit base [US, Canada, UK as well as India, Germany, Australia, Netherlands dominate]
 - A primarily English readership, with site translation mostly into German, French, Spanish, Chinese, Japanese, Turkish, Russian
- Current advertisers on **Steelonthenet.com** include Metal Bulletin plc, the Commodity Research Unit, GFMS Metals Consulting
- The site is also popular with industry advertisers that include Platts, Handelsblatt, SteelBB, Metal Pages, IBC, Boru, Informa, Terrapinn, Metal Expert, Steel Orbis ...

RATE CARD

Steelonthenet.com



- The **Steelonthenet.com** website accepts iron and steel sector and related advertising only
- Current banner ad rates are:

| Position | Size [width px x height px] | Cost per month € |
|----------------------|-----------------------------|------------------|
| HOME PAGE | | |
| Side panel | 120 x 150 | 100 |
| Side panel | 120 x 100 | 75 |
| PREMIUM PAGES | | |
| Top of page | 468 x 60 | 125 |
| Side panel | 120 x 50 | 75 |
| OTHER PAGES | | |
| Side panel | 120 x 50 | 50 |

Premium pages include www.steelonthenet.com/news.php, www.steelonthenet.com/prices.html and www.steelonthenet.com/commodity_prices.html. For further info, please see <http://www.steelonthenet.com/advertising.html>

FURTHER INFO

Steelonthenet.com



- For further information about **Steelonthenet.com** please contact:
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 - Email: ceo@steelonthenet.com

Or visit www.steelonthenet.com/about.html

THANK YOU FOR YOUR INTEREST