



noomail.com

CONFIDENTIAL

Disclaimer

This confidential Summary Business Plan (Summary) is being furnished by noomail Management S.A. to a limited number of investors for use in considering their interest in making an investment in noomail Management S.A. This Summary is not to be reproduced or used, in whole or in part, for any other purpose or made available to anyone not directly concerned with the decision to invest in noomail Management S.A.

The information contained herein has been prepared to assist interested parties in making their own evaluation of noomail Management S.A. and does not purport to be all inclusive or to contain all of the information a prospective investor may desire. Information presented on market analysis and customer needs were extracted from a number of sources. In all cases, interested parties should conduct their own investigation and analysis of noomail Management S.A. and the data set forth in this Summary.

The Summary includes certain statements, estimates, and forecasts with respect to the anticipated future performance of the Company. Such statements, estimates, and forecasts reflect various assumptions concerning anticipated results, which assumptions may or may not prove to be correct. No representations are made as to the accuracy of such statements, estimates, or forecasts.

No dealer, broker, salesman, or other person has been authorized to give information or to make any representations with respect to this proposed financing, other than those contained in this Summary. If such other information or representation is given or made, it must not be relied upon as having been authorized by noomail Management S.A.

Neither the United States Securities and Exchange Commission nor any European securities regulatory authority has certified the accuracy or adequacy of this Summary. A representation to the contrary is a federal offense in the United States. Any questions should be directed to the following company officers.

AVIS

Ce Résumé de Plan d'affaires Confidentiel est fourni par Noomail Management, S.A. à un nombre limité d'investisseurs pour leur usage en vue d'un investissement potentiel dans Noomail Management S.A. Ce Résumé ne doit en aucun cas être reproduit ou utilisé, dans sa totalité ou en parties, pour aucune autre fin. Ce Résumé ne devrait pas être mis à la disposition de personnes qui ne sont pas directement concernées avec l'intention d'investir dans Noomail Management, S.A.

L'information dans ce Résumé a été préparé afin d'aider les parties intéressées à réaliser leur propre évaluation de Noomail Management, S.A. Ce Résumé ne prétend pas inclure ou contenir des informations susceptibles à être demandées par un investisseur potentiel.

L'information dans ce Résumé sur l'analyse du marché et les demandes des clients ont été extraits d'un certain nombre de sources diverses. Dans tous les cas, les parties intéressées devraient mener leur propre enquête et analyse de Noomail Management, S.A. et des données présentées dans ce Résumé.

Ce Résumé inclut certaines proclamations, estimations, et prévisions par rapport au succès futur de l'entreprise. Telles proclamations, estimations, et prévisions reflètent de diverses suppositions concernant les résultats anticipés. Ces suppositions peuvent ou ne peuvent pas être correctes. Aucune déclaration n'est faite par rapport à la précision des proclamations, des estimations, ou des prévisions qui se trouve dans ce document.

Aucun négociant, courtier, vendeur, ou autre personne ne sont autorisées à fournir des informations ou des proclamations concernant le financement souhaité, mis à part les informations contenu dans ce Résumé. Si d'autres informations ou représentations sont données ou faites, elles ne doivent pas être interprétées comme étant autorisées par Noomail Management, S.A.

Ni le Securities and Exchange Commission des Etats-Unis ni les organismes régulateurs équivalents Européens n'ont vérifié le contenu de ce Résumé. Constater le contraire porterait des conséquences criminelles sous la loi fédérale américaine. Toutes questions devraient être dirigées aux directeurs de l'entreprise.

noomail Management S.A.

C.E. "Skip" Weeks, III, Chief Executive Officer
Stefan Surzycki, President and Chief Technology Officer
Aleksandar Stojanoski, Senior Vice President

International headquarters
36 rue Gabriel Lippmann, L-1943
Luxembourg
Tel: +33.6.88.42.60.71
+33.6.09.58.59.31
Fax: +352.40.42.06.29
www.noomail.com

US headquarters
2598 West Pebble Creek Lane
Traverse Mountain
UT 84043
Tel: +1(888)392 2775
Fax: +1(801)407 1666

INTRODUCTION.....	1
IT'S E –MAIL, BUT NOT AS WE KNOW IT.....	3
ONLINE DESKTOP.....	4
NOOFILES.....	5
STORAGE & SAFETY.....	6
SKINABILITY.....	7
NOOMAIL REVENUES.....	9
ADVERTISING	10
AD SKIN	11
BRANDED INTRANET.....	12
NOOMAIL PORTAL.....	13
NEVILLE.....	14
MARKETING STRATEGY.....	15
SALES STRATEGY.....	16
INFORMATION FOR THE INVESTOR.....	17
USE OF PROCEEDS.....	18
KEY FINANCE.....	19
MANAGEMENT SUMMARY.....	20
EXIT STRATEGY.....	22
COMPETITIVE FEATURE MATRIX.....	23
PROFORMA PROFIT AND LOSS - YEAR ONE.....	24
PROFORMA PROFIT AND LOSS - YEAR TWO.....	25
PROFORMA PROFIT AND LOSS - YEAR THREE.....	26
PROFORMA SALES - YEAR ONE.....	27
PROFORMA SALES - YEAR TWO.....	28
PROFORMA SALES - YEAR THREE.....	29
PROFORMA PERSONNEL NEEDS.....	30
PROFORMA PERSONNEL NEEDS.....	31



By 2009 over

276 billion
email messages

will be sent every day

The Internet supports hundreds of millions of active email accounts. Currently, over 131 billion email messages are sent each day. By 2009, this number will exceed 276 billion¹ – a 100% increase in less than five short years. Email is unique in its ability to drive commerce, connect people and enable business and institutional growth. No other single application of the computer age is as ubiquitous or widely used.

Currently the email market is divided between desktop email clients (dominated by Microsoft's Outlook with 60% of the market) and web-based email clients. Web-based email clients account for 45% of the market while desktop clients represent the remaining 55%. In 2005, the Internet hosted over 622 million web-based email users.²

Microsoft's MSN web portal and Hotmail attract over 400 million unique visitors each month³ and boast over 221 million active users.⁴ Hotmail has grown at a rate of more than 10 % per year since its creation in 1996 and now comprises 36% of the email market.⁵ Yahoo has 219 million users and comprises 35.1% of the market.⁶ During its beta-test, Gmail signed up over 5.7 million users in less than nine months, despite Google's restricted invitation system through which the general public could not freely sign up for the service.⁷

Email is no longer simply about mail – it is about communication. And the systems devised to facilitate it have become a part of the fabric of our everyday lives.

The company delivering the next generation of email communication systems will have an enormous impact on the daily lives of billions of consumers.

Web 2.0?

When the dot-com bubble burst in the fall of 2001, many people concluded that the Internet and the applications it hosted had suffered from over-hype. However, those with a keener sense of economic and technology sector trends saw the burst as a turning point for the web and thus as a chance to glean the more precise technology demands of Internet users. Indeed, shakeouts typically mark the point at which an ascendant technology is ready to take its place at center stage.

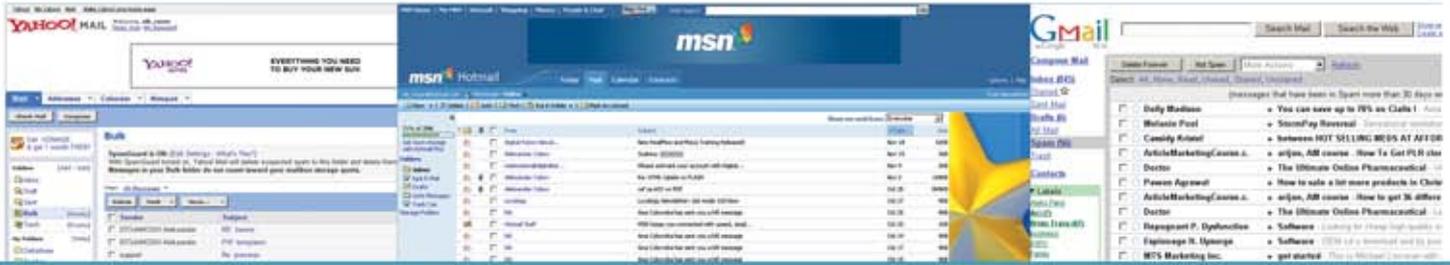
"The broad and rich foundation of the internet will unleash a "serviceswave" of applications and experiences available instantly over the internet to millions of users. Advertising has emerged as a powerful new means by which to directly and indirectly fund the creation and delivery of software and services along with subscriptions and license fees. Services designed to scale to tens or hundreds of millions will dramatically change the nature and cost of solutions deliverable to enterprises or small businesses.

- Bill Gates (Financial Times November 9, 2005)"

Today, the notion of a second "version" of the web, or Web 2.0 has taken hold and spurred a new wave of web-based applications. At the heart of this movement, according to Ray Ozzie, Microsoft's Chief Technical Officer, "Web 2.0 is about services – ranging from today's web-based e-mail to tomorrow's web-based word processor – delivered over the web without the need for users to install complicated software on their own computers"

Noomail is poised at the crest of the Web 2.0 wave.





Current web-based email services, such as Hotmail, Yahoo and Gmail have been built using HTML technology. Noomail uses Macromedia Flash technology – making its HTML counterparts outdated relics of a bygone era. Gone are clumsy, complicated interfaces that confuse and frustrate users. Gone are old-fashioned email interfaces plagued with spam, viruses and pop-ups.

Noomail is a wholly intuitive email experience. Its basis in Flash technology opens a new world of possibilities for users to not simply manage and store their mail, but also use their email interface as the portal for all of their on and offline applications. And all in a custom-made environment designed to express each user's individuality.

It's Email
but not as we know it !

noomail's customizable environment



• Window's XP-style Skin



• Mac OSX-style Skin



• Noomail Default Skin

Noomail's programmers have devised a system which leapfrogs the competition, enabling performance and functionality simply not possible in traditional HTML web applications. More than a simple email service, Noomail expands the email platform into a custom-made, online desktop operating system.

(Note: Over 98% of all Internet capable computers are already Flash enabled. Any new computer can quickly and easily install the free Flash player, if needed, whether you are using a Windows, Apple or a Linux based system.)

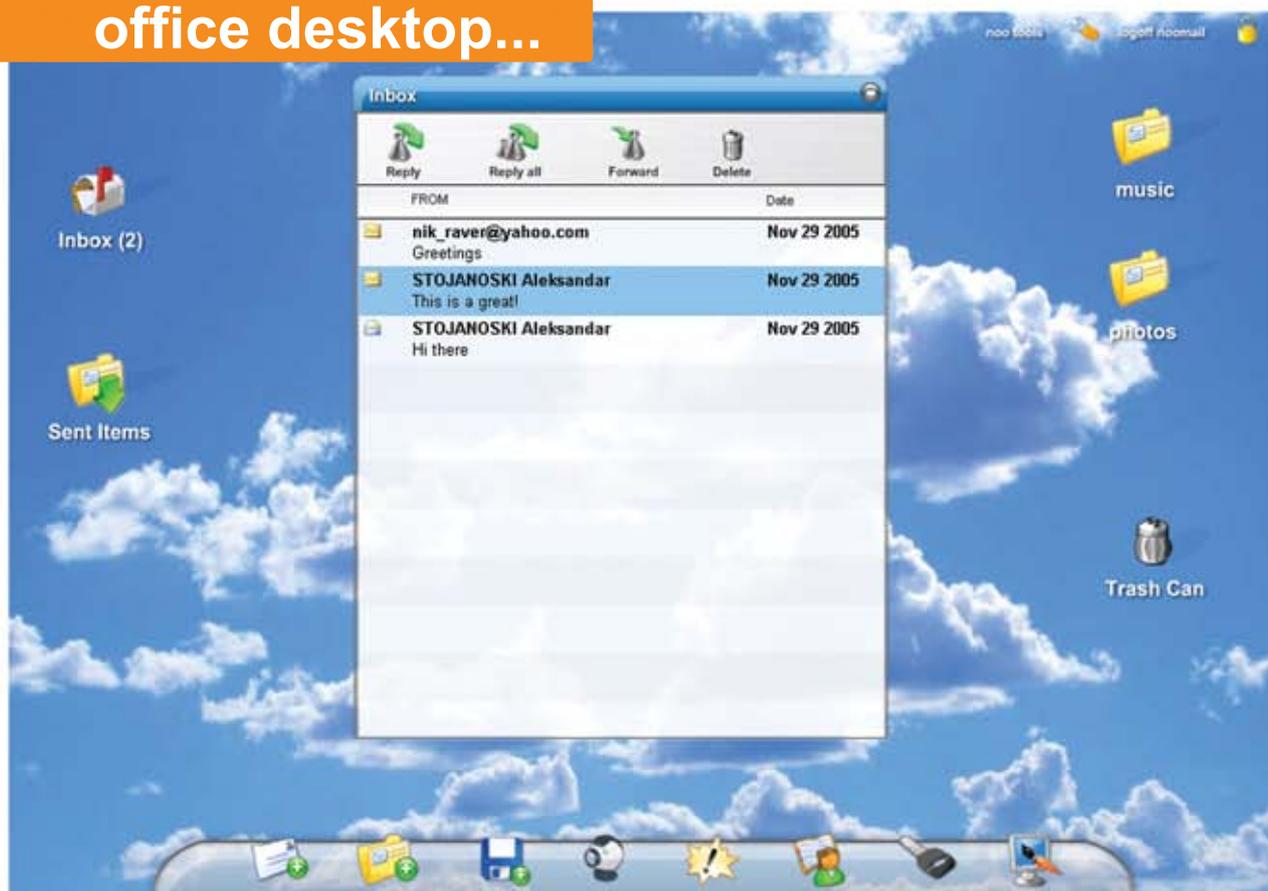
Sophisticated technology easy to use

Noomail's technology is so far ahead of its time that it even surpasses the future plans of such formidable competitors as Microsoft, Google and Yahoo. Its Flash-based technology overcomes many of the difficulties inherent in building complex applications in HTML. From simple asynchronous server communication to rich graphical user interfaces, Flash-based technology outshines any HTML-based competitor.

Furthermore, its user-friendly functionalities and simplified presentation make it easy to use and virtually idiot-proof. Users need no longer suffer the confusion and frustration experienced by an over-complicated operating system. At Noomail the guiding philosophy is simple: sophisticated technology – easy to use.

Noomail is the first Internet Company to deliver online the same desktop environment that users are comfortable with on their computer's desktop. Be it Windows, Mac OS X, or Linux, Noomail feels like them all and more!!! Working online becomes much more efficient with Noomail's online desktop. Noomail has forever blurred the line between online environment and computer desktop.

Your online office desktop...



Noomail is more than a web-based email system – it is a revolutionary online desktop.

Like no other web-based email system on the market, Noomail boasts an address book, calendar, notepad, instant messenger, as well as video conferencing, word processing and spreadsheet applications.

Whereas currently such applications can only be accessed by downloading them onto your computer, Noomail makes them all instantly available on the Internet whenever users log-in to their account – no matter which computer they use, wherever they are in the world.

Even when users are offline they can maintain their email. By simply reconnecting to the Internet, Noomail users' mail files are automatically synchronized between their PC and the Noomail server.

Virus and spam protection is also built in to the Noomail email system, along with distribution lists, rich text formatting, HTML message display, conversation threads, message and file searching, and the ability to access other email accounts. Noomail supports POP3 for accessing Noomail accounts from other email applications. Users are also able to get unique content offerings, including weather, financial information, entertainment, sports, and travel information, as well as the ability to search the web from their Noomail interface.

What's more, all of Noomail's services and features are presented in a graphical interface that is fully customizable. Users can pick from a variety of graphical interfaces, or Skins, to match their mood, interests or institutional needs. (See Skinability below)

And each one of these applications can be manipulated in the Noomail online environment with all the intuitive drag-and-drop, right-click functionality ease-of-use which users are accustomed to on their computer desktop.

Whether you are on a PDA, a laptop or a desktop PC, all a Noomail client needs to do is log-in and load-up for instant access to their entire online office.

NOOFILES™

manage your files with ease,
online, from anywhere !

Noomail's unique folder system, noofiles brings all the convenience of desktop file management onto an online environment.

In addition to storing email messages, Noomail allows users to store all types of files – music, photos, videos and documents.

And with Noomail, your files follow you wherever you go. By storing folders on its fully-secure servers, Noomail allows users to access – and even share – files from any Internet-connected computer in the world.

Furthermore, noofiles's iconic representations, drag-and-drop technology, folder-in-folder management and right-click functionality make managing files simple. No other web-mail provider offers such a comprehensive, easy-to-use file management system.

And with between 1 GB to 2 TB of storage space for every Noomail user, concerns about storage are a thing of the past.

Noofiles also allows secure file-sharing between users. By providing a friend or colleague with a password and a link to your noofile, both of you can work on the same document, view the same photo or listen to the same song, no matter where you are in the world.

The revolutionary collaborative capabilities of noofiles means that with Noomail, the power of your desktop computer follows you everywhere you go.



Storage and Safety

Storage, storage and more storage

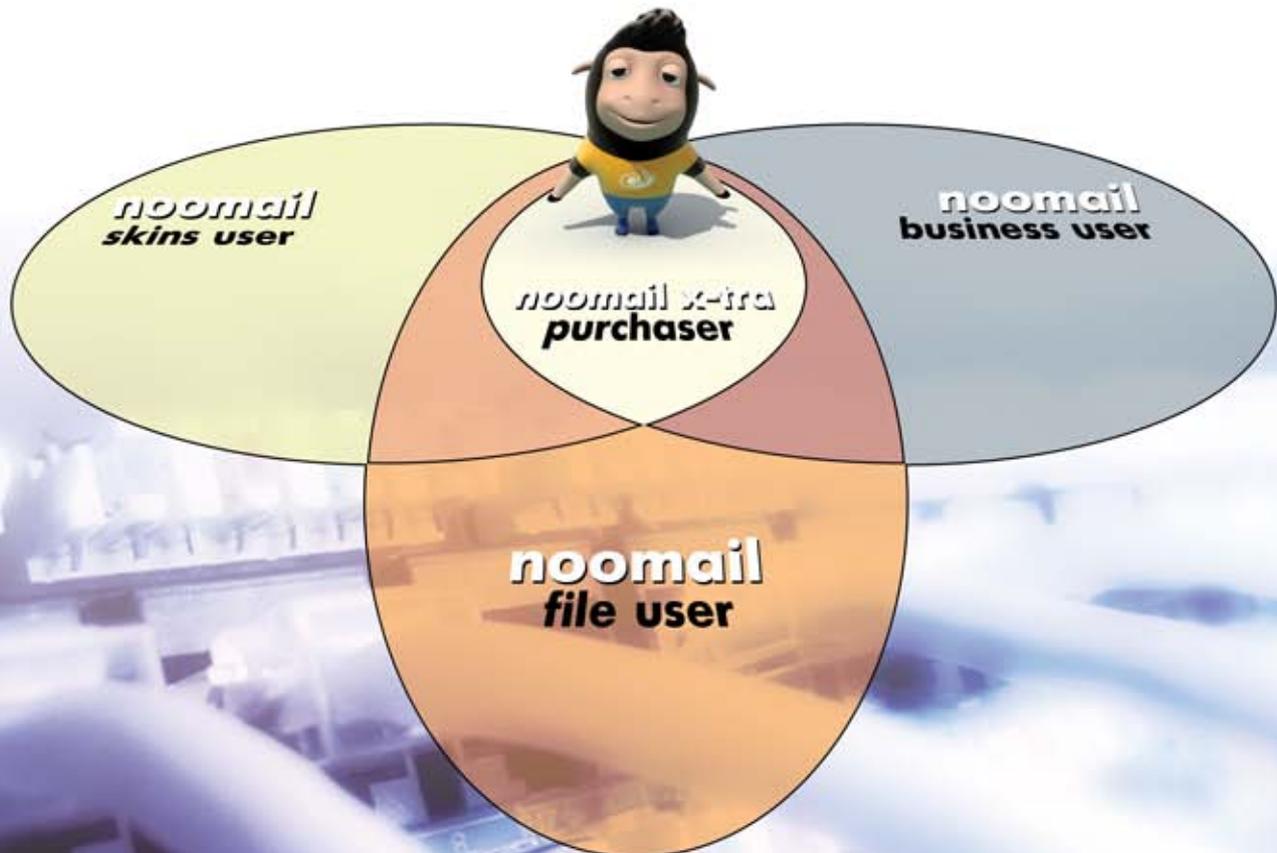
In 2005, the email archiving market was worth about US\$ 465 million. By 2009, the email archiving market is projected to grow to over US\$ 4.5 billion. Noomail is perfectly positioned to take advantage of this explosive growth.

Noomail offers users 1GB of storage for free, with a payable option to expand this space to up to 2 Terabytes. That's 2,000 GB - or over 1,000 times - more storage than that currently offered by Hotmail or YahooMail or Google.

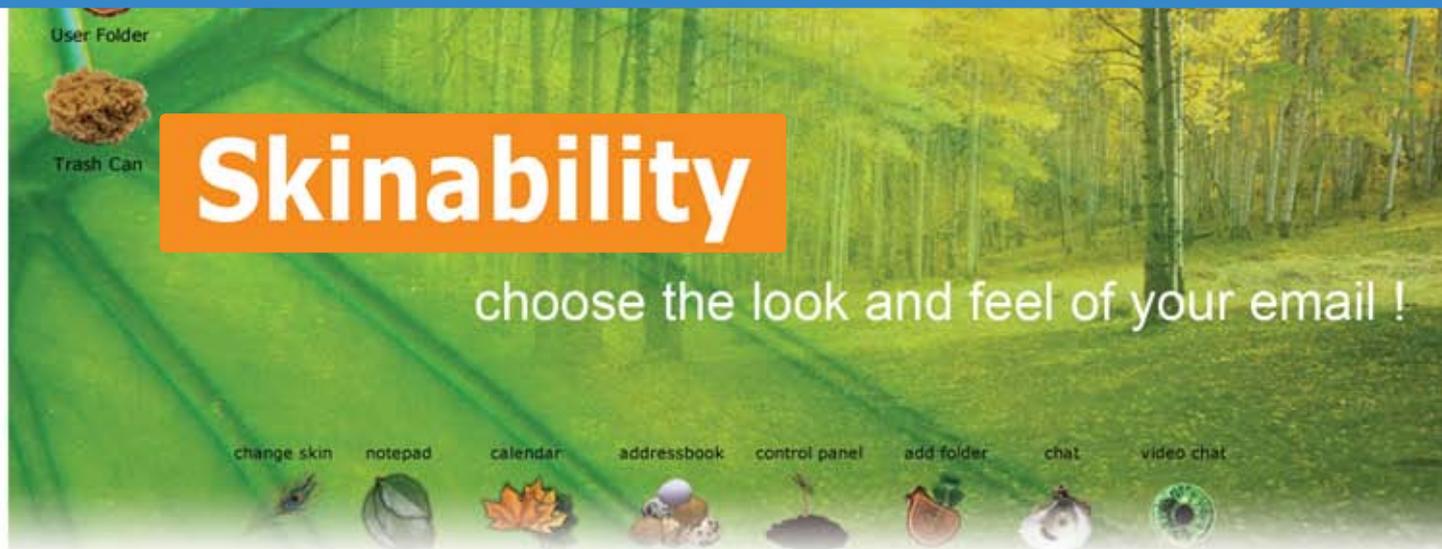
More storage space also means more room to remotely back up files, store pictures, MP3s, and videos. It allows users to liberate disk space on their home computers. Likewise will they no longer have to rely on easy-to-lose USB keys or cumbersome external hard-drives to safeguard their files.

Online, off-site and virus-free

Noomail offers the safest way to store your important data. With its automatic backup system, off-site storage, and secure encryption, Noomail files are free from the dangers of computer crashes and viral infections. Noomail thus provides the perfect storage system for even the serious business user.



With its skinnable, easy-to-use interface and iconic representations, its powerful and secure storage capacity, its easy-to-manage drag-and-drop and right-click functionalities, its portable office applications and file management system, noomail is the ultimate email based communications platform for everyone from young children to serious corporate users.



• Nature Skin

Storage, storage and more storage

Not only does Noomail provide an easy-to-use email service with a bundle of unique functionalities, it provides it all within a fully customizable designer interface.

Users can personalize the look-and-feel of their Noomail interface by choosing from a wide range of premium designer Skins. Where other web-mail providers dictate how your email interface will look, Noomail allows you to select a Skin which best suits your tastes, needs or personality.



• noomail skin selection menu



• High-Tech Skin

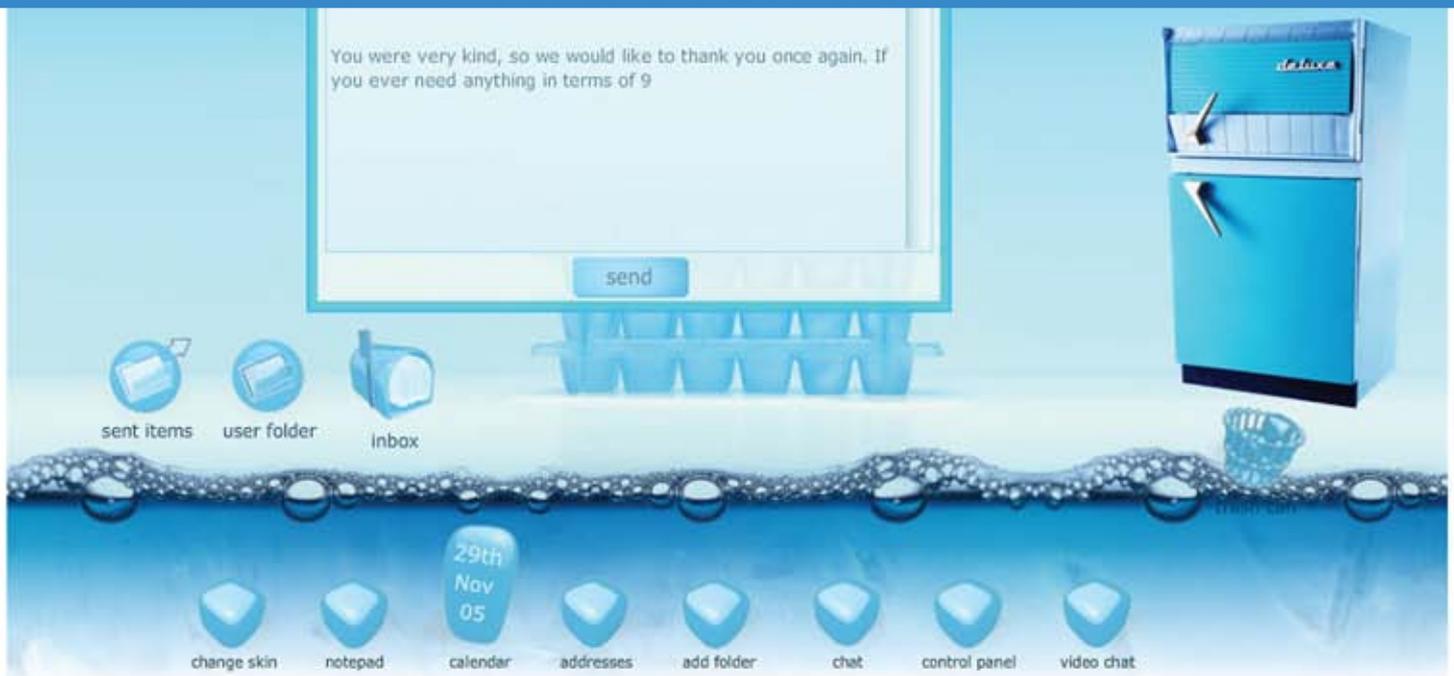


• Flower Party Skin

Skins for music lovers – from rock-and-roll, to hip-hop or classical music aficionados. Skins for football fans, dancers, skate-boarders, nature enthusiasts or die-hard video gamers. Skins for all ages – from young girls to teenage boys, corporate executives to grandmothers. Skins designed to advertise your business, or your business clients. Skins created especially for popular bands, hit films, computer games or consumer products. From fine art to urban graffiti, avant garde to timeless classic – Noomail lets you choose a Skin which suits you.



• Retro Skin



● Ice Cool Skin

The only limit to the number and variety of Skins available to Noomail users will be the imagination of Noomail's team of web designers – always ready to quickly respond to emerging tastes, trends, as well as and corporate client demands. Noomail's skinability, together with its intuitive, user-friendly interface will ensure Noomail's appeal to every demographic.



● Dark Vador



● Military Gamer Skin

Software Developer's Kit (SDK)

The open architecture of Noomail's skinability feature will provide the Flash developer community with a Software Developer's Kit (SDK). The aim of the SDK is to allow independent web designers and Flash programmers the freedom to create their own Skin design which can then be integrated into Noomail's Skin selection. Through a unique profit-sharing program, designers can earn money each time their designs are chosen by an end user. This will further ensure that Noomail always has a selection of Skins from the best designers on the Internet

noomail Revenues

Noomail will generate revenue from the following sources:

- Subscription Packages
- Video-Conferencing
- Advertising
- Branded Intranets

THE NOOMAIL PACKAGES

Noomail users can choose from a free service (Noomail-Basic) or pay to upgrade to a more advanced package (Noomail-Xtra).

Noomail-Basic – Noomail-Basic users will be able to benefit from the wide variety of fundamental features that make Noomail the ideal email platform, including:

- iconic representation
- drag-and-drop and right-click functionalities
- ability to store and manage files
- ability to send attachments up to 50MB
- a selection of advertising supported designer Skins
- integrated contacts list
- ability to import contacts from other email address books
- calendar
- sticky notes
- instant messaging
- one-to-one video conferencing
- message notifier
- address auto-complete

For Noomail to support the free Noomail Basic package, users will be subjected to various types of advertising (See section on Advertising below).

Noomail-Xtra - Noomail-Xtra subscribers will get all the features of Noomail-Basic as well as additional applications* including:

- online word processing
- online spreadsheet
- range of extra disk space options up to 2000GB
- a larger selection of premium designer skins
- ability to opt out of advertising within the Noomail desktop interface
- ability to send attachments up to 100MB
- enhanced spam and virus protection
- ability to access other email accounts
- ability to work on email while offline
- ability to synchronize email, calendar, contacts & tasks with PDA or handheld device
- conversation threads
- ability to eliminate automatic account expiration
- filters
- email forwarding
- skinnable address book

Noomail Xtra users can expand their online storage up to 2 Terabytes by paying an associated additional fee. Subscriptions can be purchased either on a monthly or annual basis. (See Revenues Chart below.)

Product / Service Pricing	Per year	Per month
Corporate or other brand community Skin - Xtra 2 GB	\$15.95	\$1.59
Corporate or other brand community Skin - Xtra 5 GB	\$29.95	\$2.95
VideoConferencing 8X8 Unlimited	\$69.95	\$6.95
	Price	
VideoConferencing 1XMany (1/4HourX1User per session)	\$0.50	
Corporate Skin Custom Development (10Hr Block)	\$2,000	
Advertising - Revenue	Price	
Advertising - Per click (CPC)	\$0.50	

* For a complete list of features, see the Comparative Features Matrix on page 23



Paradigm shift in internet advertising

• Soccer Skin

Noomail's advertising strategy will service companies large or small who wish to advertise on the Internet with a full range of state-of-the-art advertising media. In addition to incorporating market-tested Internet advertising techniques (such as those utilized by Google, Hotmail and Yahoo) Noomail will pioneer its own revolutionary advertising medium – the Noomail Ad-Skin. These Ad-Skins leverage Noomail's unique skinability and offer advertisers a never before-seen competitive advantage.

In today's mature online advertising market, advertisers can target with utmost specificity demand for their products or services; enter targeted or contextual advertising. Contextual advertising, pioneered by Google, relies on various algorithms that match a user's demographic profile and session data to any number of keywords purchased by an advertiser. Advertisers are then charged on either a cost-per-impression (CPM) or a cost-per-click (CPC) basis for placement of their advertisement.

*"Internet advertising revenue in the US reached US\$ 9.6 billion in 2004, up 33% from 2003.
(Source: E Marketer 2004, available at:
www.EMarketer.com/report.aspx?retail_ind_dec04)"*

Contextual advertising's amazing success is attributed to its ability to give small capital businesses their first-ever global advertising opportunity, effectively opening up a lucrative market of hundreds of thousands of advertisers willing to pay for small targeted advertising campaigns.

By using its own proprietary algorithms, Noomail not only delivers Contextual advertising to its advertising clients but goes one step further than its competitors. Most Contextual advertising appears as several lines of plain, static text. Noomail however, recognizes the need for businesses in today's competitive online advertising industry to deliver high impact, visually rich, targeted advertisements to their consumers. Noomail's unique interface can provide its advertising clients with state-of-the-art rich media presentation for their Contextual advertisement, be it with a few lines of animated text for the small capital advertiser, or a fully interactive streaming video advertisement for large capital advertisers.

Noomail has advertising for every kind of advertiser.

Upgrade Account

Compose Mail Noo Tools LogOut

From: homer homer
Date: Mon, 17 Nov 2005 12:45:22 -0700
To: homer@dev.noomail.com
Cc: bobby@noomail.com
Subject: email Message
Attach: attachement

AC Milan - one of the most popular soccer teams in the world.

Imagine its millions of fans worldwide, spending millions of dollars a year on fan-club membership, memorabilia, online events and ticket purchases.

An AC Milan Ad-Skin would allow its sponsor to provide all these services and more in one interface, totally designed to match its image, brand and marketing strategy.

This simple concept, applicable to any commercial climate, places Noomail at the forefront of the Internet Advertisement industry.

Real Time scores

06.11.2005	AC Milan	3 : 1	Juventus
	AC Milan	4 : 0	Fenerbahce
27.11.2005	AC Milan	:	Lecce
04.12.2005	Livorno	:	AC Milan
11.12.2005	AC Milan	:	Chievo
18.12.2005	FC Inter	:	AC Milan
25.12.2005	Juventus	:	Milan

Milan have scored against Fenerbahce

adidas Live Scores

● Soccer club AC Milan Ad skin

Ad-Skins

Imagine a user interface where every component - the background, icons, windows and more - are specifically designed to leverage a company's brand and reinforce its unique selling proposition. Noomail, and only Noomail, can offer this new and exciting opportunity to advertisers thanks to its skinability. The Noomail Ad-Skin effectively creates a fully immersive user environment that is, in fact, the advertisement.

For example, Coca-Cola could commission its own Noomail Skin that has been branded with the company's logos, slogans, messages from the icons that represent the folders to the windows that are the interface, it is entirely Coca-Cola.

Manchester United, the L.A. Lakers or Foot Locker all could commission interactive sports Ad-Skins, providing access to special offers and institutional marketing messages. Nokia's own Skin could demonstrate its latest products and technology. Lego could sponsor a toy Ad-Skin while Louis Vuitton sponsors a Skin for the fashion industry.

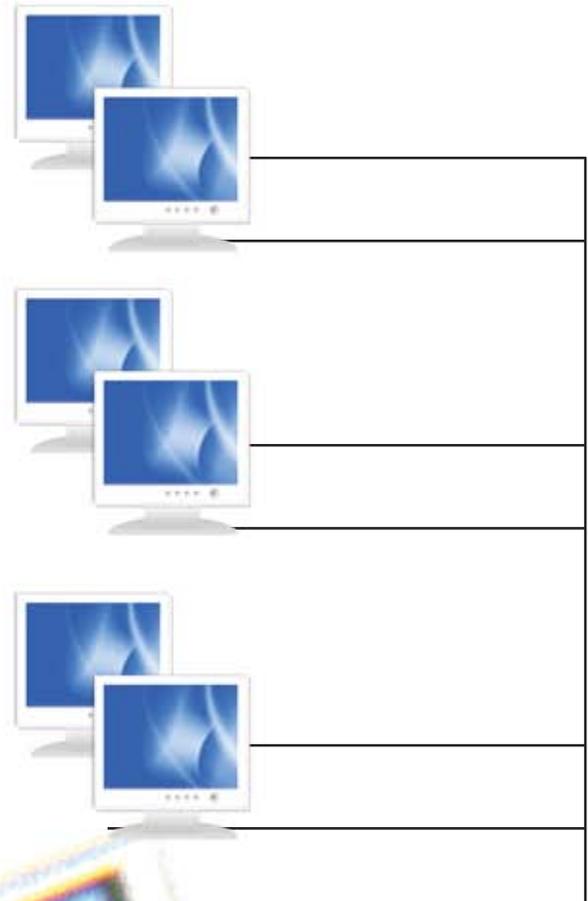
Noomail will generate revenue from Ad-Skins in two ways. Each time a Noomail user views an Ad-Skin he or she has selected, the Ad-Skin's sponsor is charged on a standard CPM basis. Additionally, on each Ad-Skin, advertisers can provide users with direct links to products or services and are thus charged on a standard CPC basis.

Branded Intranet

Like Noomail's Ad-Skins, Noomail's Branded Intranet program provides institutions with their own custom institution-wide email and data storage interface using all the same software, technical and design innovations enjoyed by individual Noomail users.

Large corporations, SMEs, universities, NGOs and limitless others can enjoy their very own Branded Intranets, custom designed for the desktops of their employees, staff, targeted advertising community or other constituency. This service, tailored to satisfy any institutional demand, will also preserve a client's domain name and other technology-based proprietary characteristics.

Branded Intranet clients will pay a subscription fee derived from several criteria, including total number of institutional end users, total storage requirements, specific Skin design requirements and particular demand for Noomail's various desktop applications such as video-conferencing. (See *Revenues Chart* above).





Two-thirds of email users check their mail at least twice a day. When users arrive at Noomail's website, they are greeted with the Noomail Portal containing a diverse array of information and services. The portal is fully customizable, meaning users can choose the precise content they want it to display. Never before have news, weather, financial, entertainment, sports, travel information and web-search services – tailored to suit your specific interests - been so easy to access.

Shop Technology Look it up

Connect to noomail [help](#)

Wednesday July 20, 2005

Login

Password

Remember me

[Forgot your password](#)

[Sign up for your free 2GB email account now](#)

Supreme Battle Under Way

Other News:
 Emily slams mexico
 100 jobs

By virtue of its function as a log-in page for Noomail users around the globe, the Noomail Portal will receive a tremendous amount of Internet traffic, registering a huge number of visits each day. The portal will be a highly sought after location on the web to place banner and streaming video advertisements. While users are consulting the Portal's various information services, exposure to these advertisements will increase.



Spotlight

Restraining order in Farrell case

Gossip: No Moore for Zach Braff?
 Experts: Diaz signature was forged
 'Superman' thrills fans at Comic-Con
 Celebrity gallery: Jessica Simpson

Ace these interview questions.

Can dark chocolate improve health?
 5 ultra-light cell phones
 Shop fall looks for her
 What are Americans storing?

Users accessing Noomail via a Branded Intranet enter the world of Noomail through a different portal, tailor-made for the corporate or institutional client. A Noomail Branded Intranet might feature the client's very own branded Skin – using corporate logos and designs – and information specific to that client's constituency.



DVD-swapping site presses retailers play
 Oracle dragging on flaws
 Intel hit with chip tech lawsuits

Get more income from your real estate

GM's core post quarterly loss
 Stocks flat on testimony
 Kodak posts loss, sets more
 Slumps on smaller inventory fall



The Noomail Portal will be the medium through which users discover all of Noomail's services and features, including the latest designer Skins. And once the popularity of Noomail goes global, the portal will become the perfect medium for the promotion of various products such as films or music, as well as novel ideas, concepts, and services.

Mostly Sunny
 hi 79°F - lo 57°F
 extended forecast

AVON: Buy 2 for 1 sale & free ship
 BBQ & outdoor essentials

Neville

The Black Sheep of the email world

Noomail has also developed an animated character to be used as a promotional and marketing mascot – Neville the black sheep.

Neville the Noomail mascot is the computer-animated embodiment of the Noomail spirit. A black sheep - he is an individual and refuses to conform. Bored of following the pack, tired of being dictated to, and no longer content to look and feel like every other sheep in the herd, Neville opts for a life less ordinary. He wants to choose the color and design of his fleece. A super-hero one day, a gaming freak, rock star or top-rated businessman the next.

Universal in his appeal, Neville's ever-changing presence on the Noomail portal will serve to attract users, brand the product, and embody the essential competitive advantage of the Noomail interface while simultaneously selling its ever-evolving range of designer Skins. Neville will be unobtrusively – and always cleverly – placed on Noomail Portal pages where, using state-of-the-art computer animation, he will perform promotional and advertising functions be it for Noomail or a paying advertising client.



Marketing Strategy

In addition to benefiting from the immense power of grassroots and word of mouth promotion of easily enjoyed by such novel online services as Noomail, the company will undertake the following marketing and promotional activities:

Aggressive media outreach campaign – As with all revolutionary technology-based services, Noomail's debut stands to generate significant media frenzy. By leveraging Marketing Director Bryce Corbett's extensive history and success as an international communications consultant, Noomail will conduct an initial media blitz pursuing the full range of free editorial coverage – be it online, on TV, on radio or in newspapers and magazines.

The placement of articles in trade and general news media, the creation of Noomail news stories- tailored to different markets and media, the conduct of "Noomail familiarization exercises" with key influential journalists, the penetration of online Flash programmer discussion boards to generate buzz in the technical community (whose imprimatur will be vital for ongoing promotions and marketing) – constitute just some of the initial media outreach activities.



Internet web promotion and advertising – Noomail will take full advantage of free promotional channels, whether through its own websites, URL link exchanges or press releases to the hundreds of trend-spotting websites that showcase new technology products. Noomail will also purchase advertisements on relevant websites and promote itself via search engine advertisements.

Viral advertising - Noomail will promote itself through a viral invite system, similar to that used by Gmail. The company will also promote itself for free on all email messages sent by Noomail users.

The sale of Noomail Branded Intranets – Noomail technology-driven Intranets branded to serve the needs of corporate and institutional communities can be sold and licensed by their respective institutions, and provided for free to their employees, vendors and other constituents. As such, thousands if not millions, of users will be drawn to Noomail every time Noomail sells a Branded Intranet. This approach will even draw attention from the institutional user's family, friends and business associates. Noomail will also avail itself of this promotional channel by strategically selecting particular institutions to which to offer Branded Intranets free of charge.

Sales strategy

Noomail's sales strategy complements the creativity and flexibility of its services and products.

Initially, Noomail will implement its sales strategy by opening one sales office in the US and one in Europe, and by opening an office in Asia as well as any other promising market hub once such needs arise. Sales Associates specialized in institutional relationship development will sell the custom Ad-Skins as well as Branded Intranets through carefully negotiated licensing arrangements. Other Sales Associates will concentrate on sales of banner, streaming video, and relevant text advertising space.



Noomail's sales team will be led by the company's CEO who will be assisted by two Marketing and Public Relations Associates, two Telemarketing Associates and two Sales Associates, all operating from the US office. By the sixth month of operations, Noomail will open a European office with two Telemarketing Associates and two Sales Associates. Within this same period, Noomail will complement its US sales staff with a regional Director of Marketing and an administrative assistant. By the thirteenth month, Noomail will increase the sales staff in each office to four and the telemarketing staff to five. Within this same period, Noomail will add several regional management associates, as well as one sales manager in each office. By the twenty-fifth month sales and telemarketing staff will triple in both offices and will be complemented by proportional increases in support staff.

Sales Associates will be compensated at a base annual salary of US\$ 48,000 and a 5% commission on gross sales revenues. When appropriate, Noomail will outsource certain aspects of its sales strategy.



Information for the Investor

Noomail is offering 25% of its equity in exchange for an investment of US\$ 5 million. The company projects that at the end of thirty-six months it will have over 8.3 million users. We project that revenues of over US\$ 70.7 million will be generated in the third year of operations.

The company is projected to generate in excess of US\$ 37.1 million in pre-tax profits in the third year of operations. Assuming a price/earnings ratio of just 10, this translates into a projected company valuation in excess of US\$ 371 million. This valuation would mean that a US\$ 5 million (25% investment) in Noomail would be worth over US\$ 92 million. This equates to a Return on Investment of 1856% in just three years – or a 618% average annual increase over the initial three-year period.

These assessments are made within a highly conservative forecasting scenario which assumes that after three years Noomail will have taken just over 1% of the total web-mail market. But with Noomail's revolutionary advantages, Noomail's share of the web-mail market will likely be much higher. A 5% market share would bring the valuation of Noomail to in excess of US\$ 1.5 billion. Accordingly, a 25% investor stake will be worth more than US\$ 375 million.

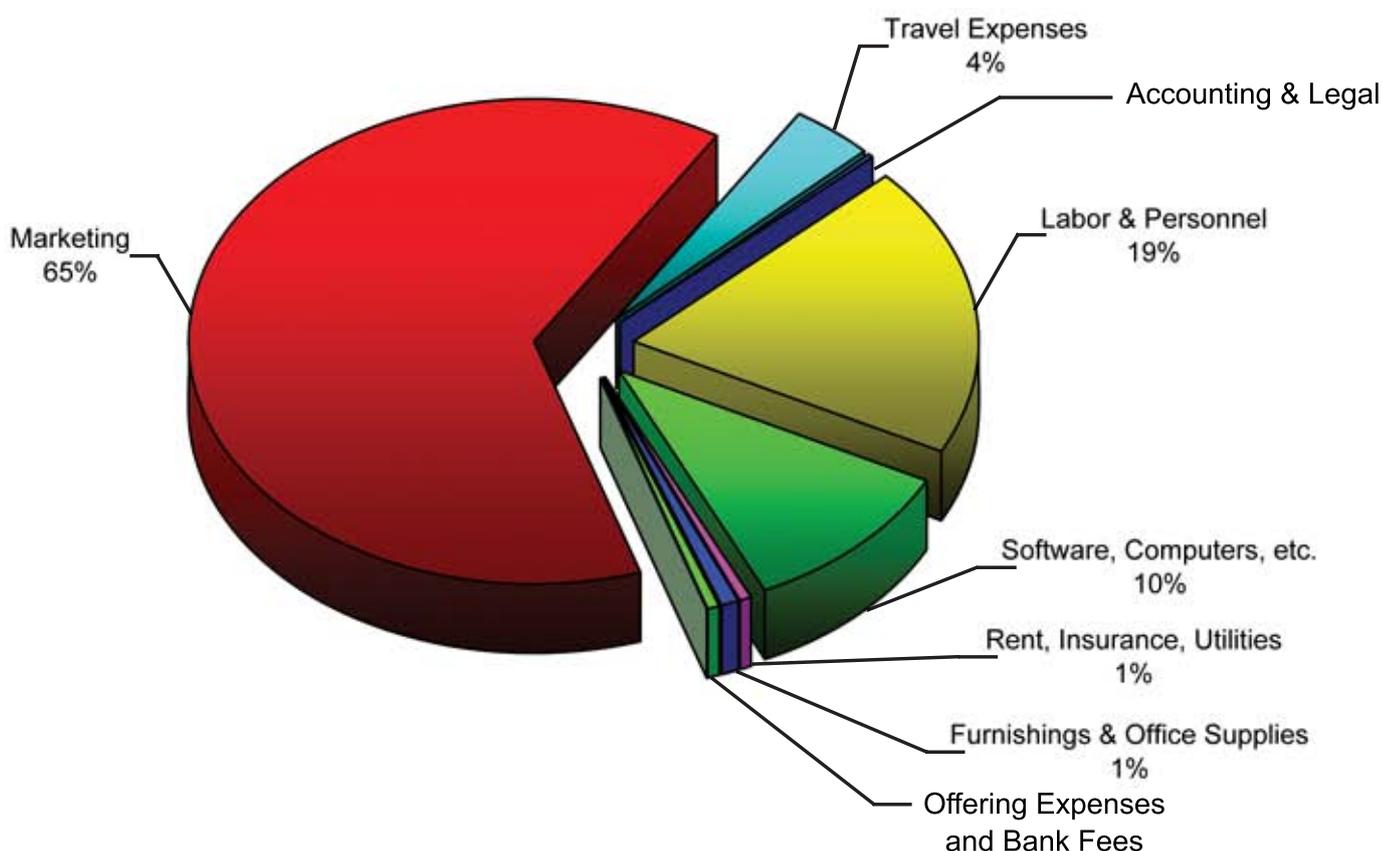
Sales Revenue

Through its sales strategy, Noomail expects to generate over US\$ 3.3 million in revenues in the first 12 months of operation, with an active user base of nearly 488,000 users, of which nearly 20,000 will subscribe to Noomail-Xtra or other paying features. And this conversion rate of roughly 4% is quite conservative compared to what Noomail's competitive advantage would be according to market data. Indeed Microsoft's Hotmail claimed as early as 2003 that its users convert to paying customers at a rate of 7%!

By the end of year two, Noomail expects gross revenues of over US\$ 23 million with an active user base of nearly 3.3 million users, of which over 116,000 will subscribe to Noomail-Xtra or other paying features. By the end of year three, Noomail expects gross revenues of over US\$ 70 million with an active user base of nearly 8.3 million users, of which over 225,800 will subscribe to Noomail-Xtra or other paying features.

Use of Investment Proceeds

The company plans to use the investment to dramatically expand its market share and its technology consistent with the following graph.



Accounting & Legal	0.50%	\$	24,104.00
Offering Expenses	0.10%	\$	5,000.00
Marketing	63.90%	\$	3,193,597.00
Travel Expenses	4.00%	\$	200,000.00
Bank Fees	0.20%	\$	9,719.00
Labor & Personnel	19.40%	\$	967,601.00
Software, Computers, ect.	10.50%	\$	523,817.00
Rent, Insurance, Utilities	0.70%	\$	36,632.00
Furnishing & Office Supplies	0.80%	\$	39,530.00
		\$	5,000,000.00

Key Financial Targets

The company projects the following financial targets for the first three years of operation.

Key Financial Targets			
	12 Month	24th Month	36th Month
Total noomail Users	487,923	3,297,894	8,358,231
Total noomail Xtra Users	19,643	116,427	225,798
noomail Xtra Revenues	\$2,387,325	\$13,741,703	\$24,677,657
Average Page Views	33,801,126	674,374,189	2,084,711,014
Average Clicks	338,042	6,942,882	21,931,233
Ad Revenues Per Year	\$338,027	\$6,843,312	\$21,389,171
Projected Gross Sales	\$8,349,417	\$23,858,383	\$70,785,187
Projected Expenses	\$ 5,713,858	\$ 15,023,499	\$ 33,666,651
Projected Pre-Tax Profits	\$ 2,635,559	\$ 8,834,884	\$ 37,118,537

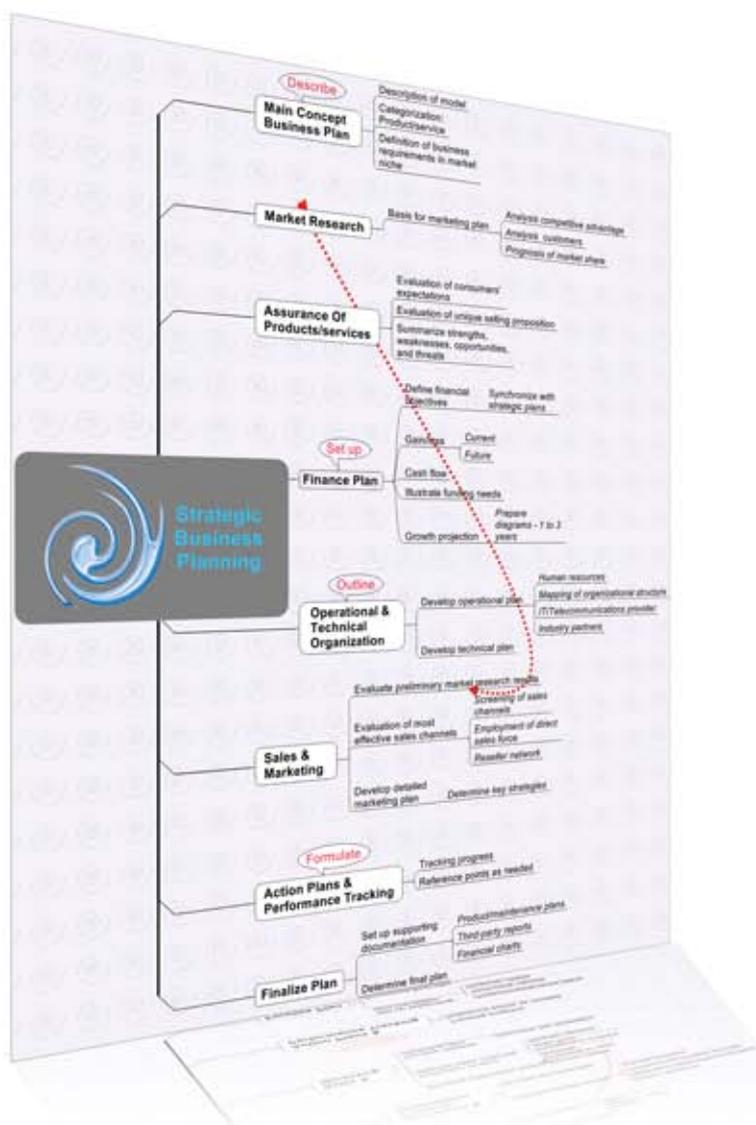
Key Management

Noomail is led by a team of dedicated, experienced professionals.



C. E. "Skip" Weeks, III
Chief Executive Officer

Mr. Weeks brings over 30 years of successful experience in business management, financing and deal structuring and acquisitions. He served as Vice President of Technology for Franklin-Covey – the world's largest provider of time management seminars and day planner products. He also served as President and CEO of MoneyPark.com, an Internet financial services firm and Action Plus Software which produces a contact management and productivity software. He also founded and managed InfoCentre, an executive mentoring and business consulting company.



Key Management



Stefan Surzycki
Founder, President and
Chief Technology Officer

Stefan Surzycki founded Noomail in 2005 and currently serves the company as President and CTO. He has ten years of experience in high-level technology positions in the United States and Europe. In San Francisco, California at the US Department of Agriculture, Stefan was the first to write bioinformatics software to analyze genetic sequences which directly led to the discovery of principles that have forever changed the way geneticists conceptualize genome structure. At 24 years of age, Stefan was the youngest person in history to have his findings published in the highly esteemed peer-reviewed Proceedings of the National Academy of Science (January 4, 2000)

In Austin Texas, Stefan helped develop Barrett Kendall's Online English Books for High School Students. Barrett Kendall Publishing was the first out of the 5 major US-based textbook publishers to offer access to its books online, through a unique interactive system. Using this model, Barrett Kendall Publishing was successfully able to break into the notoriously difficult textbook publishing market and to become the fastest growing publishing company in the US.

Stefan has worked with the International Chamber of Commerce (ICC) in Paris, France developing state-of-the-art, high-speed intranets for ICC's International Court of Arbitration, the world's pre-eminent court of commercial arbitration. He is also occasionally found performing live on bass with a rock band in Parisian venues. Stefan graduated from Indiana University Phi Beta Kappa with a Bachelor of Science degree in microbiology and computer science.



Aleksandar Stojanoski
Senior Vice President

Aleksandar Stojanoski serves as Senior Vice President of Noomail. Aleksandar has been working for the International Chamber of Commerce (ICC) for the past 6 years, where he has managed ICC policy in the areas of tax, customs, e-business, Information Technology and telecommunications, corporate governance as well as ICC's relations with intergovernmental organizations. He was a Rapporteur to the ICC Special Presidency Group, comprised of business leaders and CEOs from companies such as Vivendi Universal, Nestlé, and US West, setting the standard of world business vis-à-vis current economic and social developments. He is a graduate of the American University of Paris (AUP) where he obtained a Bachelors of Arts degree in International Business Administration with High Honors (summa cum laude). During his studies, he was a Professor's Assistant for Business Finance and Financial Accounting.

Before settling in Paris, he worked for the United Nations during its first-ever preventative deployment mission in Macedonia where he was a Civil Affairs Coordinator for the UN's interactions with the local government and civilian population.

Key Management



Bryce Corbett
Director of marketing

Bryce Corbett owns and operates his own independent media consultancy, Out Of The Box Media. Based in Paris, OOTB caters to a roster of high profile corporate and media clients. Bryce is currently working as a European media consultant to such companies as Vivendi Universal, News Corp, EMI and Google – helping them to plan international media strategies. His work puts him in daily contact with most major international and regional media – including CNN, BBC, CNBC, the Financial Times, The Economist, Business Week and the International Herald Tribune. Through his consultancy work, he has established an enviable contact book comprising most major media outlets around the world. An experienced journalist, TV producer, lobbyist and international communications professional Bryce brings over 15 years experience to the Noomail venture.

In his previous professional incarnations, Bryce worked as the Director of Communications for the International Chamber of Commerce for four years, during which time he was responsible for formulating and managing the institution's global media strategy – a role which involved working as a media advisor to CEOs, lobbying at United Nations and World Trade Organization meetings and managing a US\$ 0.5 million marketing and communications budget. Prior to joining the ICC, Bryce worked as a television journalist for two years with Sky News in London, as a newspaper journalist for one year with The Times, and for seven years as a daily newspaper columnist with the Daily Telegraph in Sydney.

He is an honors graduate in politics and journalism of the University of Technology, Sydney, and the University of New South Wales.



Arijan Lozana
Director of Research
and Development

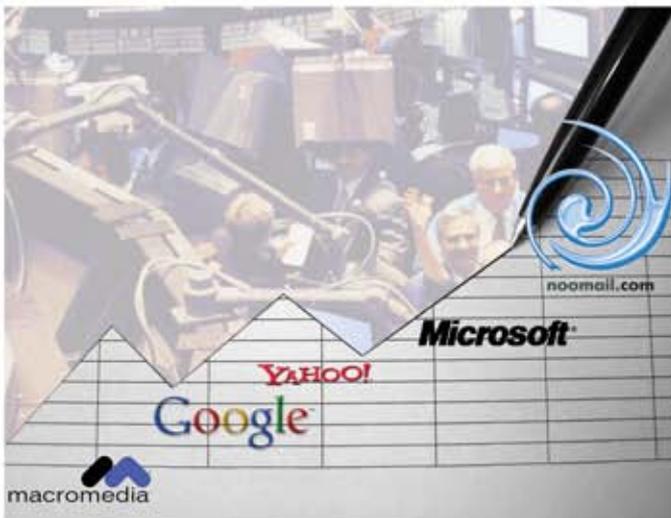
Arijan acts as Director of Noomail's Research and Development Park in Skopje, Macedonia where he currently manages the core development team. Arijan's extensive contacts with the local programmer, developer and designer communities has allowed Noomail Management to have at its disposal several additional groups of qualified programmers, developers and designers.

Arijan has ten years of experience in the field of complex media project management. Whether in video production and post-production, Web based applications, graphic design, 2D/3D animation, he has worked with some of the best artists and creative talents in South Eastern Europe.

Arijan has extensive knowledge of the various requirements of clients in the production of advertising and marketing projects and has a solid grasp of how such clients demand quality, innovation and profitability through strategic partnerships and affiliates. For the last 5 years, Arijan has consulted in the areas of marketing, advertising and video production. He has achieved significant developments in the area of Rich Media content, interactivity of web applications and the use of animation on the Internet. He was a Managing Director and a Partner in several TV/Music/Video production and postproduction studios, among which include "Digital Star Productions" and "Progressive Creations." He is also a board member of the Macedonian Association for Digital Entertainment.

Exit Strategy

Noomail intends to go public within five years, providing its owners and stakeholders with an ideal opportunity to maximize return on their investments. Should Noomail become the target of a merger or acquisition by another company, management will take full advantage of such an opportunity to increase the value of the company for all stakeholders involved. Management stands ready to consider all opportunities to make Noomail the best company it can be.



Summary

We welcome your participation in our exciting venture. We are committed to changing and improving the world of the Internet and email communication. We intend to earn the rewards for delivering extraordinary value to the marketplace.

Visit our site for more information and a taste of what Noomail offers at www.noomail.com

Username: partner
Password: noomail

JOIN US

Features	noomail basic	noomail Xtra	Hotmail	Hotmail Plus	Yahoo!	Yahoo! Mail Plus	GMAIL
Available storage for free	1GB	2 GB	250 MB	2GB	1GB	2GB	2 GB
Cost	FREE	\$3.95/mo 29.95/yr	FREE	\$19.95/yr	FREE	\$19.95/yr	FREE
Ability to send files	100 MB	100 MB	10 MB	20 MB	10 MB	20 MB	20 MB
Drag and drop technology	✓	✓	✗	✗	✗	✗	✗
Right click functionality	✓	✓	✗	✗	✗	✗	✗
Desktop interface with iconic representation	✓	✓	✗	✗	✗	✗	✗
Ability to upload and manage files (online storage)	✓	✓	✗	✗	✗	✗	✗
User customizable interface - background, icons, windows, animations, etc (Skins)	✓	✓	✗	✗	✗	✗	✗
Address auto-complete	✓	✓	✗	✗	✗	✓	✓
Shared folders for MP3s, Videos, applications files and pictures with others securely*	✓	✓	✗	✗	✗	✗	✗
Import of contacts from Outlook or other web-based email address books*	✓	✓	✓	✓	✓	✓	✗
Integrated Contacts List	✓	✓	✓	✓	✓	✓	✗
Integrated Calendar	✓	✓	✓	✓	✓	✓	✗
Integrated Instant Text Messaging and Video (1 on 1)*	✓	✓	✗	✗	✗	✗	✗
Sticky notes*	✓	✓	✗	✗	✓	✓	✗
Office applications word processing and spreadsheet	✗	✓	✗	✗	✗	✗	✗
Premium designer skins	✗	✓	✗	✗	✗	✗	✗
Integrated skinable Address book	✗	✓	✗	✗	✗	✗	✗
Integrated Video for multiple users*	✗	✓	✗	✗	✗	✗	✗
Expandable storage	✗	✓	✗	✓	✗	✓	✗
Eliminate graphical ads in email	✗	✓	✓	✓	✗	✓	✓
Message notifier*	✗	✓	✗	✗	✗	✓	✓
Manage other email accounts through Noomail's interface*	✗	✓	✗	✗	✗	✓	✗

* Services under development

Noomail S.A.
Proforma Profit and Loss - Year One

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Annual Category Sales 1st Year
Income													
Xtra Subscriptions	\$ 510	\$ 1,529	\$ 3,059	\$ 6,118	\$ 12,235	\$ 24,471	\$ 48,941	\$ 97,883	\$ 195,766	\$ 391,532	\$ 783,064	\$ 822,217	\$2,387,325
Corporate Xtra Users	\$ -	\$ -	\$ -	\$ 798	\$ 957	\$ 1,117	\$ 1,276	\$ 1,595	\$ 2,393	\$ 3,599	\$ 5,383	\$ 8,075	\$25,181
Video Conferencing	\$ 352	\$ 707	\$ 78	\$ 156	\$ 342	\$ 684	\$ 1,367	\$ 2,735	\$ 5,469	\$ 10,938	\$ 21,876	\$ 22,970	\$67,675
Custom Skin Development	\$ -	\$ -	\$ 10,000	\$ 22,000	\$ 30,000	\$ 40,000	\$ 40,000	\$ 50,000	\$ 50,000	\$ 60,000	\$ 60,000	\$ 70,000	\$432,000
CPM Revenue	\$ 16	\$ 62	\$ 156	\$ 350	\$ 733	\$ 1,491	\$ 2,999	\$ 6,005	\$ 12,010	\$ 24,008	\$ 47,987	\$ 73,188	\$169,006
CPC Revenue	\$ 31	\$ 62	\$ 156	\$ 350	\$ 733	\$ 1,491	\$ 2,999	\$ 6,005	\$ 12,010	\$ 24,008	\$ 47,987	\$ 73,188	\$169,021
Misc. Revenue	\$ 5,000,000	\$ -	\$ -	\$ -	\$ 5,000	\$ 6,250	\$ 7,813	\$ 9,766	\$ 12,207	\$ 15,259	\$ 19,073	\$ 23,842	\$5,099,209
Total Income	\$ 5,000,909	\$ 2,361	\$ 13,448	\$ 29,772	\$ 50,000	\$ 75,504	\$ 105,395	\$ 173,988	\$ 289,854	\$ 529,333	\$ 965,371	\$ 1,093,481	\$8,249,417
Monthly Expenses													
Accounting Expense	500	500	500	500	500	1,000	1,000	1,000	1,000	1,000	1,000	1,000	9,500
Advertising & Direct Mail	10,000	50,000	100,000	250,000	100,000	250,000	100,000	250,000	100,000	250,000	100,000	250,000	1,810,000
Bank Service Charges	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Credit Card Fees	50,009	24	134	298	500	755	1,054	1,740	2,899	5,293	9,854	10,935	83,494
Commissions	2	6	516	1,175	1,621	2,205	2,364	3,180	3,821	5,580	8,068	11,223	39,760
Dues and Subscriptions	10	10	10	10	10	10	10	10	10	10	10	10	120
Equipment Repair	50	50	50	50	50	50	50	50	50	50	50	50	600
Hosting Expense	2,500	10,000	10,000	25,000	25,000	25,000	50,000	50,000	50,000	50,000	50,000	50,000	397,500
Insurance: Building, Liability, /	250	250	500	500	500	500	1,000	1,000	1,000	1,000	1,000	1,000	8,500
Internet Service Costs	500	500	500	500	500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	13,000
Legal Fees	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	1,000	1,000	1,000	1,000	16,000
Licenses/Permits	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Computers & Equip	2,500	30,000				94,000							126,500
Furnishings	2,500	300	300	300	300	940	960	960	960	960	960	1,000	126,500
Office Supplies	200	300	300	300	300	940	960	960	960	960	960	1,000	8,140
Payroll: Management	47,750	47,750	47,750	47,750	47,750	82,250	96,833	96,833	96,833	96,833	96,833	100,683	905,850
Payroll: Development	15,000	15,000	15,000	15,000	15,000	54,000	54,000	54,000	54,000	54,000	54,000	59,400	458,400
Payroll: Sales & Marketing	26,500	26,500	26,500	26,500	26,500	44,000	44,000	44,000	44,000	44,000	44,000	59,400	455,900
Payroll: Operations	8,000	8,000	8,000	8,000	8,000	26,000	26,000	26,000	26,000	26,000	26,000	28,600	224,600
Payroll: Benefits	27,230	27,230	27,230	27,230	27,230	27,230	27,230	27,230	27,230	27,230	27,230	27,230	326,760
Contract Labor	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	600,000
Postage and Delivery	500	500	500	500	500	6,000	6,000	6,000	6,000	6,000	6,000	6,000	44,500
Printing and Reproduction	500	500	500	500	500	6,000	6,000	6,000	6,000	6,000	6,000	6,000	44,500
Rent/Lease/Real Estate	2,500	2,500	2,500	2,500	2,500	10,000	10,000	10,000	10,000	10,000	10,000	10,000	87,500
Software	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Content	3,000	3,000	3,000	3,000	3,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	85,000
Auto Expense	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	25,200
Telephone	3,000	3,000	3,000	3,000	3,000	9,600	9,600	9,600	9,600	9,600	9,600	9,600	97,200
Travel and Entertainment	10,000	10,000	10,000	10,000	10,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	210,000
Utilities	500	250	250	500	500	1,000	1,000	1,000	1,000	1,000	1,000	1,000	210,000
Total Expenses	267,901	320,270	311,140	479,713	336,761	814,440	528,001	679,503	531,302	685,457	542,905	732,231	6,229,625
Net Income/Loss	4,733,007	(317,909)	(297,692)	(449,941)	(286,761)	(738,936)	(422,606)	(505,515)	(241,448)	(156,124)	442,466	361,250	2,119,792
Break-even Point	4,733,007	4,415,099	4,117,407	3,667,466	3,380,705	2,641,789	2,219,163	1,713,648	1,472,199	1,316,076	1,756,542	2,119,792	

Noomail S.A.
Proforma Profit and Loss - Year Two

	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24	Annual Category Sales 2nd Year
Income													
Xtra Subscriptions	\$ 863,328	\$ 906,493	\$ 951,820	\$ 999,441	\$ 1,049,382	\$ 1,101,851	\$ 1,156,941	\$ 1,214,789	\$ 1,275,527	\$ 1,339,304	\$ 1,406,272	\$ 1,476,585	\$13,741,703.21
Corporate Xtra Users	\$ 9,286	\$ 10,214	\$ 11,236	\$ 12,360	\$ 13,595	\$ 14,955	\$ 16,451	\$ 18,096	\$ 19,905	\$ 21,986	\$ 24,085	\$ 26,494	\$198,572.12
Video Conferencing	\$ 24,119	\$ 25,325	\$ 26,591	\$ 27,921	\$ 29,317	\$ 30,782	\$ 32,322	\$ 33,938	\$ 35,634	\$ 37,416	\$ 39,287	\$ 41,251	\$383,902.46
Custom Skin Development	\$ 70,000	\$ 70,000	\$ 80,000	\$ 80,000	\$ 90,000	\$ 90,000	\$ 100,000	\$ 100,000	\$ 110,000	\$ 110,000	\$ 120,000	\$ 120,000	\$1,140,000.00
CPM Revenue	\$ 99,570	\$ 127,270	\$ 156,356	\$ 187,012	\$ 219,207	\$ 253,018	\$ 288,526	\$ 325,818	\$ 364,982	\$ 406,114	\$ 449,314	\$ 494,684	\$3,371,870.95
CPC Revenue	\$ 199,140	\$ 127,270	\$ 156,356	\$ 187,012	\$ 219,207	\$ 253,018	\$ 288,526	\$ 325,818	\$ 364,982	\$ 406,114	\$ 449,314	\$ 494,684	\$3,471,440.81
Misc. Revenue	\$ 28,610	\$ 35,763	\$ 44,703	\$ 55,879	\$ 69,849	\$ 87,311	\$ 109,139	\$ 136,424	\$ 170,530	\$ 213,163	\$ 266,454	\$ 333,067	\$1,550,893.62
Total Income	\$ 1,294,052	\$ 1,302,336	\$ 1,427,062	\$ 1,549,594	\$ 1,680,557	\$ 1,830,936	\$ 1,991,905	\$ 2,154,881	\$ 2,341,562	\$ 2,534,008	\$ 2,754,725	\$ 2,986,765	\$23,859,383.16
Monthly Expenses													
Accounting Expense	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Advertising & Direct Mail	258,810	260,467	285,412	309,919	338,111	366,187	398,381	430,976	468,312	506,802	550,945	597,353	4,771,677
Bank Service Charges	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Credit Card Fees	12,941	13,023	14,271	15,496	16,906	18,309	19,919	21,549	23,416	25,340	27,547	29,888	238,584
Commissions	18,900	16,738	20,197	23,319	27,100	30,550	34,675	38,487	42,993	47,206	52,136	56,793	408,094
Dues and Subscriptions	25	25	25	25	25	25	25	25	25	25	25	25	300
Equipment Repair	50	50	50	50	50	50	50	50	50	50	50	50	600
Hosting Expense	75,000	75,000	75,000	100,000	100,000	100,000	150,000	150,000	150,000	150,000	150,000	150,000	1,425,000
Insurance, Building, Liability, Auto, E	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Internet Service Costs	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Legal Fees	2,000	2,000	2,000	2,000	2,000	5,000	1,000	1,000	1,000	1,000	1,000	1,000	21,000
Licenses/Permits	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Computers & Equip	100,000	-	-	-	-	100,000	100,000	100,000	100,000	100,000	100,000	100,000	200,000
Furnishings	100,000	-	-	-	-	100,000	100,000	100,000	100,000	100,000	100,000	100,000	200,000
Office Supplies	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Payroll: Management	129,092	129,092	129,092	129,092	129,092	134,592	134,592	134,592	134,592	134,592	134,592	141,384	1,594,393
Payroll: Development	125,400	125,400	125,400	125,400	125,400	125,400	125,400	125,400	125,400	125,400	125,400	137,940	1,517,340
Payroll: Sales & Marketing	107,800	107,800	107,800	107,800	107,800	107,800	107,800	107,800	107,800	107,800	107,800	118,580	1,304,380
Payroll: Operations	59,400	59,400	59,400	59,400	59,400	59,400	59,400	59,400	59,400	59,400	59,400	65,340	718,740
Payroll: Benefits	118,074	118,074	118,074	118,074	118,074	119,614	119,614	119,614	119,614	119,614	119,614	129,708	1,437,759
Contract Labor	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	600,000
Postage and Delivery	10,000	10,000	10,000	10,000	10,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	155,000
Printing and Reproduction	10,000	10,000	10,000	10,000	10,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	155,000
Rent/Lease/Real Estate	15,000	15,000	15,000	15,000	15,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	295,000
Software	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Content	15,000	15,000	15,000	15,000	15,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	215,000
Auto Expense	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	25,200
Telephone	17,800	17,800	17,800	17,800	17,800	18,000	18,000	18,000	18,000	18,000	18,000	18,000	215,000
Travel and Entertainment	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	360,000
Utilities	1,500	1,500	1,500	2,000	2,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Total Expenses	1,262,691	1,262,269	1,391,921	1,515,274	1,684,658	1,843,826	1,947,755	2,083,792	2,242,902	2,414,128	2,525,408	2,624,941	15,994,166
Net Income/Loss	31,361	240,067	335,142	398,320	505,899	377,109	644,149	768,089	912,060	1,059,879	1,229,317	1,361,824	7,864,217
Break-even Point	2,151,153	2,391,220	2,726,362	3,124,682	3,630,581	4,007,690	4,651,840	5,420,929	6,332,989	7,392,868	8,622,185	9,984,009	

Noomail S.A.
Proforma Profit and Loss - Year Three

	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36	Annual Category Sales 3rd Year
Income													
Xtra Subscriptions	\$ 1,550,410	\$ 1,627,931	\$ 1,709,332	\$ 1,794,796	\$ 1,884,638	\$ 1,978,765	\$ 2,077,245	\$ 2,181,587	\$ 2,290,665	\$ 2,405,199	\$ 2,525,457	\$ 2,651,731	\$24,677,657.42
Corporate Xtra Users	\$ 29,143	\$ 32,057	\$ 35,263	\$ 38,789	\$ 42,668	\$ 46,935	\$ 51,629	\$ 56,792	\$ 62,471	\$ 68,718	\$ 75,590	\$ 83,149	\$62,204.38
Video Conferencing	\$ 43,314	\$ 45,480	\$ 47,754	\$ 50,141	\$ 52,648	\$ 55,281	\$ 58,032	\$ 60,947	\$ 63,994	\$ 67,194	\$ 70,554	\$ 74,082	\$689,420.60
Custom Skin Development	\$ 130,000	\$ 130,000	\$ 130,000	\$ 140,000	\$ 150,000	\$ 160,000	\$ 170,000	\$ 180,000	\$ 190,000	\$ 200,000	\$ 210,000	\$ 220,000	\$1,740,000.00
CPM Revenue	\$ 642,061	\$ 591,807	\$ 644,041	\$ 699,251	\$ 757,240	\$ 818,148	\$ 882,110	\$ 949,309	\$ 1,019,894	\$ 1,094,038	\$ 1,171,921	\$ 1,253,735	\$10,423,555.07
CPC Revenue	\$ 1,084,123	\$ 699,807	\$ 644,041	\$ 699,251	\$ 757,240	\$ 818,148	\$ 882,110	\$ 949,309	\$ 1,019,894	\$ 1,094,038	\$ 1,171,921	\$ 1,253,735	\$10,965,616.43
Misc. Revenue	\$ 399,680	\$ 499,600	\$ 624,500	\$ 780,626	\$ 975,782	\$ 1,219,727	\$ 1,524,659	\$ 1,905,824	\$ 2,382,280	\$ 2,977,650	\$ 3,722,313	\$ 4,652,891	\$21,665,733.57
Total Income	\$ 3,778,731	\$ 3,518,694	\$ 3,834,932	\$ 4,202,955	\$ 4,610,116	\$ 5,077,005	\$ 5,625,785	\$ 6,253,767	\$ 6,989,199	\$ 7,867,037	\$ 8,897,756	\$ 10,129,322	\$70,785,187.47
Monthly Expenses													
Accounting Expense	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Advertising & Direct Mail	755,746	703,737	766,986	840,571	922,023	1,015,401	1,125,157	1,250,753	1,397,840	1,573,407	1,779,551	2,025,864	14,157,037
Bank Service Charges	600	600	600	600	600	600	600	600	600	600	600	600	7,200
Credit Card Fees	37,787	35,187	38,349	42,029	46,101	50,770	56,258	62,538	69,892	78,670	88,978	101,293	707,852
Commissions	89,266	67,284	72,667	78,865	84,867	91,162	98,292	105,270	112,613	120,840	128,972	137,531	1,187,619
Dues and Subscriptions	50	50	50	50	50	50	50	50	50	50	50	50	600
Equipment Repair	50	50	50	50	50	50	50	50	50	50	50	50	600
Hosting Expense	200,000	200,000	200,000	200,000	200,000	200,000	250,000	250,000	250,000	250,000	250,000	250,000	2,700,000
Insurance, Building, Liability, Auto	250	250	500	500	500	500	1,000	1,000	1,000	1,000	1,000	1,000	8,500
Internet Service Costs	500	500	500	500	500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	13,000
Legal Fees	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	1,000	1,000	1,000	1,000	16,000
Licenses/Permits	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Computers & Equip	2,500	30,000	30,000	30,000	30,000	94,000	94,000	94,000	94,000	94,000	94,000	94,000	126,500
Furnishings	2,500	30,000	30,000	30,000	30,000	94,000	94,000	94,000	94,000	94,000	94,000	94,000	126,500
Office Supplies	200	300	300	300	300	940	960	960	960	960	960	960	8,140
Payroll: Management	190,721	190,721	190,721	190,721	190,721	190,721	190,721	190,721	190,721	190,721	190,721	190,721	2,288,650
Payroll: Development	251,680	251,680	251,680	251,680	251,680	251,680	251,680	251,680	251,680	251,680	251,680	251,680	3,020,160
Payroll: Sales & Marketing	289,795	289,795	289,795	289,795	289,795	289,795	289,795	289,795	289,795	289,795	289,795	289,795	3,477,540
Payroll: Operations	119,790	119,790	119,790	119,790	119,790	119,790	119,790	119,790	119,790	119,790	119,790	119,790	1,437,740
Payroll: Benefits	238,556	238,556	238,556	238,556	238,556	238,556	238,556	238,556	238,556	238,556	238,556	238,556	2,862,672
Contract Labor	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	600,000
Postage and Delivery	500	500	500	500	500	6,000	6,000	6,000	6,000	6,000	6,000	6,000	44,500
Printing and Reproduction	500	500	500	500	500	6,000	6,000	6,000	6,000	6,000	6,000	6,000	44,500
Rent/Lease/Real Estate	35,000	35,000	35,000	40,000	40,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	500,000
Software	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Content	30,000	30,000	30,000	30,000	30,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	430,000
Auto Expense	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Telephone	34,800	34,800	34,800	34,800	34,800	34,800	34,800	34,800	34,800	34,800	34,800	34,800	417,600
Travel and Entertainment	40,000	40,000	40,000	40,000	40,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	540,000
Utilities	3,500	3,500	3,500	4,000	4,000	4,500	4,500	4,500	4,500	4,500	4,500	4,500	54,000
Total Expenses	2,383,392	2,361,899	2,373,945	2,482,906	2,554,424	2,878,914	2,869,809	3,006,663	3,170,447	3,363,019	3,587,602	3,854,830	34,869,851
Net Income/Loss	1,395,340	1,156,785	1,460,987	1,720,049	2,055,692	2,198,091	2,755,975	3,245,104	3,818,752	4,504,017	5,310,154	6,274,491	35,915,337
Break-even Point	11,379,349	12,536,134	13,997,121	15,737,069	17,792,762	19,990,852	22,746,828	25,991,931	29,810,683	34,314,701	39,624,855	45,899,346	

25% valuation
\$ 359,153,369.04
 Company Valuation at P/E of 10
\$ 89,788,342.26
\$ 5,000,000.00
 \$ 17.96
\$ 5,985,889,484

noomail S.A.
Proforma Sales - Year One

Product / Service Pricing	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Free User new sign-ups	100	300	600	1200	2400	4800	9600	19200	38400	76800	153600	161280
Xtra-2GB-Annual Pricing	3	9	18	36	72	144	288	576	1152	2304	4608	4838
Xtra-20GB-Annual Pricing	1	2	3	6	12	24	48	96	192	384	768	806
Xtra-100GB-Annual Pricing	0	1	1	2	5	10	19	38	77	154	307	323
Xtra-250GB-Annual Pricing	0	0	1	1	2	5	10	19	38	77	154	161
Xtra-500GB-Annual Pricing	0	0	0	1	1	2	5	10	19	38	77	81
Xtra-1TB-Annual Pricing	0	0	0	0	0	0	0	1	2	4	8	8
Xtra-2TB-Annual Pricing	0	0	0	0	0	0	0	0	1	2	4	4
Corporate Skin Users - Per user Annual Pricing Xtra 5GB	0	0	0	50	60	70	80	100	150	225	338	506
VideoConferencing 8X8 Unlimited-Annual Pricing	5	10	1	2	4	7	14	29	58	115	230	242
VideoConferencing 1XMany 1/4HrX1User (per session)	5	15	30	60	180	360	720	1440	2880	5760	11520	12096
Corporate Skin Custom Development (10Hr Block)	0	0	5	11	15	20	20	25	25	30	30	35
Total Cumulative Users	104	415	1039	2335	4887	9943	19993	40034	80065	160052	319915	487923
Number of page views (CPM)	3,116	12,463	31,157	70,046	146,623	298,278	599,788	1,201,007	2,401,945	4,801,572	9,597,451	14,637,680
Number of click-throughs (CPC)	62	125	312	700	1,466	2,983	5,998	12,010	24,019	48,016	95,975	146,377

This section below extends the unit sales above times the projected average selling prices from the PRICING tab

Product / Service Revenues	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Free User new sign-ups	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Xtra-2GB-Revenues	\$90	\$270	\$539	\$1,078	\$2,156	\$4,313	\$8,626	\$17,251	\$34,502	\$69,005	\$138,010	\$144,910
Xtra-20GB-Revenues	\$80	\$240	\$480	\$960	\$1,919	\$3,839	\$7,678	\$15,355	\$30,710	\$61,421	\$122,842	\$128,984
Xtra-100GB-Revenues	\$100	\$300	\$600	\$1,200	\$2,400	\$4,800	\$9,599	\$19,198	\$38,396	\$76,792	\$153,585	\$161,264
Xtra-250GB-Revenues	\$100	\$300	\$600	\$1,200	\$2,400	\$4,800	\$9,600	\$19,199	\$38,398	\$76,796	\$153,592	\$161,272
Xtra-500GB-Revenues	\$100	\$300	\$600	\$1,200	\$2,400	\$4,800	\$9,600	\$19,200	\$38,399	\$76,798	\$153,596	\$161,276
Xtra-1TB-Revenues	\$20	\$60	\$120	\$240	\$480	\$960	\$1,920	\$3,840	\$7,680	\$15,360	\$30,720	\$32,256
Xtra-2TB-Revenues	\$20	\$60	\$120	\$240	\$480	\$960	\$1,920	\$3,840	\$7,680	\$15,360	\$30,720	\$32,256
Corporate Skin Users - Revenues	\$0	\$0	\$0	\$798	\$957	\$1,117	\$1,276	\$1,595	\$2,393	\$3,589	\$5,383	\$8,075
VideoConferencing 8X8 Unlimited Usage-Revenues	\$350	\$700	\$63	\$126	\$252	\$504	\$1,007	\$2,015	\$4,029	\$8,058	\$16,116	\$16,922
VideoConferencing 1XMany Revenues	\$3	\$8	\$15	\$30	\$90	\$180	\$360	\$720	\$1,440	\$2,880	\$5,760	\$6,048
Corporate Skin Custom Development Revenues	\$0	\$0	\$10,000	\$22,000	\$30,000	\$40,000	\$40,000	\$50,000	\$50,000	\$60,000	\$60,000	\$70,000
CPM (Page View) Revenues	\$16	\$62	\$156	\$350	\$733	\$1,491	\$2,999	\$6,005	\$12,010	\$24,008	\$47,987	\$73,188
CPC (Pay-Per-Click) Revenues	\$31	\$62	\$156	\$350	\$733	\$1,491	\$2,999	\$6,005	\$12,010	\$24,008	\$47,987	\$73,188
Miscellaneous Revenues	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
TOTAL REVENUES	\$909	\$2,361	\$13,448	\$29,772	\$50,000	\$75,504	\$105,395	\$173,988	\$289,854	\$529,333	\$986,371	\$1,093,481

Noomail S.A.
Proforma Profit and Loss - Year Three

	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36	Annual Category Sales 3rd Year
Income													
Xtra Subscriptions	\$ 1,550,410	\$ 1,627,931	\$ 1,709,332	\$ 1,794,796	\$ 1,884,638	\$ 1,978,765	\$ 2,077,245	\$ 2,181,587	\$ 2,290,665	\$ 2,405,199	\$ 2,525,457	\$ 2,651,731	\$24,677,657.42
Corporate Xtra Users	\$ 29,143	\$ 32,057	\$ 35,263	\$ 38,789	\$ 42,668	\$ 46,935	\$ 51,629	\$ 56,792	\$ 62,471	\$ 68,718	\$ 75,590	\$ 83,149	\$62,204.38
Video Conferencing	\$ 43,314	\$ 45,480	\$ 47,754	\$ 50,141	\$ 52,648	\$ 55,281	\$ 58,032	\$ 60,947	\$ 63,994	\$ 67,194	\$ 70,554	\$ 74,082	\$689,420.60
Custom Skin Development	\$ 130,000	\$ 130,000	\$ 130,000	\$ 140,000	\$ 150,000	\$ 160,000	\$ 170,000	\$ 180,000	\$ 190,000	\$ 200,000	\$ 210,000	\$ 220,000	\$1,740,000.00
CPM Revenue	\$ 642,061	\$ 591,807	\$ 644,041	\$ 699,251	\$ 757,240	\$ 818,148	\$ 882,110	\$ 949,309	\$ 1,019,894	\$ 1,094,038	\$ 1,171,921	\$ 1,253,735	\$10,423,555.07
CPC Revenue	\$ 1,084,123	\$ 699,807	\$ 644,041	\$ 699,251	\$ 757,240	\$ 818,148	\$ 882,110	\$ 949,309	\$ 1,019,894	\$ 1,094,038	\$ 1,171,921	\$ 1,253,735	\$10,965,616.43
Misc. Revenue	\$ 399,680	\$ 499,600	\$ 624,500	\$ 780,626	\$ 975,782	\$ 1,219,727	\$ 1,524,659	\$ 1,905,824	\$ 2,382,280	\$ 2,977,650	\$ 3,722,313	\$ 4,652,891	\$21,665,733.57
Total Income	\$ 3,778,731	\$ 3,518,694	\$ 3,834,932	\$ 4,202,955	\$ 4,610,116	\$ 5,077,005	\$ 5,625,785	\$ 6,253,767	\$ 6,989,199	\$ 7,867,037	\$ 8,897,756	\$ 10,129,322	\$70,785,187.47
Monthly Expenses													
Accounting Expense	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Advertising & Direct Mail	755,746	703,737	766,986	840,571	922,023	1,015,401	1,125,157	1,250,753	1,397,840	1,573,407	1,779,551	2,025,864	14,157,037
Bank Service Charges	600	600	600	600	600	600	600	600	600	600	600	600	7,200
Credit Card Fees	37,767	35,187	38,349	42,029	46,101	50,770	56,258	62,538	69,692	78,670	88,978	101,293	707,852
Commissions	89,266	67,284	72,667	78,865	84,867	91,162	98,292	105,270	112,613	120,840	128,972	137,531	1,187,619
Dues and Subscriptions	50	50	50	50	50	50	50	50	50	50	50	50	600
Equipment Repair	50	50	50	50	50	50	50	50	50	50	50	50	600
Hosting Expense	200,000	200,000	200,000	200,000	200,000	200,000	250,000	250,000	250,000	250,000	250,000	250,000	2,700,000
Insurance: Building, Liability, Auto	250	250	500	500	500	500	1,000	1,000	1,000	1,000	1,000	1,000	8,500
Internet Service Costs	500	500	500	500	500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	13,000
Legal Fees	1,000	1,000	1,000	1,000	1,000	5,000	1,000	1,000	1,000	1,000	1,000	1,000	16,000
Licenses/Permits	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Computers & Equip	2,500	30,000	30,000	100	100	94,000	100	100	100	100	100	100	126,500
Furnishings	2,500	30,000	30,000	100	100	94,000	100	100	100	100	100	100	126,500
Office Supplies	200	300	300	300	300	940	960	960	960	960	960	960	8,140
Payroll: Management	190,721	190,721	190,721	190,721	190,721	190,721	190,721	190,721	190,721	190,721	190,721	190,721	2,288,650
Payroll: Development	251,680	251,680	251,680	251,680	251,680	251,680	251,680	251,680	251,680	251,680	251,680	251,680	3,020,160
Payroll: Sales & Marketing	289,795	289,795	289,795	289,795	289,795	289,795	289,795	289,795	289,795	289,795	289,795	289,795	3,477,540
Payroll: Operations	119,790	119,790	119,790	119,790	119,790	119,790	119,790	119,790	119,790	119,790	119,790	119,790	1,437,480
Payroll: Benefits	238,556	238,556	238,556	238,556	238,556	238,556	238,556	238,556	238,556	238,556	238,556	238,556	2,862,672
Contract Labor	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	600,000
Postage and Delivery	500	500	500	500	500	6,000	6,000	6,000	6,000	6,000	6,000	6,000	44,500
Printing and Reproduction	500	500	500	500	500	6,000	6,000	6,000	6,000	6,000	6,000	6,000	44,500
Rent/Lease/Real Estate	35,000	35,000	35,000	40,000	40,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	500,000
Software	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Content	30,000	30,000	30,000	30,000	30,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	430,000
Auto Expense	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Telephone	34,800	34,800	34,800	34,800	34,800	34,800	34,800	34,800	34,800	34,800	34,800	34,800	417,600
Travel and Entertainment	40,000	40,000	40,000	40,000	40,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	540,000
Utilities	3,500	3,500	3,500	4,000	4,000	4,500	4,500	4,500	4,500	4,500	4,500	4,500	54,000
Total Expenses	2,383,392	2,361,899	2,373,945	2,482,906	2,554,424	2,878,914	2,869,809	3,006,663	3,170,447	3,363,019	3,587,602	3,854,830	34,869,851
Net Income/Loss	1,395,340	1,156,785	1,460,987	1,729,949	2,055,692	2,198,091	2,755,975	3,245,104	3,818,752	4,504,017	5,310,154	6,274,491	35,915,337
Break-even Point	11,379,349	12,536,134	13,997,121	15,737,069	17,792,762	19,990,852	22,746,828	25,991,931	29,810,683	34,314,701	39,624,855	45,899,346	

25% valuation

Company Valuation at P/E of 10	\$ 359,153,369.04
	\$ 89,788,342.26
	\$ 5,000,000.00
	\$ 17.96
	\$ 5,985,889,484

