

## Netlog crosses the barrier of 50 million members!

Ghent, 10 August 2009 – The social networking community Netlog has crossed the barrier of 50 million members! This makes Europe's fastest-growing online youth community now larger than the population of Spain. Its members could fill just about 60,000 giant Airbus A380s or – if joined hand-in-hand – circumnavigate the globe. Twice.

### Growing 1,5 million users per month!

Moreover, the community continues to grow at a staggering 1.5 million members each month. Now available in 30 languages, Netlog is the perfect social network for 14 – 24 year olds. Most notably:

- 3 out of 4 members have at least one photo of themselves online;
- There's a healthy balance: 59% of all members are male, 41% female;
- On average, over 1.5 million games are played per day, making Netlog one of Europe's most popular online gaming sites;

### Success story: growing at a rate of 1,5 million users per month!

In 2003, Toon Coppens (now CTO) and Lorenz Bogaert (now CEO) founded the company 'Incrowd', and continued developing local community sites for countries across Europe. In 2007 all sites were consolidated under the Netlog banner. Netlog now is available in 30 different languages, and allows young people to play games, listen to music, watch movies, meet friends, get to know new people and much, much more.

"We credit our fast growth to our members: we are able to quickly develop personalisation and localisation technology that works for them – but it's our members that continue to make Netlog what it is today: a fun place to be," says Toon.

### Netlog: friends with Google, Twitter and the coolest brands

Theoretically, social networks can grow until they every person on this earth has an online profile. To avoid repetition, social networks and websites are offering cross-platforms solutions, so that the user doesn't have to remember dozens of passwords and IDs. Netlog already integrated Google Friend Connect and Twitter to its applications, and is continuously improving its forum to offer the ultimate connected online experience. This European social networking site successfully cooperates with the coolest brands and has conquered its place in the online social networking jungle which is mainly dominated by USA-originated initiatives.

## About Netlog

Netlog is an online community site with a focus on fun and entertainment. The website is very popular among youngsters in and outside of Europe. The average Netlog user spends about 1h a day on gaming, communicating with friends and watching photos and movies.

Netlog was founded in 2003 by Lorenz Bogaert and Toon Coppens in Ghent; it counts more than 50 million members worldwide and is available in 30 languages. Every month, Netlog is visited by more than 50 million unique visitors.

In 2008, Netlog was awarded the Mashable! Open Web Award for best social network site, and was named Most Promising Enterprise of the year by the Flemish government. Netlog is ranked 2<sup>nd</sup> in the TechCrunch Europe Top 100 Index.