

## Netlog is the fastest growing technology company in the Benelux

**Netlog has won the Deloitte Fast 50 Award for the fastest growing technology company in the Benelux.**

**Its success story continues with the announcement of a new look and Gatcha!, Netlog's new brand for social gaming**

**Ghent, 30 October 2009 – Last night, Netlog was declared the winner of the Deloitte Fast 50 Award. As such, the online community of Belgian origin, with over 56 million members worldwide, was celebrated as the fastest growing technology company in the Benelux. The companies Albumprinter and Webprint complete the top three.**

The Deloitte Technology Fast 50 election looks at growth, technological innovation and entrepreneurial spirit. A multidisciplinary team of Deloitte professionals with expertise in the technology industry closely collaborated on this initiative and selected a list of the fastest growing technology companies. Deloitte organized the ceremony for the tenth consecutive time, but it wasn't until this year Belgian companies could participate. Netlog and Clear2Pay were the only two Belgian companies nominated in a list of 50 contenders.

The Fast50 Benelux election is open to companies that exist for at least five years and have their headquarters in the Netherlands, Belgium or Luxembourg. An important part of their revenue has to result from their own technology, or they have to produce technology products.

As the winner of the Deloitte Technology Fast50 Benelux, Netlog automatically takes part in the Deloitte Technology Fast500 EMEA: an election for around 25 countries in Europe, the Middle East and Africa.

### **Netlog today: looking at an exciting future**

Netlog was created by the Belgian entrepreneurs Toon Coppens and Lorenz Bogaert when they were both still students, and grew to be the place for 56 million members from all over the world. The site is most popular in Continental Europe and the Middle East. The majority of the Netlog members are aged 13 to 24, and there is an equal division with regard to sex: 50% are boys and 50% girls. The website is available in 38 languages and disposes of unique localisation software.

Netlog notes an average of 2 million game plays per day. There is also a growing trend towards mobile surfing, and Netlog has been improving its mobile website and applications to connect more and more young people.

Netlog itself was also proud to make some new announcements last night (October 29, 2009): the website is revamped with a completely new look, including improved user interface. Additionally, as to the content, the range of social games will be expanded.

A new Netlog Brand, Gatcha!, dedicated to the distribution of games for the Netlog community, but also on other platforms, was announced as well. Lorenz Bogaert: "We want Netlog to be an open profile centric community rather than just a friend network."

## About the Deloitte Technology Fast 50

Deloitte Technology Fast 50 ranks each year the fifty technological companies with the fastest growth rate. Celebrating its tenth anniversary this year, Technology Fast 50, which until now has covered only Dutch firms, has been extended to include Belgian ones. The selection criterion is turnover growth, expressed as a percentage over the five last years (2004 - 2008). Participants can be private or public sector companies and cover every segment of the technology market, including software, the Internet, medical and biotechnological equipment, computers and peripherals, semiconductors, means of communication and networks, and media and leisure activities, without forgetting the various green technologies.

## About Netlog

Netlog is the online community where young people make friends by building a digital identity, sharing experiences and playing games. The community counts over 56 million members and is growing by half a million new members every week.

Overall statistics for Netlog:

- Netlog is the Leading Online Youth Community in Europe & Middle East
- Its member population consists of 50% male - 50% female
- Over 250 million visits from 55 million unique visitors per month
- Targeted towards 14 to 24 years old
- 2 million gameplays every day
- Available in 38 languages

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More info or visuals? Contact Jeroen Fossaert, PR Manager Netlog / T +32 477 366 196 / [jeroen@netlog.com](mailto:jeroen@netlog.com) or Hanne Poppe, Hill & Knowlton, [hpoppe@hillandknowlton.com](mailto:hpoppe@hillandknowlton.com) / +32 479 96 73 76