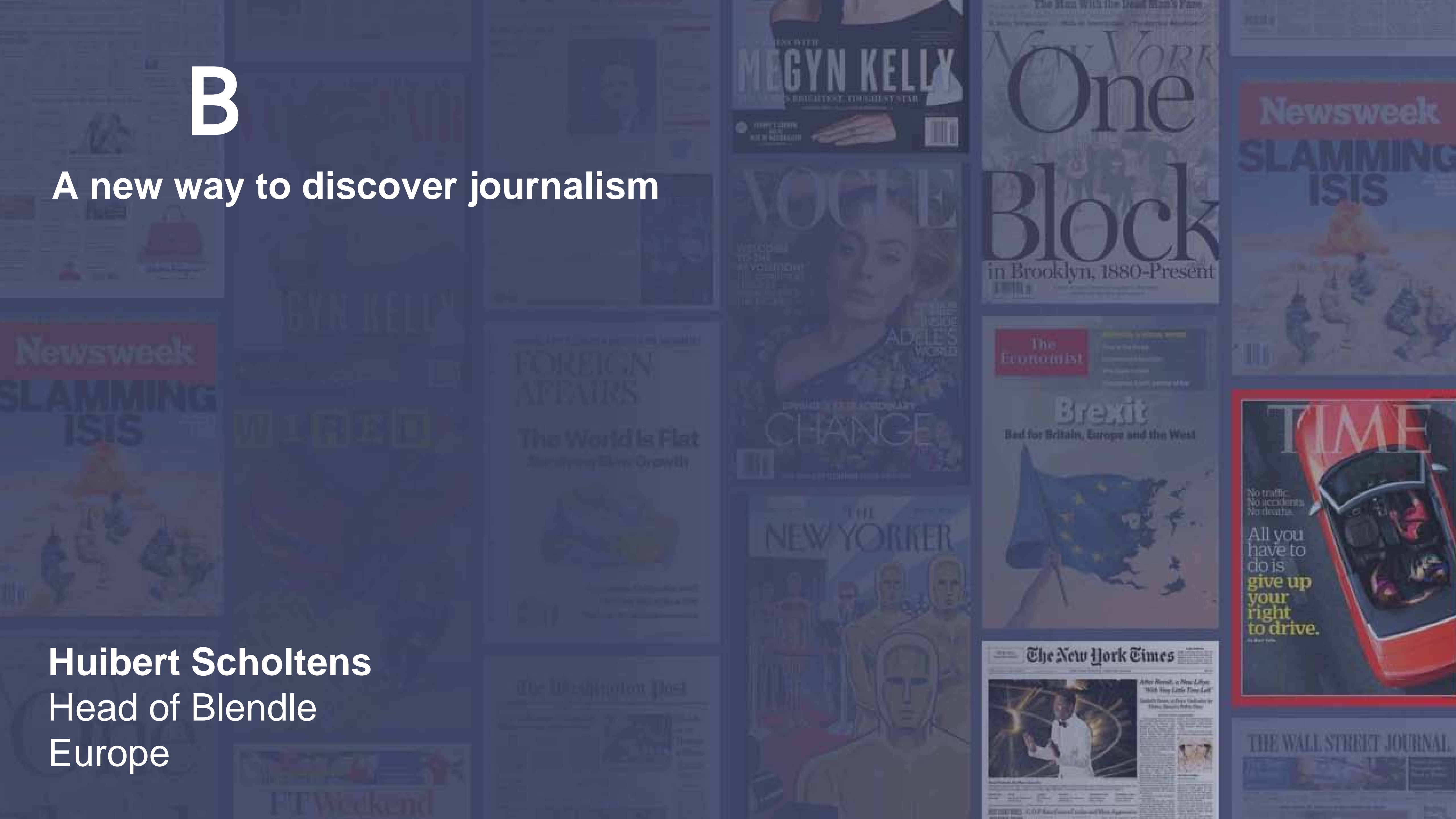


B

A new way to discover journalism

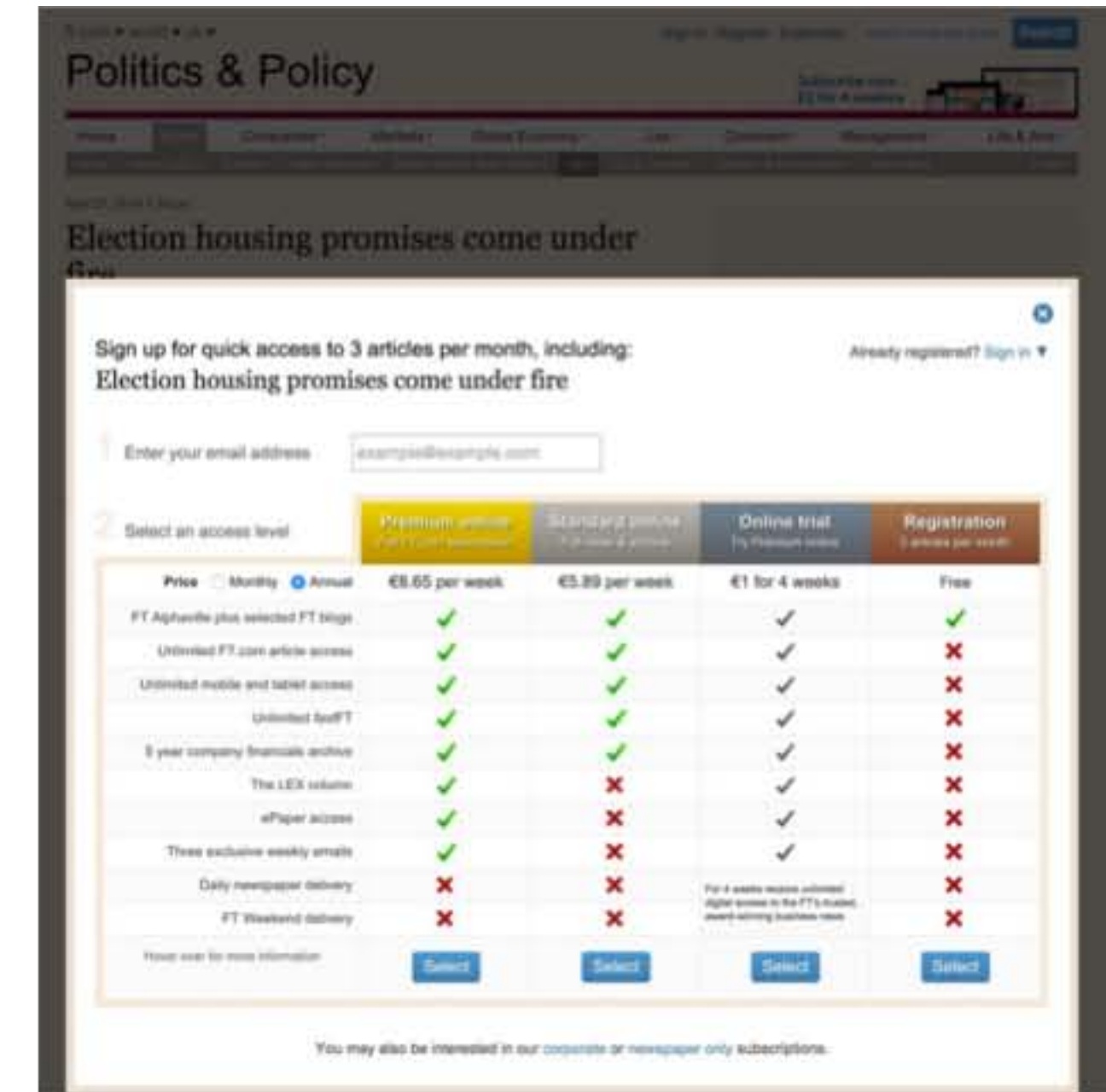
Huibert Scholtens
Head of Blendle
Europe



Our mission

**Get young people to pay
for great journalism**

Problems of today's journalism



Quality journalism is a huge industry, but it's in deep trouble

Adblockers are a mega trend. Young people do pay for music and video, but never for journalism

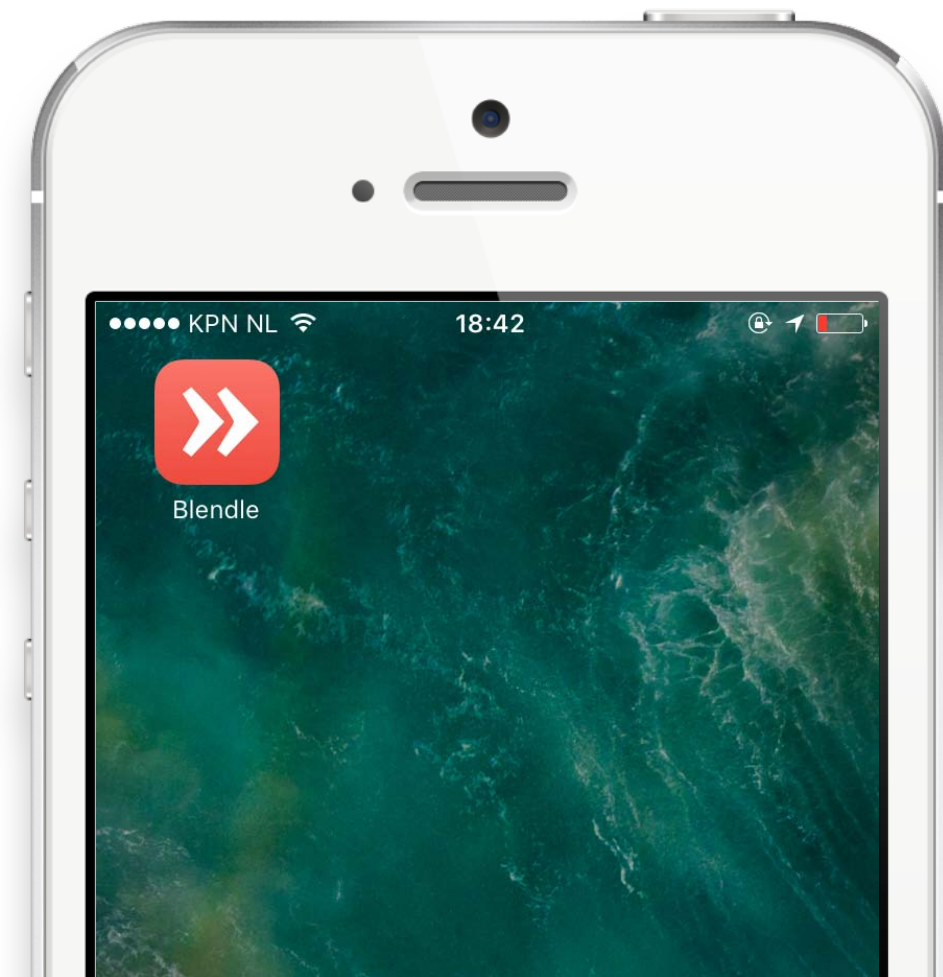
Fake news

Alternative facts by POTUS Donald J. Trump

Paywalls are not the solution

Paywalls are a big annoyance for users, and the biggest publishers on the planet have only moderate success with them.

Our approach



One app for all the greatest journalism

We managed to license all articles from almost all the great publishers in the United States, Germany and The Netherlands



Get to know the user from the first time you meet

Easy onboarding and an in-house recommendation engine
An awesome recommendation system with help from human editors



Convenience

Make it extremely easy to pay.
One account, no paywalls. Users only pay for what they read

»» 2014



- Launch Blendle micropayments in The Netherlands
- Pay per article model. A world first.
- Users can ask for a refund if they don't like an article.
- 170,000 registered users

»» 2015



- Launch Blendle micropayments in Germany
- All major publishers in the country
- 540,000 registered users

»» 2016



- Launch Blendle micropayments in beta in the United States
- Launch Blendle button (pay per article on publisher website)
- All major publishers in the country
- 1M registered users now
- WhiteLabel apps (Android and iOS)

Results

Blendle

Launched countries

Netherlands
Germany
USA (beta)

Backed by

New York Times
Nikkei (FT)
Axel Springer (Welt &
Bild)

Titles

Over 250 titles

Publishers

75 publishers

Users

+1,500,000 users

Average age users

60% of the users are
< 35 years old

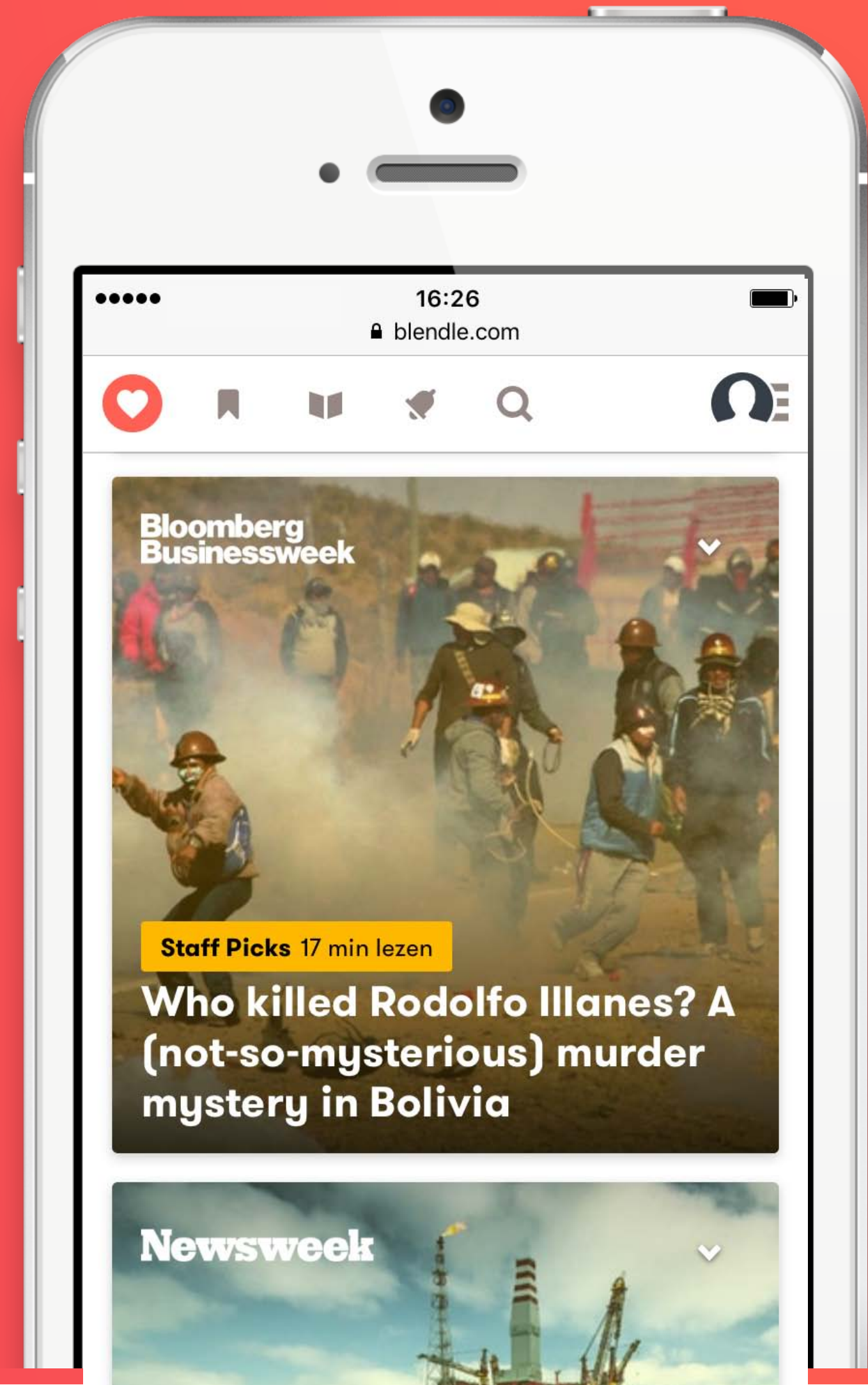
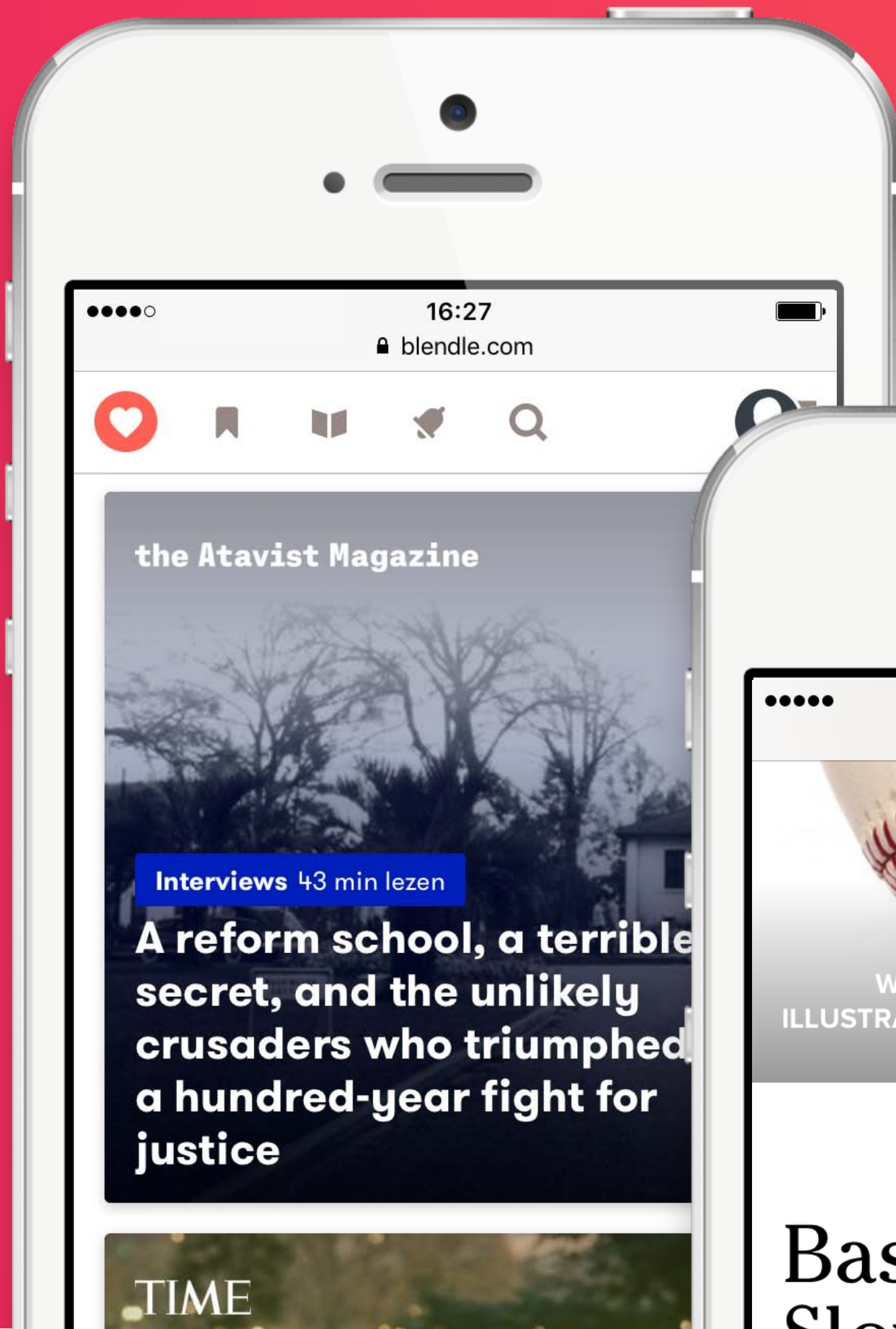
Articles sold in 2017

+18mln articles sold
in 2017

Employees

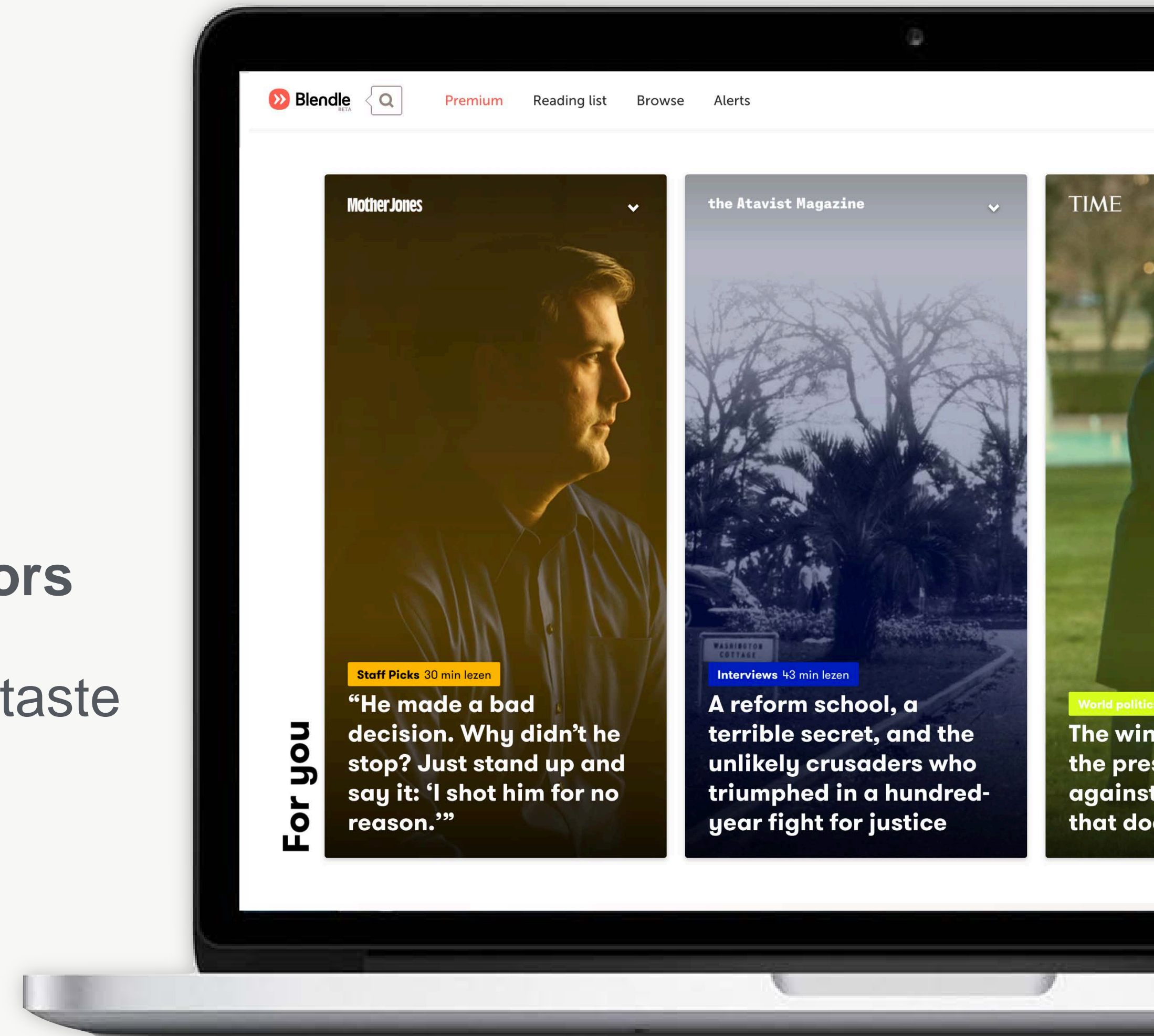
85 Employees

Blendle Premium

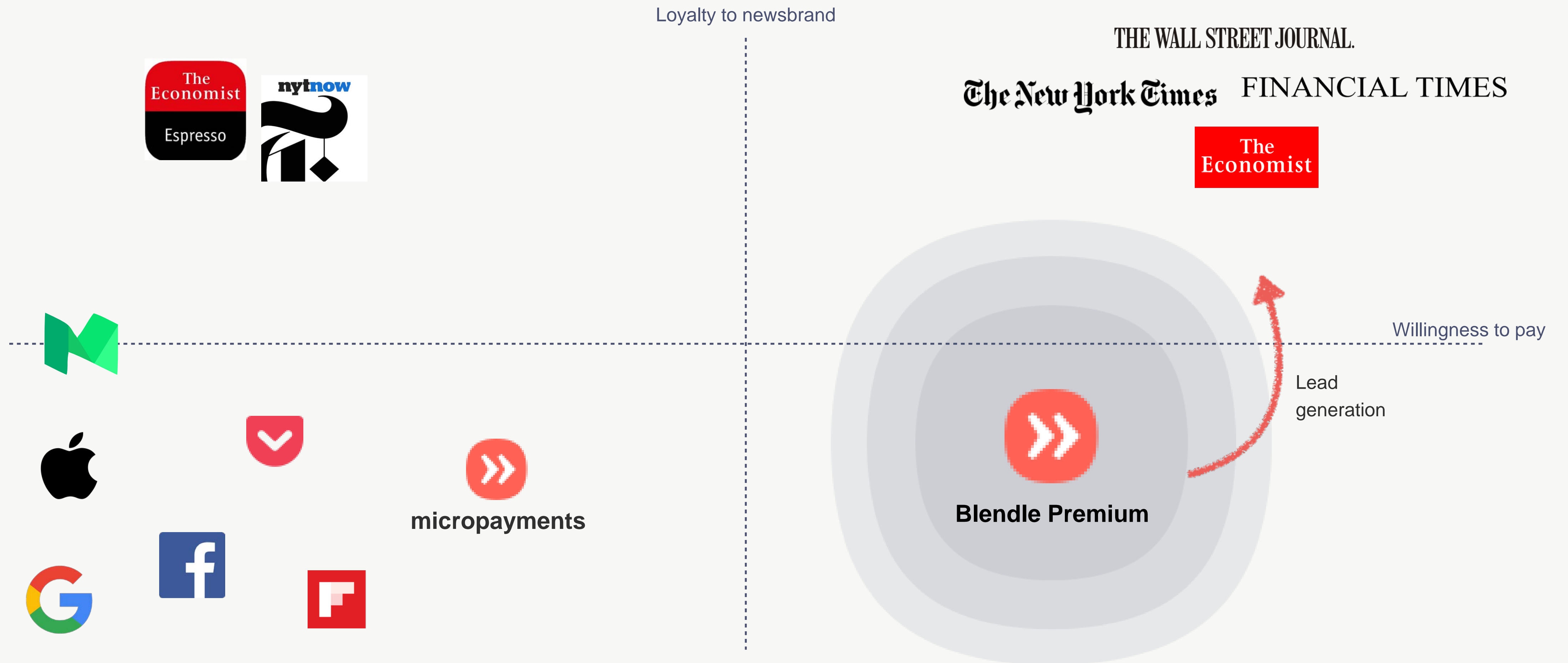


Blendle Premium

- » A daily selection of new, smart journalism
- » A clever feed of surprising articles
- » Outstanding stories, hand picked by human editors
- » Tailored to the user, no matter how specific their taste

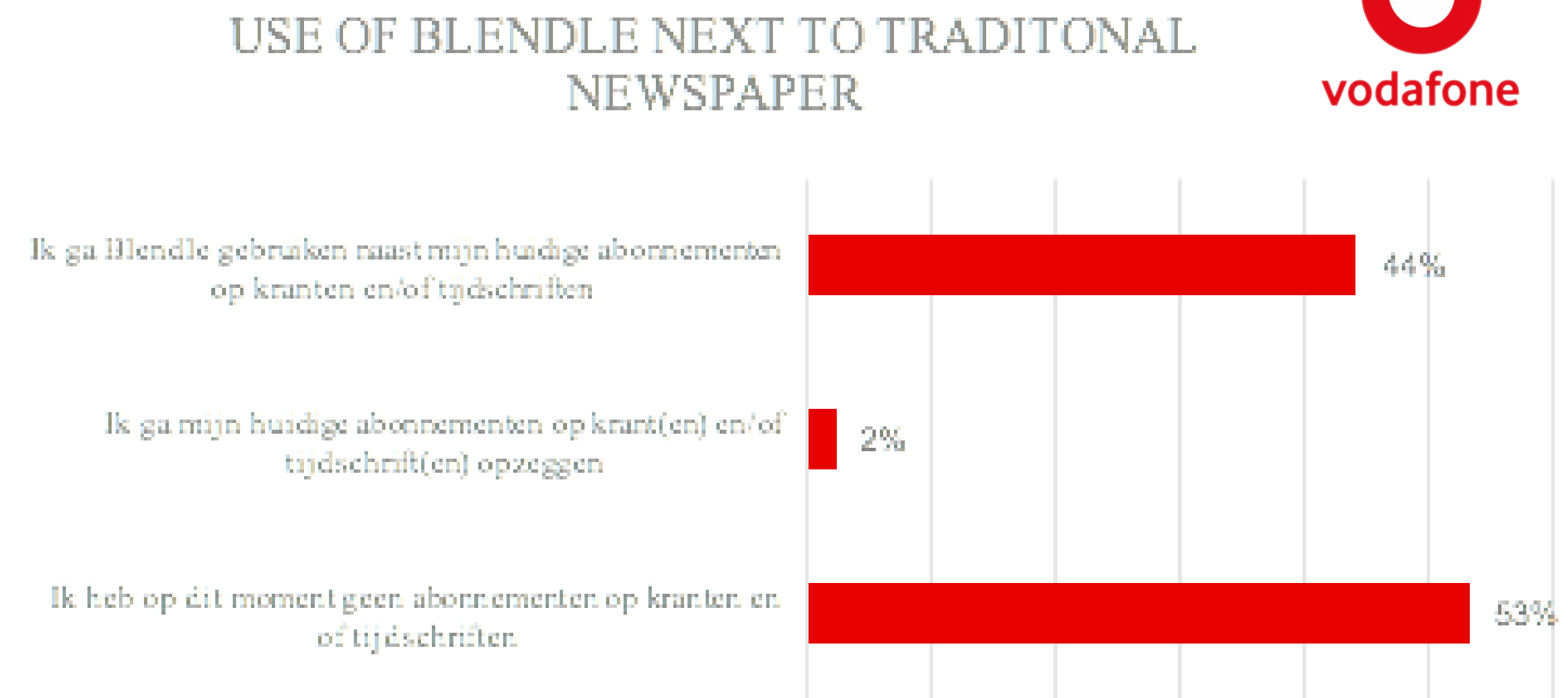


A new market



Vodafone research about cannibalisation

- » **53%** of the users **do not** have a subscription to a magazine or newspaper
- » **44%** use Blendle **in addition** to a subscription to a magazine or newspaper
- » **2%** think about ending the current subscription



Plans 2018

- » Add audio
- » Roll out Blendle Premium in Germany and the US
- » Expansion to other countries





A new way to discover journalism

Huibert Scholtens