

LYCOS[®]

About Lycos Asia



- **Lycos Asia** is a 50:50 joint venture formed in September 1999 between **Terra Lycos S.A.** , a global Internet and communications giant and **Singapore Telecommunications Inc.** , Asia's leading communications company. As an interactive media company, Lycos Asia seeks to serve all the basic needs of Internet surfers in Asia, acting as their home base and primary Internet resource. The Lycos Asia network of sites comprises localised versions of Lycos.com, Wired News and other local Internet properties and services. Lycos Asia provides leading Web search and navigation, Web community services and communication and a powerful suite of closely integrated Web-based communication tools available in many languages. Lycos Asia has the largest Internet network in Asia with an extensive reach of 11 sites over Southeast Asia, Greater China and India. Each portal site reflects local content in the principal language of the respective country.

eLycos is the E-services consulting arm of Lycos Asia, distinct from our portal media services. As a global Internet pioneer, eLycos "converts" our wealth of experience, skillset & access to markets/networks in a structured process for the benefit of the Client

- Core competencies:
- Launch online services for B2C & B2B needs
- Develop front-end user interface, site architecture & navigation
- Alliances with partners to integrate back-end infrastructure & components
- Leverage off Lycos Asia's regional market reach, infrastructure & branding

Lycos Asia

Asia's Internet Portal



Regional depth & local know-how gives us an edge over the local & international competition

- We've built **Asia's most diverse Internet audience**: Over 30 million visitors monthly in 9 markets
- **Local focus, regional strength**: We deploy regional resources to deliver highly-localized strategies
- **International business mindset**: Our global business standards are appreciated by partners seeking to accelerate their learning curve in Asia's emerging markets
- **Most comprehensive Asian network**: Multinational teams managing content, production & business development deepen our market knowledge & relationships in the region
- eLycos: Our **e-services consulting arm** implements e-business strategies & solutions for clients, together with ALCATEL NEXTENSO
- Content: We have a **strong content team** which covers issues ranging from News to Entertainment to Lifestyle.

Our Key Internet Strengths









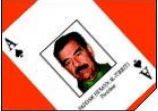





- Develop **winning Internet strategies** to engage Internet audiences, build loyal web communities & establish dynamic relationships with our users
- Build the **best user experience** on our Internet media properties
- **Build strong brands** online
- Work with world-class content/application providers
- Extend our front-end user interface & community-building expertise to the mobile arena, working with strategic partners

Lycos Asia

Local International Online Media



Lycos Asia's Brands and Content

Brands	Entertainment	Lifestyle/News	Tech	Chinese
<p>We have the rights to Manchester United Online Site in Asia</p>  <p>gdgd.com Community Site</p> <p>Friends Dating Site</p>  <p>Lycos U.S. Brands Tripod Wired News Instant Messenger</p>	<p>Movies Channel</p>  <p>Music Channel</p>  <p>Horoscope Channel</p>  <p>Lycos Forums</p>	<p>Dating Channel</p>  <p>Travel Channel</p>  <p>Shopping Channel</p>  <p>News Channel</p>  <p>Finance Channel</p> 	<p>PixelPerfect Digital Imaging Site</p>  <p>IT Life- Tech and Home Entertainment Channel</p>  <p>Mobile Channel</p>  <p>Khabal Gaming Channel</p> 	<ul style="list-style-type: none"> • Man U Chinese Site • SHE Channel • MyRice – Community building site • Literature Site • Jokes site • Games • Entertainment • Sports • Friends • Chats • Horoscope • Finance