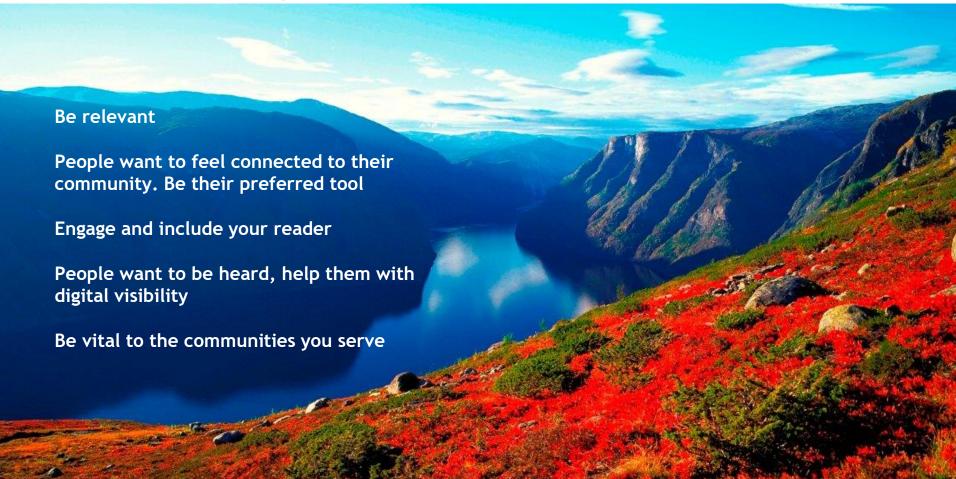


Local -it's easy

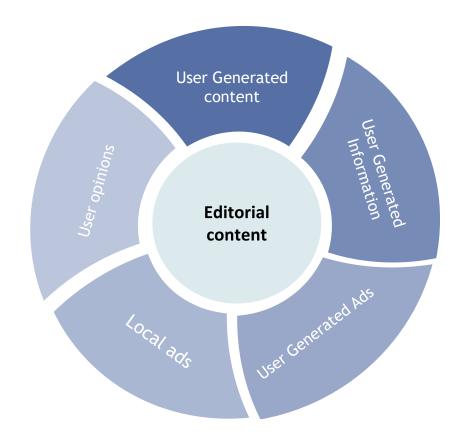


The hyperlocal opportunity —

hyperlocal done profitably and at scale, is your best defense against the giants.

- Create alliances with the local community you are defenseless without them
- Paper is your bridge to digital, not a dying cash-cow
- Local must be local -"Localish" is worthless
- Rethink local business models. -hunt for many small, long term contracts

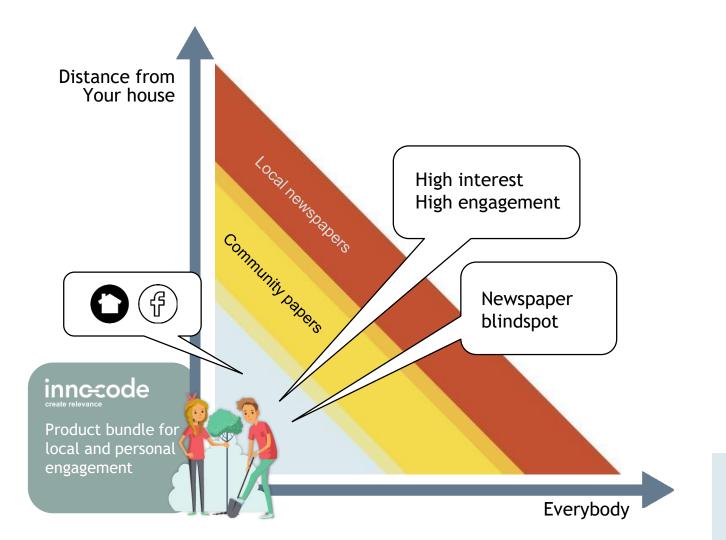








innecode create relevance





Build a defense against the giants —

Create local partnerships to regain lost positions



One product for the entire region

Not relevant enough

Several community papers

Not economically viable

Your community content integrated with the news flow

Fine, but how?

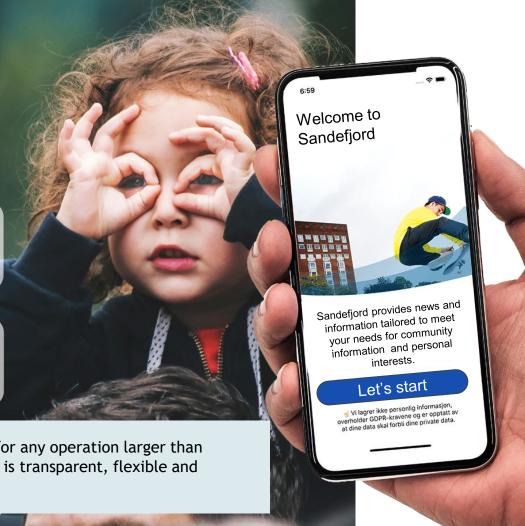
The Innocode bundle adds relevance, hyperlocal **Eomann and hyperlocal** istrategies streams and scalability to the local news operation



How we help newspapers go hyperlocal

- Personalization is absolutely necessary for any operation larger than community papers. Innocode's platform is transparent, flexible and specialized for local.
- 2. Community-news and community information already exist.
 We build tools to harvest, filter and match relevant content with the right user. We build solutions that win back city-information
- Community cornerstones need local, **digital visibility.** We provide tools that reestablish a vital partnership between the local newspaper and voluntary organizations, sport clubs, schools and more.
- Local communities need their local stores and businesses. We provide tools that help users being in the know of local offers in a way that scales, wins back customers and brings local shoppers back





▼ CITIZEN APP

Roads and traffic

The roads in Bainbridge are icy this morning, drive carefully!

▼ CITIZEN APP

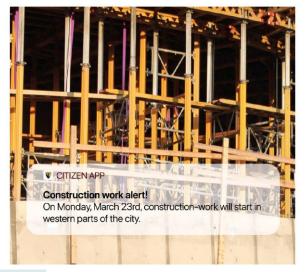
Schools & education

When & where? All info about next weeks' start of term is available here!

Personalization is absolutely necessary for any operation larger than community papers. Innocode's platform is transparent, flexible and specialized for local.







2. Community-news and community information already exist.
We build tools to harvest, filter and match relevant content with the right user. We build solutions that win back city-information

Connect with community organizations and gain ownersh. their content





Crews from a North Bay Hydro

mission today, Tuesday, Feb. 4.

READ MORE

transformer are on a wildlife rescue

COMMUNITY CALENDAR

COMMUNITY

fundraiser

Close to 100 people enjoyed cheesecake and wine during the annual fund raiser held at ...

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As the dispute between teachers and the provincial government continue, elementary schools throughout the Near North District School Boa

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COMMUNITY

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Sing it

Delivered by innocode

Community organizations n

that reestablish a vital partnership between the local newspaper and voluntary organizations, sport clubs, schools and more.

Help local stores survive with new business models



Local communities need their local stores and businesses. We tools that make users aware of local offers in a way that scale back customers and brings local shoppers back



Handler du lokalt kan du vinne ett års gratis* bruk av en Ford Focus Active

Samtidig er du med i trekningene av gavekort fra butikkene



SLIK DELTAR DI

Før du går i butikken laster du ned Handle lokalt-appen
 i AppStore/Google Play Samtidig registrerer du deg





- I butikkene som deltar finner du en unik QR-kode som du skanner eller en kupping som du fyller ut. Dermed har du fått en deltagelse i trekningene **
- **) Du trenger ikke handle for å delta, men du må besøke butikken for å registrere d kupong. Konkurransen har 18 års aldersgrense.





The information already exist















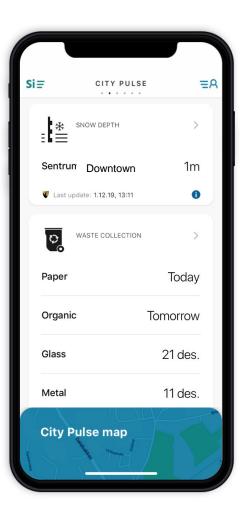








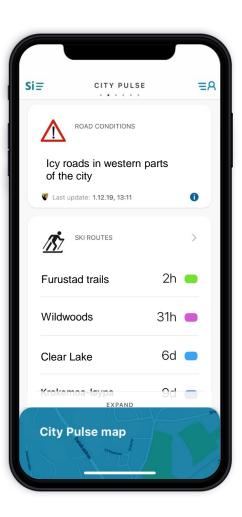
Personalized, local information based on neighborhoods and interests







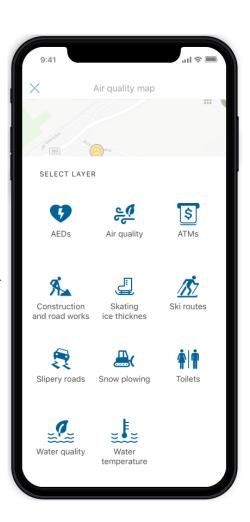
Personalized, local information based on neighborhoods and interests







Personalized, local information based on neighborhoods and interests





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Thank you!

Morten Holst Strategy director, Innocode morten@innocode.com

