



# Cherry Credentials

spring/summer 2011





- One of the first dedicated mobile erotic companies and D2C portals anywhere in the world.
- 100% self-owned & profitable every year since its launch.
- Highly respected and considered an industry leader for Mobile Erotic Entertainment.
- 8 years experience, expertise and distribution to over 40 countries worldwide with a 360° view over both on and off portal strategies.
- An industry recognized leader with Cherry Media's 'Digital Erotic Retailing©'.
- Technology and content autonomous, working with an expert partner base of industry leaders in billing, platforms, marketing and content.
- Multi-award winners, passionate and highly specialized.



## Digital Erotic Retailing©

For new or existing portals, with or without our content

## Content Licensing

Revenue Share or Fixed Rate

## Outsourced Adult Expertise

Utilise Cherry's expertise & experience to start or advance your mobile erotic business



# Cherry's multi-award winning portfolio

## Value Add Adult Services

Live chat, affiliate marketing, affiliate programs, platforms and more – 'Cherry-picked' from the best

## VOD / Broadcast

Exclusive movies, specifically designed for mobile with full back-end delivery to any smartphone

## Adult Applications

From App concepts, designs and development to full monetisation, marketing and business strategies



## MOBILE EROTIC HISTORY IN THE MAKING



### INDUSTRY

2003

Cherry is one of the world's **1<sup>st</sup>** adult mobile internet sites

Today over 30 million users browse the mobile web (70% is off-portal predominated by adult content)

2004

Cherry is the **1<sup>st</sup>** mobile erotic company to address delegates at the FT World Communications Conference

Today no less than 10-15 mobile communication conferences, held annually include adult as a component

2005

Cherry launches one of the world's **1<sup>st</sup>** adult mobile wholesale services B2B

Today 1000's of aggregators, producers, actors & developers create and distribute adult content for mobiles

2006

Cherry wins the **1<sup>st</sup>** 'Best adult Company' award of it's kind recognising adult as a part of mainstream mobile entertainment

Today most mobile industry awards include an adult category. Cherry has no less than 12 to its name.



### INDUSTRY

2007

Cherry publically asserts its concerns about the industry's focus on adult brands as being contrary to consumer desires

By Nov 2008, Juniper's Mobile Adult Report confirms this assertion and leading mobile search engine results reveal that virtually no brands feature in the top 100 search terms

2008

Cherry launches its acclaimed Erotic Digital Retailing Strategies©

Today the term, 'Digital Retailing' is common terminology used across all spectrums of mobile entertainment

2009

Cherry remains true to its original values that GIRLS & GENRES are what drive adult mobile conversions and ARPU

By 2009, most European Tier 1 Operators have re-designed their adult portal homepages to focus on genres

2010

Cherry reiterates the same theories for Erotic Apps as it did for Mobile Web. Immersion, Experience and Innovation in order to monetise effectively

The majority of Erotic Apps focus on galleries and are proving it to be hard to monetise or convert.

Cherry remains at the forefront of driving the mobile erotic industry forward



Generate  
**higher revenues** and  
improved **margins**  
with **less resources**  
and **content**

Cherry Media's Digital Erotic Retailing© is a collection of exclusive mobile erotic strategies for the presentation and promotion of our content and proven to increase purchase conversion rates **by up to 30%** over standard mobile site layouts.



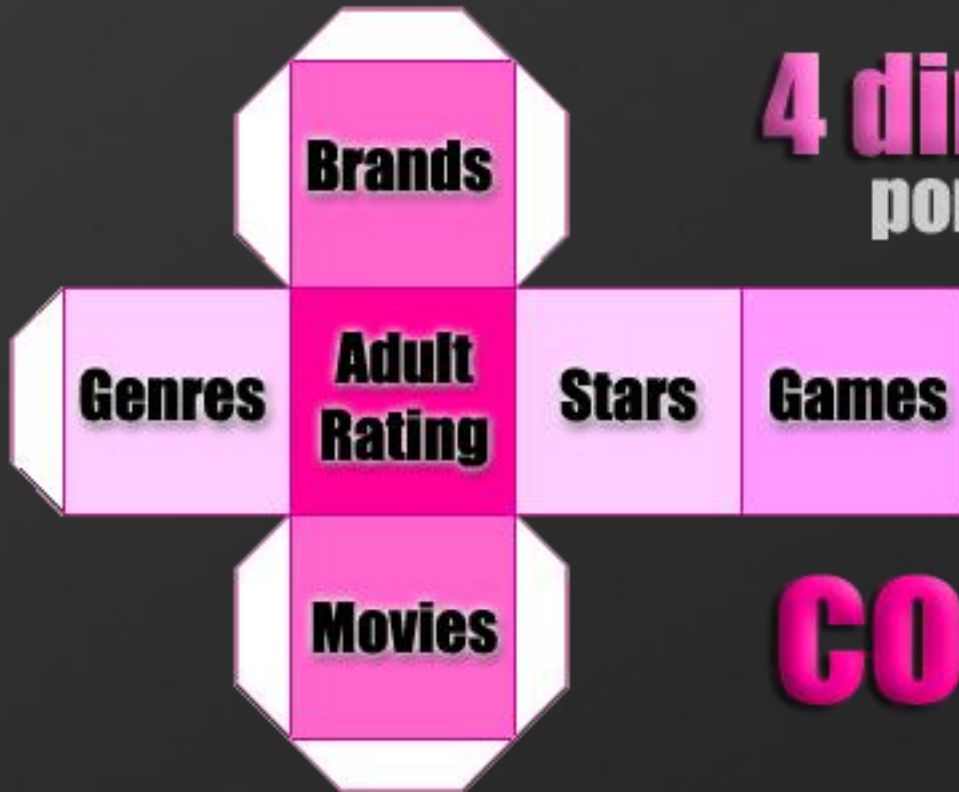
Cherry Media has proven better ROI and margins for its partners by:

- keeping internal resources to a minimum
- creating value in each piece of content as a compelling individual purchase
- increasing conversion rates and ARPU by incorporating consumer CONTEXT and immersive FANTASIES into our deliveries





- ❖ Revenue increase of 20% in the first week, when our content replaced a big adult brand on-deck.
- ❖ Revenue increase of 400% in just 3 months for an Australian D2C, when we delivered targeted content and TV marketing materials.
- ❖ A 60% conversation rate for a UK D2C partner, when we designed their portal, structure & navigation in 2006.
- ❖ 10,000€ in additional customer spend in the 1<sup>st</sup> month for a UK operator, when we identified a lacking consumer driven category.
- ❖ 300% immediate channel revenue increase for a strategic d2c partner, when we swapped their existing category content for ours.



**4 dimensional**  
portfolio

but all with  
**consumer**  
focus



Delivered in Cherry's  
**12 globally strategic**  
 grading levels  
 but up to  
**32 levels**  
 in our extended portfolio

<b>G.1</b> SOFT	<ul style="list-style-type: none"> <li>Single female</li> <li>No nudity</li> <li>No sexually suggestive touching or gestures</li> <li>No visibility of public hair, genitalia, nipples or visible erections</li> <li>No lips or objects in the mouth</li> <li>No G-sucking</li> </ul>	
<b>G.2</b> MEDIUM	<ul style="list-style-type: none"> <li>Single model or two or more girls</li> <li>Limited accurately suggestive touching, position or figures in the mouth</li> <li>No visibility of public hair, genitalia, nipples or objects</li> <li>Can include full rear view with G-sucking</li> <li>Can be exposed as long as breasts are in no way visible (rear shots only)</li> </ul>	
<b>G.3</b> HOT	<ul style="list-style-type: none"> <li>Single model or two or more girls</li> <li>Suggestive touching allowed. Figures can be in the mouth</li> <li>No visibility of public hair, genitalia, nipples or objects</li> <li>Can be exposed as long as breasts are in no way visible (rear shots only)</li> </ul>	
<b>T.1</b> SOFT	<ul style="list-style-type: none"> <li>Single Topless Models</li> <li>No sexually suggestive touching</li> <li>No visibility of public hair or genitalia</li> <li>No objects in empty sexual activity</li> <li>No G-sucking</li> </ul>	
<b>T.2</b> MEDIUM	<ul style="list-style-type: none"> <li>Single model or two or more girls</li> <li>No sexually suggestive touching</li> <li>Limited accurately suggestive touching</li> <li>Not head to breast, finger in mouth but no kissing/licking of breasts</li> <li>No objects in empty sexual activity</li> </ul>	
<b>T.3</b> HOT	<ul style="list-style-type: none"> <li>Single model or two or more girls</li> <li>No visibility of public hair or genitalia</li> <li>Can include kissing or sexually suggestive touching of themselves or each other. Can include full rear view</li> <li>No use of objects in empty sexual activity</li> <li>No touching that implies masturbation</li> </ul>	
<b>N.1</b> SOFT	<ul style="list-style-type: none"> <li>Single Model. Fully nude, rear or front views</li> <li>Public areas can be visible, but no view of inner lips</li> <li>Limited sexual touching of breasts</li> <li>No touching of genitalia</li> <li>No use of objects or fingers in mouth</li> </ul>	
<b>N.2</b> MEDIUM	<ul style="list-style-type: none"> <li>Single model or two or more girls</li> <li>Fully nude, rear or front views</li> <li>Public areas and inner lips can be seen, but not close up</li> <li>No pulling apart of lips or open legs</li> <li>No anus can be visible</li> <li>No penetration or facial expressions of penetration</li> </ul>	
<b>N.3</b> OPEN LEGS	<ul style="list-style-type: none"> <li>Single model. Fully nude, rear or front views</li> <li>Close up of genitalia allowed</li> <li>Legs, buttocks can be pulled apart</li> <li>Anus can be visible</li> <li>No penetration or facial expressions of penetration</li> </ul>	
<b>H.1</b> SIMULATED	<ul style="list-style-type: none"> <li>Single model, two or more girls, male and female</li> <li>Impaled penetration only (includes oral and anal) with penis, objects or tongue</li> <li>No male genitalia visible</li> <li>Penis, anus or female genitalia allowed if penetration not visible</li> <li>No ejaculation or bodily fluids visible</li> </ul>	
<b>H.2</b> NORMAL	<ul style="list-style-type: none"> <li>Single model, two or more girls, male and female, group</li> <li>Limbs, breasts, orgy, anal, double penetration all allowed</li> <li>Felch, S&amp;M allowed</li> <li>Ejaculation or bodily fluids can be visible</li> <li>No violence, animals or children (includes leons that appear under III)</li> </ul>	
<b>H.3</b> GAY	<ul style="list-style-type: none"> <li>Two or more male models</li> <li>Orgy, anal, double penetration all allowed</li> <li>Felch, S&amp;M allowed</li> <li>Ejaculation or bodily fluids can be visible</li> <li>No violence, animals or children (includes leons that appear under III)</li> </ul>	



Cherry has access to over

**5,000** models

**17,500** video scenes

**over 2,000,000** images

nearly **400** full-length movies

**350** niche categories

and **85** website brands

**PLUS**

a database  
of over

**120**

specialist  
erotic

producers



Cherry Media has continued to demonstrate its pre-eminence within the mobile adult sector, delivering high quality D2C and B2B services and products and maintaining high subscriber conversion rates...generating high monthly spend and exhibiting strong customer retention levels”



DR. WINDSOR HOLDEN, PRINCIPAL ANALYST, JUNIPER RESEARCH

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“Julia Dimambro was a pioneer in the business of mobile adult entertainment and Cherry Media remains one of the few companies focused exclusively on delivering quality adult entertainment on mobile phones.”



FINANCIAL TIMES



“Mobile Porn is not driving mobile content as it did VHS and Net. It is a force and has a charming, forward-thinking proponent in Dimambro. Cherrysauce has emerged as the major player in the sector.



TOP 50 MOBILE ENTERTAINMENT EXECS, ME MAGAZINE

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“This most high profile of adult companies won the prize at the first ME awards and is back on top again. It’s well deserved. Cherry boss Julia Dimambro is a charming flag-waver for responsible adult content, while never shying away from the onanistic ‘truth’ of her product. Cherry Media continues to thrive.”



ME AWARDS



“Julia Dimambro is one of the most recognisable faces in the business. Not just because she’s a female running an adult mobile company and a frequent conference panelist, but because she’s a deep thinker with a genuine passion for the mobile medium”.



TOP WOMEN IN MOBILE, ME MAGAZINE

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“Cherry makes my work easier, it’s as simple as that. The deliveries not only arrive on time and on spec, but are organised and presented in a way that saves me so much time and so many internal resources. Their account management is impressive.”



André Stern, Director Content & Products  
Adult Entertainment, Fox Mobile Group



Cherry Media has demonstrated a very professional service in both the quality of their content and execution of their deliveries. This has resulted in faster launches and impressive download performance of their products.



Neil McCormack, Senior Production Assistant, MoMac UK Ltd

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“Cherry Media’s professionalism and excellent standard of both product and delivery service has resulted in them becoming a primary provider for us for our adult operator relationships.”



Juan Claudio López Infante, Project Manager, Mzzo Group.



- ME AWARD WINNERS - BEST ADULT COMPANY :: 2006, 2009
- 50 MOST INFLUENTIAL EXECS IN MOBILE ENTERTAINMENT :: 2005, 2006, 2007, 2009
- TOP 50 WOMEN IN MOBILE CONTENT :: 2008, 2009, 2010
- GOLD WINNER MOBILE ADULT CONTENT :: VISIONGAIN MOBILE ENTERTAINMENT AWARDS 2008
- GOLD WINNER MOBILE ADULT SERVICES :: JUNIPER FUTURE MOBILE AWARDS 2008
- SILVER WINNER MOBILE ADULT SERVICES :: JUNIPER FUTURE MOBILE AWARDS 2009
- ME AWARD FINALISTS - 2006, 2007, 2008, 2009, 2010