



# ADV PRODIGY

PRODUCTIONS & COMMUNICATION GROUP  
LISTED ON THE BULGARIAN STOCK EXCHANGE - SOFIA

INVESTORS MONTHLY INFORMATION BULLETIN #7

19 MARCH 2010 YEAR

## ADVPRODIGY Head Office

68, Ing. Ivan Ivanov  
4th Floor, 14 Ap.  
Sofia, 1303 Bulgaria  
T +359 29141620  
+359 29141621  
F +359 29141622  
W [www.advprodigy.com](http://www.advprodigy.com)

## Greek Branch

A Loukianou 2 Str.  
Metamorfosi, 14451  
Athens, Greece  
T +30 210 285 0750  
F +30 210 284 0535

## Management

**Asikis Nikos**  
CEO

**Giannis Athanasiou**  
Deputy General Manager

**Vaharidi Lilian**  
Group Trade Manager  
South East Europe

**Blagoeva Petya**  
Trade Manager

**Ivanova Stoyana**  
Specialist Marketing & Advertising

## Shareholder information

Advertising Prodigy AD is a public company listed in the Bulgarian Stock Exchange Sofia, on the Segment "A". (AR1)

## Investor Relations Contact

**Mihail Todorov Vasilev**  
Investors Relation Director

T +359 29621484  
E [ir@advprodigy.com](mailto:ir@advprodigy.com)

## Press Office

**Civitas Global Ketchum**  
**Yoanna Prodanova**  
T +359 24898042  
E [y.prodanova@civitasglobal.bg](mailto:y.prodanova@civitasglobal.bg)

## ANNOUNCEMENT OF THE CONSOLIDATED FINANCIAL RESULT OF THE COMPANY FOR THE FOURTH QUARTER OF 2009

According to the Interim Consolidated Financial Report of the Company as of 31.12.2009, the financial results of the Company as of 31.12.2009 is a profit of BGN 2 240 000.00.

The total amount of assets BGN 4 668 000.00 is consisted mainly of short term receivables BGN 1 404 000.00, short term financial assets BGN 2 340 000.00 and money resources BGN 789 000.00.

As of 31.12.2009 ADVERTISING PRODIGY AD has marked total consolidated income at the amount of BGN 4 274 000.00. About the half of that revenue is operational – services BGN 2 099 000.00. The other half BGN 2 164 000.00 are generated financial income – revaluation of financial assets.

## STOCK PRICE FLUCTUATION

The market value of the shares at the moment is 4.60 BGN and the capitalization is BGN 3 261 600.00 (last trading date 03.12.2009).

## OTHER INFORMATION

On 8th of February 2010, a new Investor Relation Director has been appointed – Mihail Vasilev, with the following contacts:

Sofia 1407, 32A Cherni Vrah blvd, fl.1  
Phone: +359 2 962 14 84  
Fax: +359 2 962 44 74  
e-mail: [ir@advprodigy.com](mailto:ir@advprodigy.com)

On its meeting the Board of Directors of ADVERTISING PRODIGY AD, adopted a Good Corporate governance Programme and Corporate Calendar 2010.

Documents are consistent with the regulations of the National Code of Good Corporate Governance and strengthens the company's liability to investors, and the desire for open and reliable communication with them.

## ACTIVITIES IN BULGARIA

ADVERTISING PRODIGY AD implemented a promotion for a large petrol company in Varna with amazing success. The result was a 300% increase in the participation rate of consumers in the promotion (21.2% participation compared to the standard 7% which is the maximum achieved by most promotions). This led to an incredible 61% of those who played the ©Barcode Game™ actually buying gas, using their unique ©Barcode Game™ coupon voucher.

Every second customer, who visited the petrol company in order to check his unique barcode, also used the services and products of the petrol company and refueled his car.

The participation and the sales were monitored real time with the use of the tailor made online ©Barcode Game™ application. The clients' marketing department had the ability to constantly observe the effectiveness of the promotion and the actual related sales, per store, per second.

Mr. Nikos Asikis, Executive Director of ADVERTISING PRODIGY AD said that "The final results of this promotion are very impressive. ADVERTISING PRODIGY'S ©Barcode Game™ can guarantee a 100% return on investments and achieve amazing sales results for a wide range of consumer products and services!".