

What is the Green Banana Guide?

- Spain's Leading Discount Card
 - The perfect Marketing Tool
 - Low Risk Advertising
 - A Unique way that you can Monitor the Results Yourself
 - Access to over 4,000,000 Tourists per year



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What is Included in the Green Banana Guide?

- Credit Card style discount membership card valid per group
 - Resort magazines listing outlets offering exclusive discounts
- Application for all Smartphones including Resort Info, Maps, Day Deals etc
- Entry in to the Green Banana webpage with Interactive map location
 - Promotion via Green Banana Facebook pages
- Additional Newspaper Advertising via collaborated businesses
- Link to www.cuestiondeocio.com, our Spanish Collaborator, providing access to Spanish Residents & Tourists

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Benefits of the Green Banana Guide?

- 100% of magazines are distributed directly into the hand of the tourist.
- Clients keep the magazine and refer to it on a daily basis to get the savings from the card.
- Businesses can see the results of their advertising by monitoring the amount of cards they receive in their shop, bar, restaurant etc.
- Product is used by a very large number of holiday makers and residents in a concentrated area.



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Destinations & Growth



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2003 = Tenerife

2007 = Lanzarote

2010 = Benidorm

2006 = Gran Canaria

2008 = Fuerteventura

2011 = Salou, Costa del Sol & Marbella

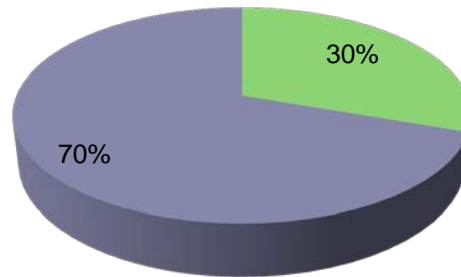


Distribution of Green Banana Guide?



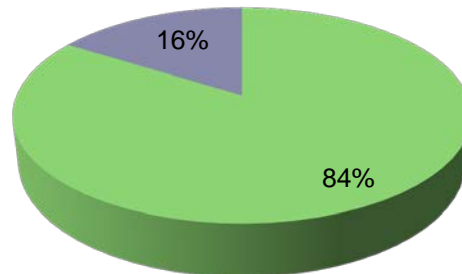
2010 Tenerife Arrivals 4,707,782

■ British Market = 1,430,413 ■ Other Markets = 3,277,369



2010 British Arrivals 1,430,413

■ Green Banana Distribution ■ Not Receiving GB at Airport



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Who Distributes the Green Banana Guide?

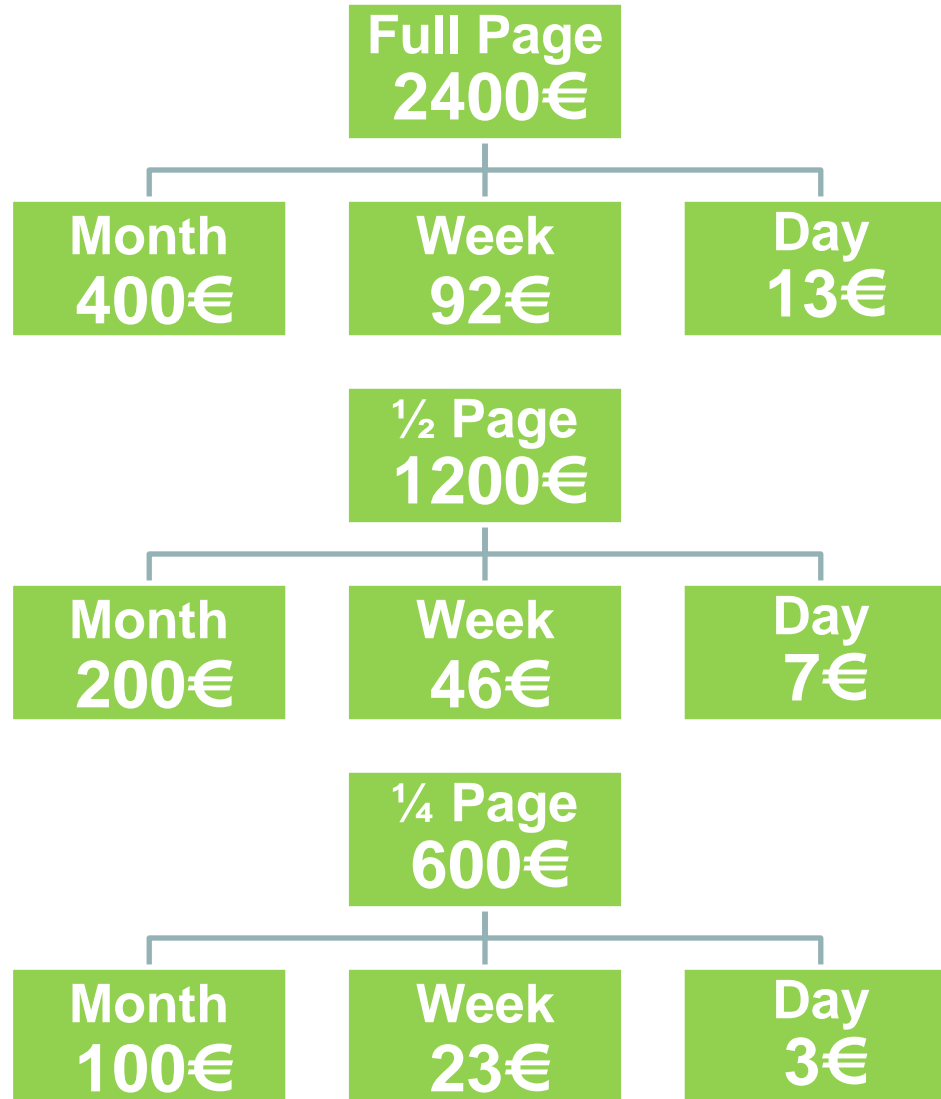
- 1 • Tour Operators - Thomson/TUI/First Choice
- 2 • Excursion Shops & Outlets
- 3 • Club La Costa
- 4 • Eze Group
- 5 • Diamond Resorts
- 6 • Club Class Concierge
- 7 • Silverpoint
- 8 • Viajes Urbis



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Price Breakdown



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Price Breakdown 1/2 Page Average 50€

1/2 Page = 1,200€ for 6 months

If you receive 3 cards per week

Average spend = 50€

Costs Recovered within 2 Months

Over 6 Months Generate 3,900€

1/2 Page = 1,200€ for 6 months

If you receive 7 cards per week

Average spend = 50€

Costs Recovered within 3 Weeks

Over 6 Months Generate 9,100€

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Price Breakdown Full Page Average 50€

Full Page = 2,400€ for 6 months

If you receive 4 cards per week

Average spend = 50€

Costs Recovered within 2³/₄ Months

Over 6 Months Generate 5,200€

Full Page = 2,400 € for 6 months

If you receive 7 cards per week

Average spend = 50€

Costs Recovered within 1 1/2 Months

Over 6 Months Generate 9,100€

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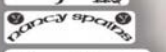
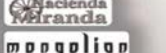
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Examples of Advertisers - Tenerife



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**GREEN BANANA MARKETING
IN COLLABORATION WITH
OUR EXHIBITORS IN THE
SOUTH OF TENERIFE**

smartphone

DOWNLOAD YOUR FREE GREEN BANANA APP
for all Smartphones
Start saving immediately on your next bill guaranteed!!

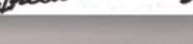
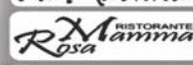
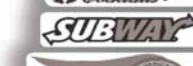
YOUR SMARTPHONE JUST BECAME EVEN SMARTER

DOWNLOAD NOW!
Type in to your smartphone browser:
appstudiom.telia.se/2792/tenerife

MAKE YOUR HOLIDAY MONEY STRETCH FURTHER

Download free for a promotional period only

www.greenbananaguide.com



GREEN BANANA ALSO WELCOMES A NEW COLLABORATION WITH



Examples of Discount Cards



<p>green banana guide more fun - less money</p> <p>www.greenbananaguide.com valid until March 2012 Important: Present your card BEFORE asking for the bill</p>	<p>Visit www.greenbananaguide.com to purchase the Green Banana Card</p> <p>Now available in Tenerife - Gran Canaria - Lanzarote - Fuerteventura - Benidorm - Salou - Costa del Sol</p> <p>More fun - Less money</p> <p>This card is for promotional use only & not for re-sale</p>	<p>green banana guide more fun - less money</p> <p>more fun less money</p> <p>www.greenbananaguide.com valid until _____ Important: Present your card BEFORE asking for the bill</p>
<p>green banana guide more fun - less money</p> <p>www.greenbananaguide.com membership card Important: Present your card BEFORE asking for the bill</p>	<p>For Cheap international calls phone the number below and follow the simple instructions.</p> <p>902 88 24 07</p> <p>Do not insert this card in the phone box.</p> <p><small>When calling a UK number please use the international dialling code of 0044 and omit the first '0' of the area number you are calling. e.g. 0121 222 3333 will become 0044 121 222 333 followed by the # key.</small></p> <p>www.greenbananaguide.com</p>	<p>green banana guide more fun - less money</p> <p>I'm lovin' it</p> <p>www.greenbananaguide.com membership card valid until 31st dec. 2009 Important: Present your card BEFORE asking for the bill</p>
<p>green banana guide more fun - less money</p> <p>www.greenbananaguide.com membership card expiry date _____ Important: Present your card BEFORE asking for the bill</p>	<p>For Cheap international calls phone the number below and follow the simple instructions</p> <p>902 88 74 88</p> <p>DO NOT INSERT THIS CARD IN THE PHONE BOX</p> <p>when calling a UK number please use the international dialling code of 0044 and omit the first '0' of the area number you are calling. e.g. 0121 222 3333 will become 0044 121 222 333 followed by the # key.</p> <p>firstchoice.co.uk</p>	<p>green banana guide more fun - less money</p> <p>www.greenbananaguide.com membership card expiry date _____ Important: Present your card BEFORE asking for the bill</p>
<p>green banana guide more fun - less money</p> <p>www.greenbananaguide.com membership card valid until 31st July 2009 Important: Present your card BEFORE asking for the bill</p>	<p>RESERVATIONS 0034 922 716 696 Email: reservas@sandandseas.es www.lagosdefanabe.com</p> <p>www.greenbananaguide.com</p>	<p>green banana guide more fun - less money</p> <p>www.greenbananaguide.com membership card valid until 31st July 2009 Important: Present your card BEFORE asking for the bill</p>
<p>green banana guide more fun - less money</p> <p>www.greenbananaguide.com membership card valid until Dec 2011 Important: Present your card BEFORE asking for the bill</p>	<p>CLUB LA COSTA RESORTS & HOTELS</p> <p>www.greenbananaguide.com</p>	<p>green banana guide more fun - less money</p> <p>www.greenbananaguide.com membership card valid until Dec. 1st. 2008</p>

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