



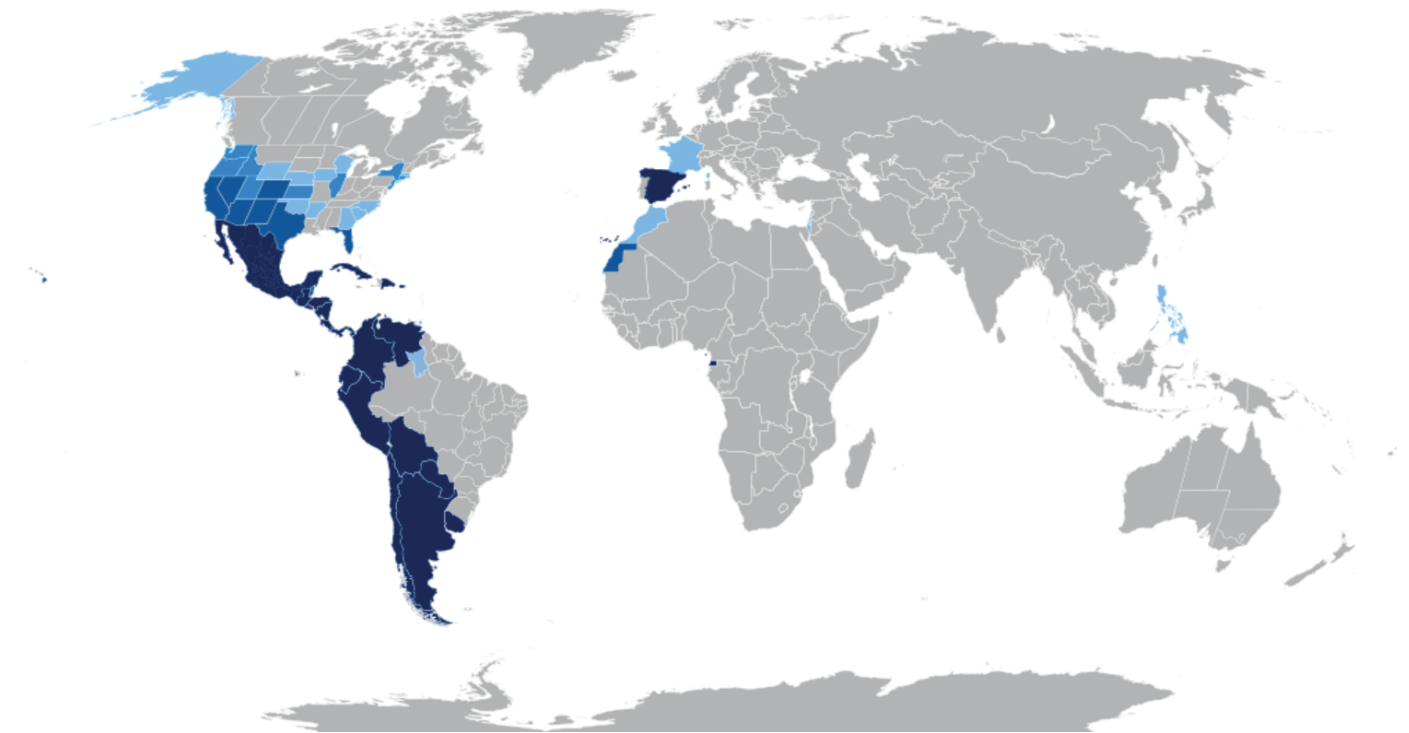
Reach Spanish-speaking audiences



## **WHO WE REACH**

Microcaps.es is the only online portal where Spanish-speaking microinvestors can read in Spanish the latest news and updates international microcaps publish on their websites. Through digital marketing strategies, our goal is to rank first on Google when microinvestors search for information on microcaps in Spanish.

In this regard, it should be noted that the Spanish language is not only spoken in Spain but in more than 20 countries around the world. Therefore, our target market is any country where Spanish has a prominent role.




### **GEOGRAPHICAL DISTRIBUTION OF THE SPANISH LANGUAGE:**

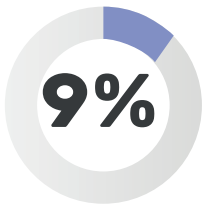


-  Official or co-official language.
-  Unofficial, but spoken by more than 25% of the population.

## SPANISH IN THE WORLD

# 591 MILLION

-  493 million (native language)
-  74 million (second language)
-  24 million (students)



of the world's  
GDP



in use within  
the UN system



in the European  
Union



most powerful  
language

## 2°

### NATIVE LANGUAGE\*

1

Mandarin  
Chinese

2

Spanish

## 3°

### SPOKEN LANGUAGE\*

1

Mandarin  
Chinese

2

English

3

Spanish

\* El Español : Una Lengua Viva by Instituto Cervantes (Report 2021).



## SPANISH IN THE USA

# 2021 - 2060

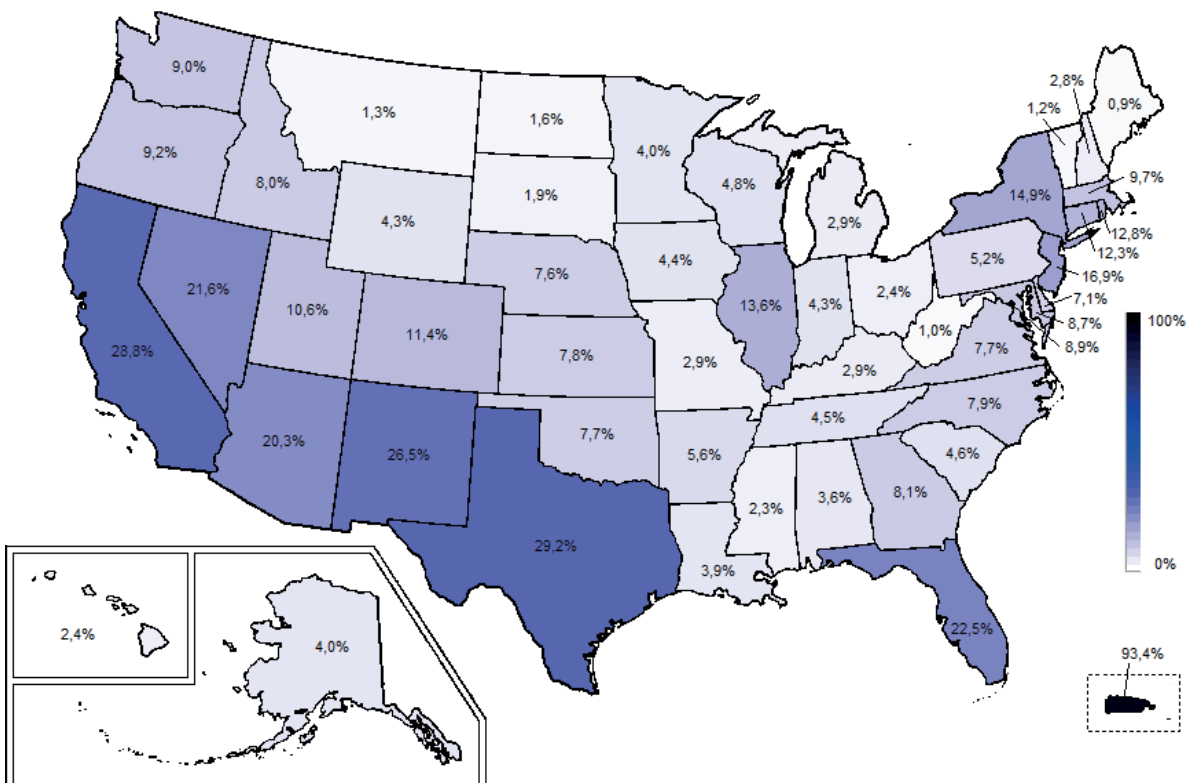
By 2060, the United States will become the second most numerous Spanish-speaking country after Mexico. 27.5% of the U.S. population will be Hispanic.

## DID YOU KNOW?

If the Hispanic community in the United States were an independent country, it would be the world's eight largest economy, ahead of Spain.

### SPANISH-SPEAKING STATES:

California (26.7%), Texas (25.8%)  
 Nuevo Mexico (24.8%), Florida (19.6%)  
 Nevada (18.5%), Arizona (17.9%), ...



# SPANISH ON THE INTERNET AND PLATFORMS

## 2° ON DIGITAL PLATFORMS

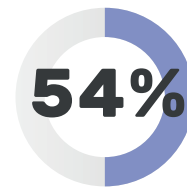
According to the latest report by the Instituto Cervantes, Spanish is the second-most-widely used language on major social networks and platforms such as Facebook, Instagram, YouTube, Netflix, LinkedIn, Wikipedia, and Twitter.

## 3° ON THE INTERNET

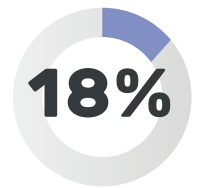
- 25% English (1,186,451,052)
- 19,4% Chinese (888,453,068)
- 7,9% Spanish (363,686,593)
- 46,7% Others (2,143,600,000)

Source: Internet World Stats  
(February 2, 2021)

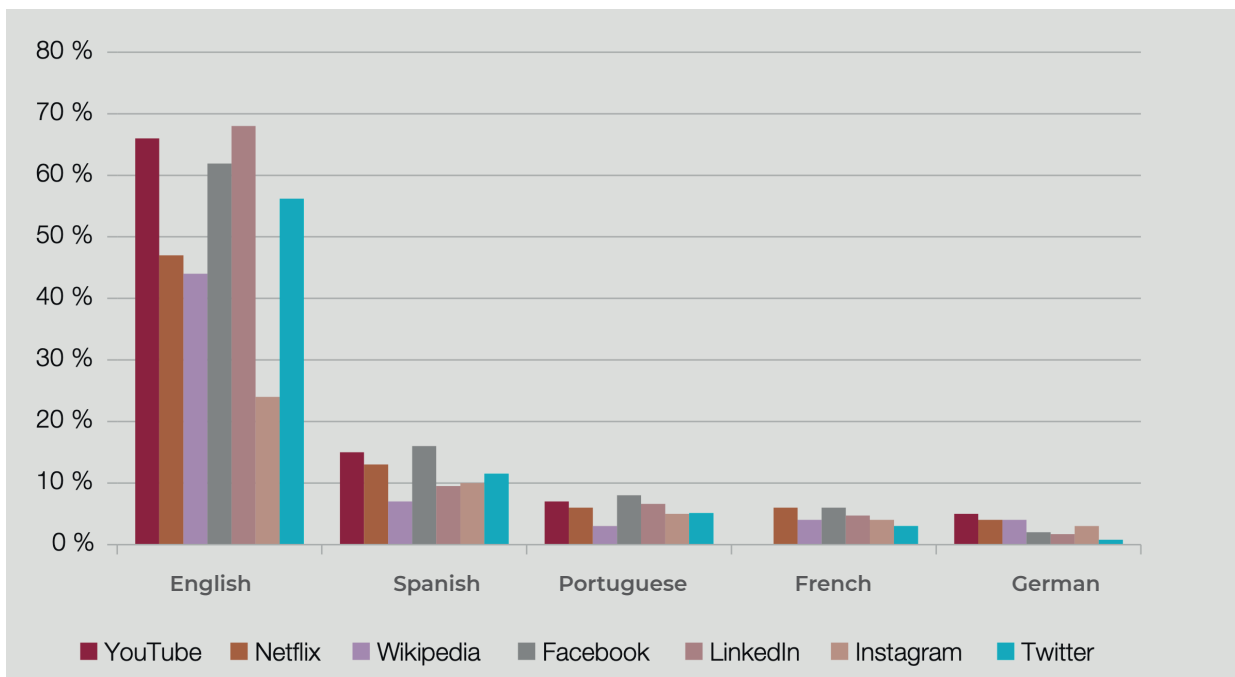
### SPANISH-SPEAKING USERS SPEND \$21.6 BILLION ONLINE



uses Facebook  
daily



uses Twitter  
daily



Source: Twinword Inc. (s. a.), Wikipedia (2021), Facebook (2021), LinkedIn (2021), OIF (2019), GNIP (2017).



# **BARRIERS TO MICRO-INVESTING**

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## **INEXPERIENCE**

Over 90% of micro-investors have little investment experience and almost zero experience in microcaps.

## **CLICKBAIT**

Most viral headlines are designed to scare investors into clicking on the article to generate advertising revenue. This sensationalist online content can have a really significant negative impact on microinvestors.

## **DETRACTORS**

Forums are full of company worshipers or detractors, driven by the individual interest and influenced by the price of their own shares.

## **SCRAPING**

Many pages are generated from scraping and combining content from different web pages, which has a negative impact on the fair value of the companies.

## **ONLINE NOISE**

Almost everything microinvestors read for free on the Internet is 'online noise' (groundless assumptions or predictions).

## **LANGUAGE BARRIER**

Additionally, when it comes to our target, there is very little information on microcaps or microinvestments in Spanish, especially when it comes to international companies.



# **OUR PHILOSOPHY**

## **VALUE (NOT PRICE)**

We track and translate the latest news and updates from our companies, sectors and trends. We NEVER focus on the stock price.

## **INVESTMENT (NO SPECULATION)**

We do our best to help microcaps get quality investors. In this way, microcaps can get the financial help they need to fund their projects for the long-term.

## **RELIABLE SOURCES**

We do not use scraping or automation. The information always comes from the company's website, control bodies or verified reliable sources.

## **MODERATION AND RATIONALITY**

We do not repress negative opinions. However, we do not tolerate lies or any actions that show disrespect, hostility, impoliteness, or injurious speech.

## **TRAINING IN MICROCAPS**

We train our users to help them understand that investing in microcaps means:

- Funding business projects.
- Verifying the fulfillment of objectives.
- Evaluating external and internal management.
- Analyzing the creation of value in products and services.
- Identifying the opportunities for business growth and expansion.

# COMMUNITY OF MICROCAP INVESTORS

## WHAT TO EXPECT IN 2022

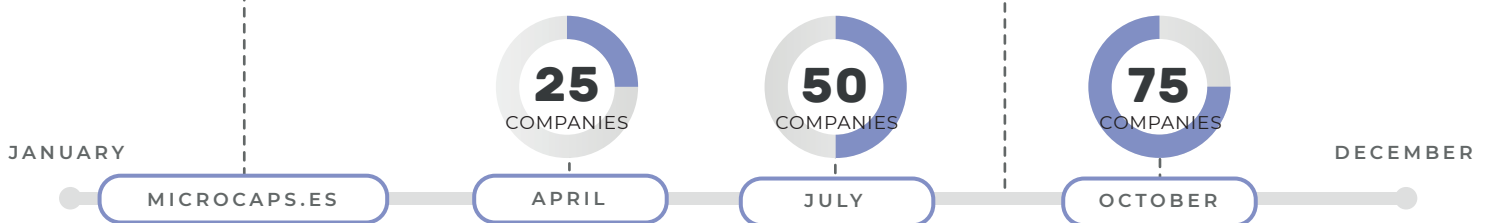
### LAUNCHING

- Web portal
- Major social networks



### TRAINING

- Guides on Microcaps
- Training courses on Microcaps
- YouTube channel (Microcaps)



### HIGHLIGHTS FOR 2021

- Analysis and design of objectives and targets.
- Creation of the corporate identity for Microcaps.es
- Trademark registration for MICROCAPS in Spain under multiple categories: advertising, training, web portals, and financial advice.
- Web portal development.
- Development of SEO, CRO, SMM and SEM strategies.



### OBJECTIVES FOR 2023

- ➔ 5,000 registered users.
- ➔ 15,000 followers on social networks.
- ➔ 100 microcaps on the website.
- ➔ Publication of the first book on Microcaps in Spanish.





## ONLINE ADVERTISING

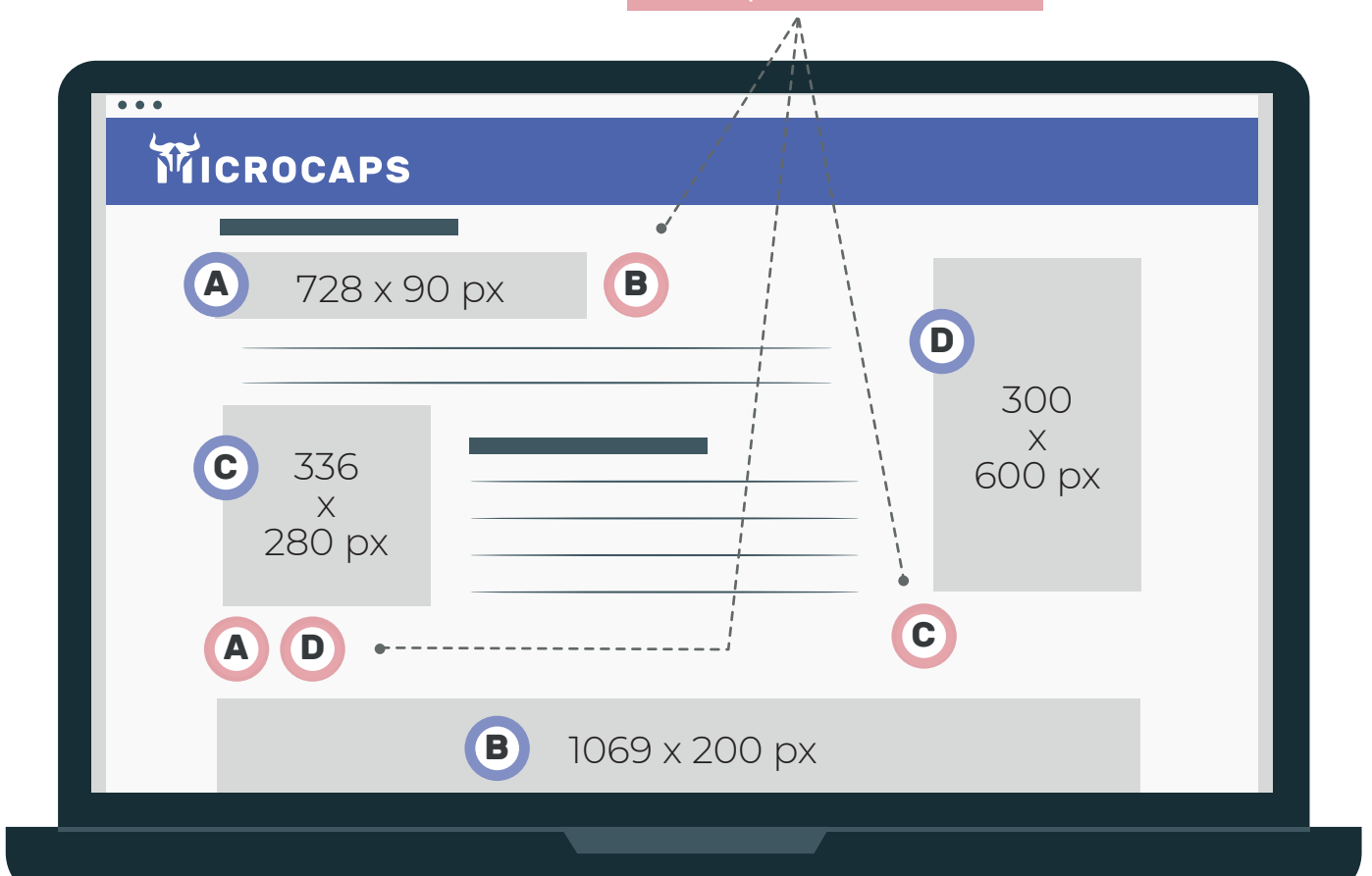
DIMENSIONS (PX)	HOME	WEB PAGES (NOT HOME)
<b>A</b> 728 x 90 px	\$85/Month	\$65/Month
<b>B</b> 1069 x 200 px	\$120/Month	\$90/Month
<b>C</b> 336 x 280 px	\$65/Month	\$45/Month
<b>D</b> 300 x 600 px	\$75/Month	\$80/Month

Monthly performance reports. Impressions and clicks broken down by:

- Day
- Month
- User
- Campaign
- Page

Format: JPEG, GIF, Animated GIF, PNG  
Size: 100K max.  
Rotation: up to 10 rotating ads per slot

Other possible locations:



# MUCH MORE THAN PROMOTION

Our online advertising service brings our clients the following advantages:

## **SOCIAL VISIBILITY**

All our content is shared on the major social networks.



## **ONLINE REPUTATION**

We monitor and moderate the content published by our users, eliminating toxic comments.

## **SMART COMMUNICATION**

With an educational training goal, we publish content to nudge our users into better habits.

## **SEO POSITIONING IN GOOGLE**

Our web portal is strategically designed to rank high on Google.

## **BUSINESS PROFILE**

We create a complete business profile on microcaps.es with detailed information on their products, services, board of directors, advisory board, partners, etc. We also translate the presentation of the company in PDF (if available).

## **UPDATED INFORMATION**

We undertake a daily tracking of the company, making the necessary modifications on the business profile to offer updated information.



## **YAGLE AGENCY**

Our digital marketing agency provides businesses with comprehensive marketing and advertising services.



