

**Valuation & Research Specialists (VRS)**  
Equity Research Team  
info@valueinvest.gr

## Gnostix [Private and Non-listed Company]

### Business Sector: Social Media Analytics & Monitoring

#### Business Profile

- Gnostix (or the Company) is a social media analytics and monitoring company based in Athens, Greece. It operates in the broader digital advertising sector.
- The Company provides the means and the tools by which businesses measure, monitor and analyze the social web in order to develop, implement and evaluate an effective social media strategy. Gnostix offers social media monitoring, marketing and strategy solutions.
- Gnostix utilizes user-friendly technological platforms and tools to produce social media analytics presented in various forms and concepts such as data findings, influencers, share of voice, trends and reporting. The Company's client uses the information generated to increase awareness about its social media profile as well as to monitor the effectiveness of marketing / advertising strategies.
- Gnostix offers its services and expertise to corporations, companies and businesses irrespectively of sector, economic size and market share. The Company's clients are businesses from the energy, education, telecom and tourism sectors among others.

#### Business Strategy

- The Company aims at delivering an intelligent and easy to interpret social media analytics service to clients. It provides knowledge on social media awareness which can be effectively comprehended by both experts and non-experts alike.
- Gnostix targets the broader digital advertising market which according to various market surveys accounts for EUR 100 million in Greece. Furthermore, according to the same sources, there are 5,000 corporations and companies that have purchased business intelligence reports over the past years in the domestic market.

#### Management Team

- **Alexandros Pappas | Managing Director** is an entrepreneur with 11 years experience in telecom projects under his belt. He has a deep knowledge of voice protocols, security and development, and has spent the last 4 years involved in different ventures with a focus on the development of innovative voice interaction services. With key skills in project management and service development, he is leading the Gnostix Team's business development.
- **Roberta Gogos | Product Design | Marketing** With close to 20 years of experience in Asia and Europe, she is responsible for Product Design and Marketing at Gnostix.
- **Despoina Charami | Online Marketing** is an online marketing expert with 6 years experience in Online Marketing and eBusiness Development. She has worked in both B2B and B2C markets worldwide.
- **Nikos Gkonos | Product Development** With 8 years of experience in software development and telecoms, he specializes in J2EE technologies and leads Gnostix's Product Development, with a focus on software implementation.
- **Athanasios Kinalis, PhD | Product Technology Consultant** conducted 7 years of research on distributed and autonomic computing. During this period he developed analytical thinking, problem solving skills and a solid and diverse theoretical background over important functional aspects of information systems.

#### Important Note:

Valuation & Research Specialists (VRS) have based the aggregate information contained in this report on Gnostix's corporate and IR website, [www.gnostix.gr](http://www.gnostix.gr). VRS have also contacted the Management for factual verifications. VRS have compiled this report solely for information purposes.

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GNOSTIX	Non-listed	Non-listed	--	20 November 2012	2, 3

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4. VRS has received compensation from the covered company for the preparation of this research report.
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### VRS Equity Research Contributors

Nicholas Georgiadis, [ngeorgiadis@valueinvest.gr](mailto:ngeorgiadis@valueinvest.gr)  
Christophoros Makrias, [cmakrias@valueinvest.gr](mailto:cmakrias@valueinvest.gr)  
Georgios A. Savvakis, [gsavvakis@valueinvest.gr](mailto:gsavvakis@valueinvest.gr)  
Maria Papadopoulou, [mpapadopoulou@valueinvest.gr](mailto:mpapadopoulou@valueinvest.gr)  
Constantina Bourelia, [cbourelia@valueinvest.gr](mailto:cbourelia@valueinvest.gr)  
Michail Rizos, [mrizos@valueinvest.gr](mailto:mrizos@valueinvest.gr)

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Dr. Efstratios Livanis  
Assistant Editor

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