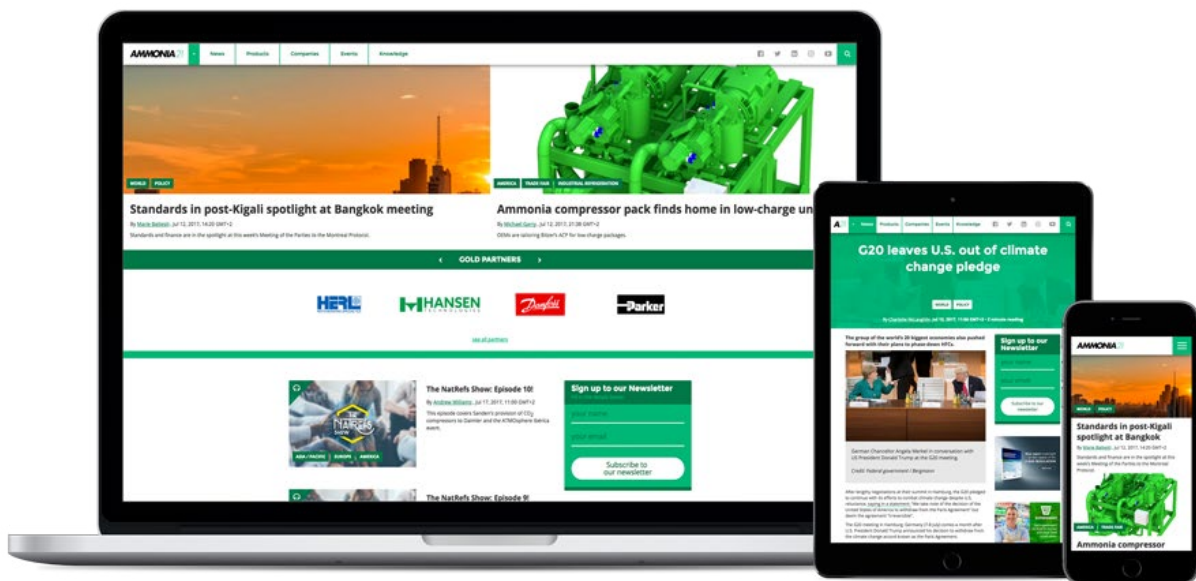


A21

OUR PARTNERSHIP PROGRAM



Ammonia21.com is the world's leading platform on the use of innovative technology using **ammonia** as a natural refrigerant. Together with its dedicated profile on social media the website generates significant awareness worldwide and visibility to news, companies, and products related to ammonia in heating and cooling applications.

MAIN PARTNERSHIP BENEFITS

A Partnership is a 12-month renewable program through which we can promote your company in the following ways:

01

Your logo on the homepage (on rotation) all the main pages of the website, and next to relevant articles

02

Product pages (1 for Bronze, 5 for Silver, unlimited for Gold partners)

03

Articles written by our journalists about your company and products

04

Trade-show and conference articles or interviews (videos possible)

05

Articles included in bi-weekly newsletter to 30,000+ subscribers worldwide

06

Social Media coverage (Twitter, LinkedIn Facebook, YouTube, Instagram, etc.)

07

Exclusive Partner Page with your company info, brochures, case studies, etc.

08

1 month free banner advertisement on homepage of website (**Gold** only)

09

Your logo in every edition of the newsletter twice per week (**Gold** only)

10

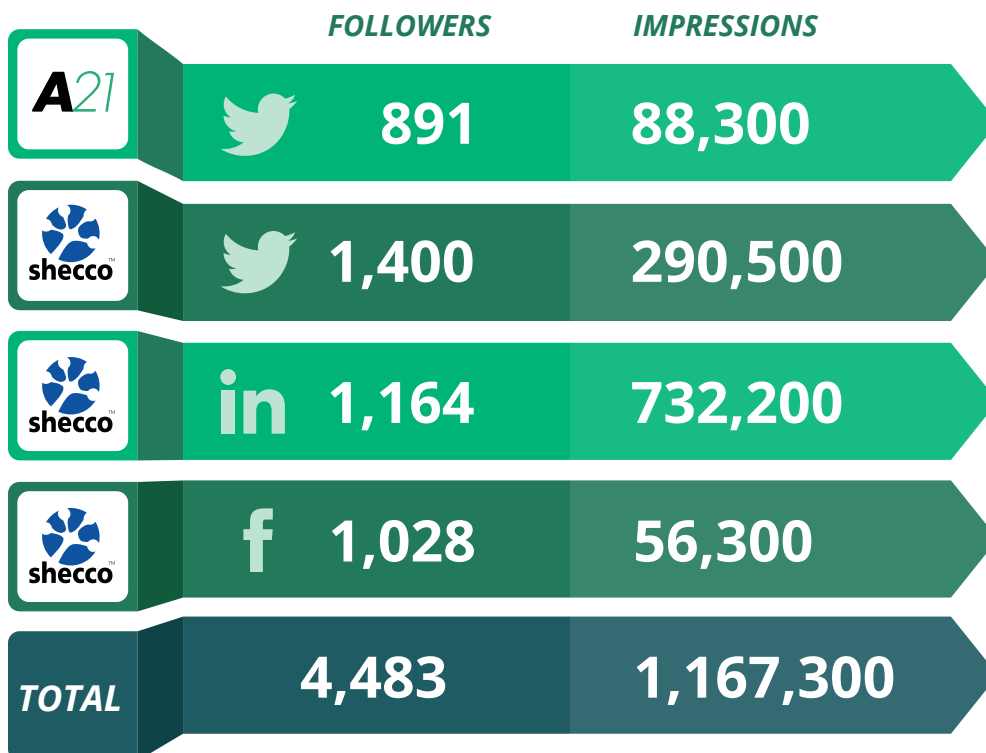
Premium access to other shecco products such as Accelerate magazines, Webinars, Podcasts etc.

SOCIAL MEDIA STATISTICS

Over 1 million impressions

Visibility for our Partners is boosted by content generated for the website's social media platforms. All articles published on the website are promoted on the dedicated Twitter account, as well as through shecco's LinkedIn and Facebook profiles. Over the past year, a clear increase in social media visibility has been achieved through this strategy.

shecco has been increasing the frequency of video interviews with Partner companies at conferences, workshops and tradeshow, which are uploaded to the dedicated YouTube channel for each website, and promoted accordingly in social media and the websites. Currently, R744.com, hydrocarbons21.com, ammonia21.com video interviews count **100,000+ unique views**, with individual videos reaching around **1,000 views**. Considering that this is a service that was launched more in the recent months and has been growing in terms of views at about **60-80%** per month, the future potential of visibility from these videos is enormous.



STATISTICS BASED ON ONE YEAR

For the one-year period (July 2016 – June 2017), the website reached 81,500 unique page views. This corresponds to a 81% increase compared to the previous year. It should be noted here that the metric of unique page views considers that same users might be refreshing or entering many times an article or section of the website, and thus does not count these multiple entries. This approach makes the metric and the statistics more reliable and realistic.

TOTAL UNIQUE PAGE VIEWS (JULY 2016 – JUNE 2017)

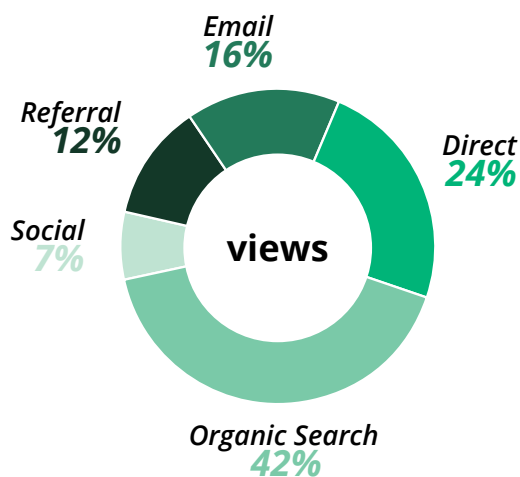


81,500
Unique Page Views

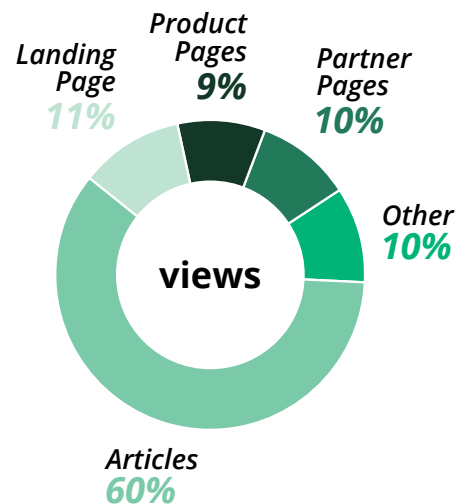


81%
Annual Growth Rate

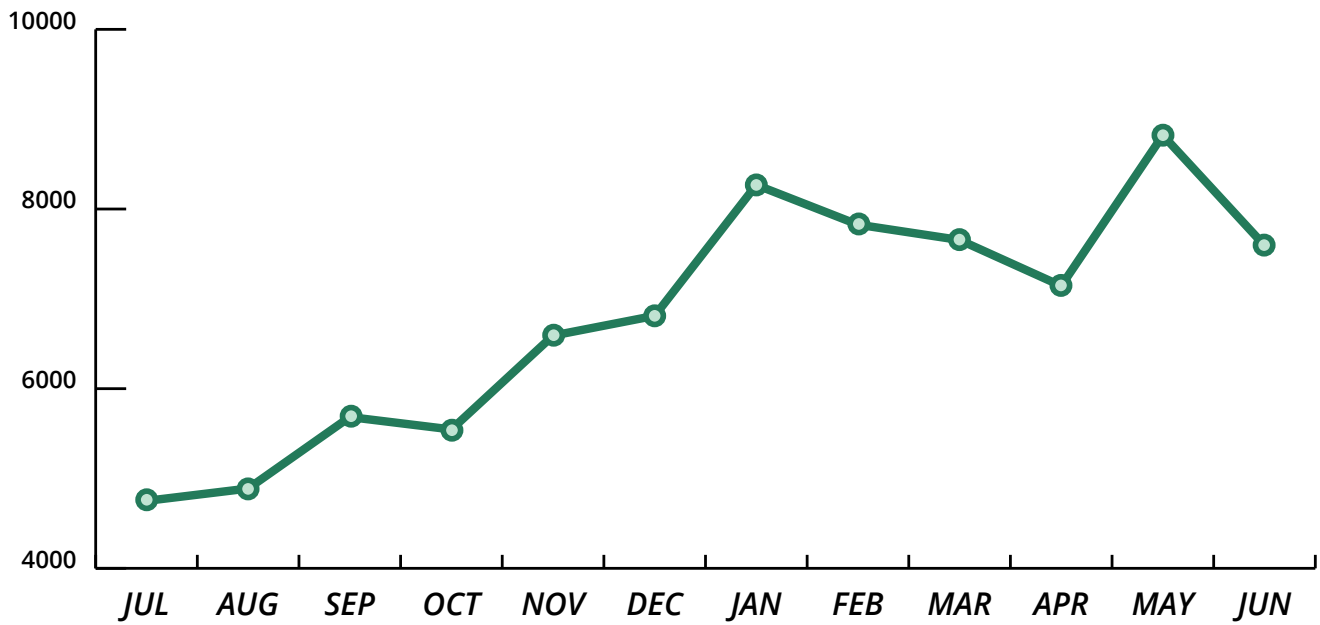
DISTRIBUTION OF UNIQUE PAGE VIEWS PER SOURCE CHANNEL



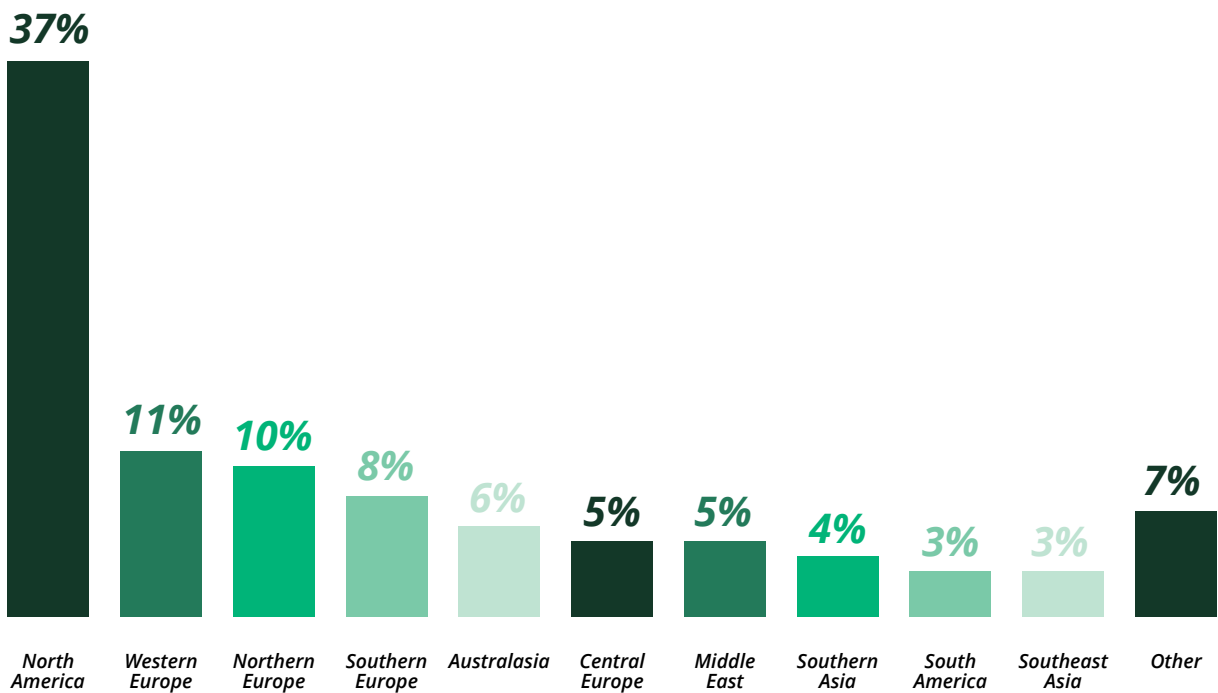
DISTRIBUTION OF UNIQUE PAGE VIEWS PER WEBSITE SECTION



EVOLUTION FOR UNIQUE PAGE VIEWS



DISTRIBUTION OF UNIQUE PAGE VIEWS PER SUB-CONTINENT



NEWSLETTER STATISTICS

104 newsletters have been distributed over the course of one year to an increasing international community of retailers, suppliers, academia and government. All articles published on the websites are sent through our bi-weekly newsletter to approximately **30,000 recipients** all over the world, working with or interested in working with natural refrigerants. The newsletter is sent twice a week every Tuesday and Thursday. Our Gold partners receive additional brand visibility via insertion of their logos in each newsletter, in the dedicated section for company logos. Total opens reached approximately a high **520,000** resulting to nearly **88,000 total clicks**. This corresponds to a click/open rate of **17%**.



520,652
Total opens



87,756
Total clicks



17%
Click/Open Rate

FAQ's

1. Who will write the articles?

Our journalists write the articles.

2. With what frequency are articles written?

This depends on the leads we receive from our Partners. If your marketing dept. is active in sending us press releases, product info, case studies, presentations and communicating with us in general, then we can frequently write articles, providing the material is interesting for our readers. We call it a Partnership for this reason.

3. On average how many trade shows do you cover in a quarter?

We attend most HVAC&R trade-shows that are relevant to natural refrigerants in Europe, America and Asia. There is no exact number, but to give you an idea we regularly attend: MCE, Chillventa, EuroShop, AHR Expo, China Refrigeration, HARFKO, FOOMA, SMTS, IAR, Gustav Lorentzen etc. and we are the organizers of the ATMOSphere global conferences.

4. Who will be interviewed?

Depending on if we have a lead that is interesting for our readers, we would interview an expert from your company either on the phone, by email or in person (which is usually a video interview).

5. What is the nature of the interview?

Interviews are usually about products, success stories, tours of production facilities or training sites. We have to evaluate the material we are working with and decide how to proceed. Here are some examples of our recent video interviews on our YouTube channels:

<https://www.youtube.com/user/R744COM>

<https://www.youtube.com/user/hydrocarbons21com>

<https://www.youtube.com/user/ammonia21com>

6. How will videos be promoted and in what format?

Video interviews are promoted on R744.com, ammonia21.com, hydrocarbons21.com, through our social media channels and in our newsletters.

BENEFITS

MAIN BENEFITS	GOLD	SILVER	BRONZE
Exclusive Partner page	Included	Included	Included
Direct sales requests button	Included	Included	Included
Logo visibility	On all relevant pages, including the homepage as first option	On all relevant pages, including the homepage on rotation	On limited pages, including the homepage on rotation
Product/ Services visibility (in articles and in product database)	Unlimited products/ services listed	5 Products/ services listed	1 Product/ service listed
Articles over 12 months	Several articles (announcement, case studies, feature products, exclusive interviews etc.)	Several articles (announcement, case studies, feature products, exclusive interviews etc.)	Announcement article, product article, case study article
Email Marketing	Company logo in every bi-weekly newsletter to more than 30,000 Subscribers, articles included in the Bi-weekly newsletter	Articles in the bi-weekly Newsletters to more than 30,000 subscribers	Articles in the bi-weekly newsletters to more than 30,000 subscribers
Banner Advertising	1 Month right hand column banner	X	X

SOME OF OUR PARTNERS (100+)



CONTACT



sales@shecco.com

In Europe
(+32) 2 230 3700

In America
+1 (347) 763-7043

In Japan & Australia
(+81) 3 4243 7095

