

**Introducing to you... Allo' Expat**

**Beginnings in 2001:** Allo' Expat was incorporated on April 4th 2001 to cater to the ever-expanding expatriate community in Malaysia and its domestic needs. In response to this demand, local professionals were recruited to provide the expatriate community with quality and trusted services ranging from immigration assistance to maid and handyman services.

**Going Online in 2002:** With a growing demand for services came a growing demand for information. Consequently, the Allo' Expat website, [www.AlloExpat.com](http://www.AlloExpat.com), was created as a "one-stop information & service centre" for expatriates living in or moving to Malaysia.

**Becoming an Online Publisher in 2004:** The success of [AlloExpat.com](http://AlloExpat.com) resulted in high website traffic and prominent exposure in search engines. As a result, [AlloExpat.com](http://AlloExpat.com) began offering advertising space to third parties who wished to reach the Allo' Expat audience.

**Going Regional in 2005:** [AlloExpat.com](http://AlloExpat.com) opened dedicated country websites and forums for the entire Asia Pacific region during 2005.

**Going Worldwide in 2006:** [AlloExpat.com](http://AlloExpat.com) continues to evolve, concurrent with the needs of the global expatriate community and now offers information on domestic needs and various tips. Allo' Expat has grown from being "one-stop" to becoming the online community for expatriates, not only in the Asia-Pacific region, but also in the Middle East, Europe, Eastern Europe, Americas, Caribbean and Africa regions.

Since then [AlloExpat.com](http://AlloExpat.com) stands as the leading Expatriate Online Portal Worldwide with on average 1,2 million visitors per month!



**Today, AlloExpat.com core offerings are:**

**For Users**

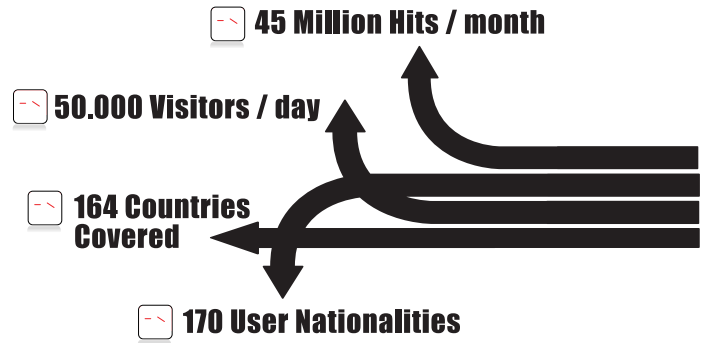
Providing valuable and practical information to help expatriates worldwide live comfortably, encompassing topics such as housing, places to eat, immigration issues, etc...

Providing online discussion forums for expatriates to share experiences, thoughts, ideas, and to meet other people, both locals and expatriates.

**For Advertisers**

Providing customized and comprehensive advertising packages to reach the worldwide expatriate audience.

Providing a more cost effective avenue of advertising as compared to other sources of advertising options.



**Website Facts and Figures**

**No.1 Website Connecting the Expatriate Community Worldwide**

- Allo' Expat receives on average 1,2 million visitors per month, with more than 5 million page views!
- Over 170 users nationalities with 164 countries covered.
- High traffic steadily multiplying each year!
- Database of more than 450,000 expat-related email addresses.

**No. 1 Discussion Forum for Expatriates Worldwide**

- More than 15,000 new posts per week and 500,000 members!
- Allo' Expat's most dynamic section.

**The "One-Stop Information Centre" for Expatriates**

- Immigration & legislation information in the Expat Tips section.
- Leisure activities & tourism information in the Leisure Tips section.
- Real estate section, with properties for sale and rent and a Classified section to buy and sell goods.
- Country dedicated information center.

**Found in leading position in Internet's main Search Engines (Google, Yahoo!, Live Search)**

- [AlloExpat.com](http://AlloExpat.com) is in 1<sup>st</sup> position for Google search results for major expatriate related keywords.
- More than 50,000 different keywords are used by search engines to list our website.

**A website that covers all of Asia-Pacific, Middle East, Europe, Eastern Europe, Americas, Caribbean and Africa on the Worldwide Web**

- Discussion forums available worldwide.
- Dedicated Country Websites worldwide.

**Large Audience & Worldwide Popularity**

[AlloExpat.com](http://AlloExpat.com) visitorship has more than tripled each year since its inception.

**40% of our visitors are loyal users** who visit us regularly to seek information or participate in our forums.

[AlloExpat.com](http://AlloExpat.com) receives an average of **1 million unique visitors per month**.

A typical visitor examines **11 distinct files** before leaving the website.

More than **500,000 forum members** in Allo' Expat Community discussion Forums all around the World.

More than **15,000 new posts** in our forums every week.

More than **60,000 Websites linking back** to [AlloExpat.com](http://AlloExpat.com) from all around the World.



## Why Advertise with Allo' Expat

### We Reach the Expatriate Audience Everyday all over the World!

Launched in 2001, AlloExpat.com has become today the leading worldwide expatriate website on the internet.

### Our Worldwide Presence

Reach the Expatriate community through Allo' Expat Country websites & communities throughout the five continents. With over 170 users nationalities, 164 countries covered – We help Connecting the Expat World. Benefit from all our country dedicated pages & sections for a better targeted exposure.

### Always at the core of the Expatriate Lifestyle

As the leading expatriate one-stop information centre, AlloExpat.com is also the meeting point between the expat communities and the professional expatriate service providers. Our website is specially designed to constantly update our audience with your latest offerings.

### Benefits from AlloExpat.com Leading position

Expatriates browsing AlloExpat.com benefit from our large amount of useful information in their daily expatriate life. It gives them the opportunity to preview goods and latest offerings from various service providers.

As our website is free and accessible to any visitor around the world, our exposure is much larger than any other expatriate related magazines & websites. Whereas magazines are only available at certain places and times, our website is accessible worldwide 24 hours per day. When most of the well known magazines are running a distribution of 10k to 20k per month, that is what AlloExpat.com achieves in a day.....



Planning your Marketing and promotional campaign through AlloExpat.com has proven to be both efficient and cost-effective compared to any other expatriate related websites and magazines:

**Large Audience:** Leading expatriate portal website with more than 5 million page views and 1 million unique visitors a month on an average basis.

**Cost Effectiveness:** Low cost, permanent and effective results. Larger expatriate audience than any expatriate magazine around the world.

**Accuracy:** Target your business to all expatriates worldwide or to local expatriate communities with detailed feedback and precise statistics.

**Service Oriented:** Direct business referrals and recommendations (Expat Best section) from us when our clients enquire about your products and services.

**More Flexibility:** Advertisement design can easily be changed or updated & you can start advertising whenever it is suitable for you.

**Instant Access:** Your advertisement is virtually accessible 365 days/year, 24/7.

**Mix Marketing:** Your target can easily check for additional information from your website.

## AlloExpat.com Key Facts

- ➔ AlloExpat.com is in **1<sup>st</sup> position** for Google search results.
- ➔ Database of more than **450,000 expat-related email addresses**.
- ➔ More than **15,000 posts per week** under our Expatriate Forums.
- ➔ More than **60,000 websites worldwide linking back** to us.
- ➔ More than **500,000 members** in Allo' Expat Community discussion Forums all around the World.

## AlloExpat.com valued by Alexa.com

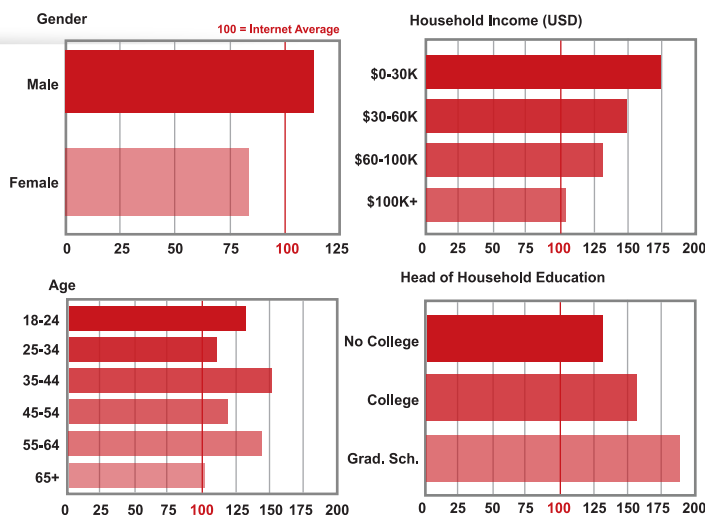
### Highly ranked and appreciated by independent Internet rank tool Alexa.com

Alexa.com is an independent Internet ranking tool, the result of a joint venture between Google and Amazon. Alexa keeps track of worldwide website rankings. Alexa is a very useful tool **for advertisers who wish to verify and compare the ranking and audience** of the websites they advertise on.

According to Alexa, Allo' Expat is currently ranked in the **top 0.1%** worldwide in terms of traffic and continues to grow.

When comparing AlloExpat.com to other expatriate oriented websites, it is easy to see that **AlloExpat.com is by far the most visited!**

## Top Quality Demographics



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