

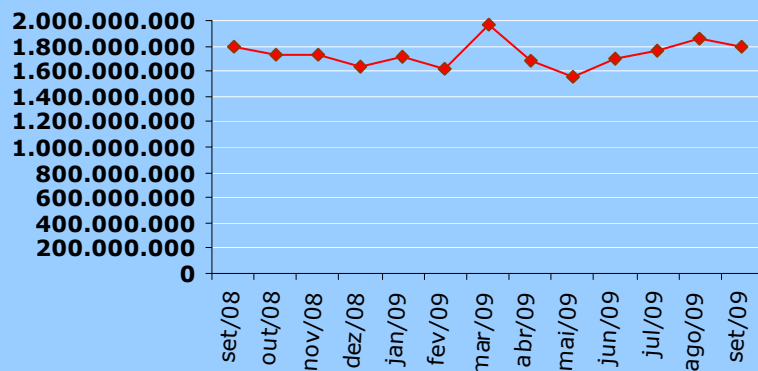
Fact Sheet

- 🌐 The biggest Brazilian Internet Portal with the widest content in Portuguese language in the world
- 🌐 UOL is the older ISP in Brazil, since 1996.
- 🌐 Ranked #1 among all portals in the country (# 1 in PageViews, #1 in Unique Audience, biggest Time Spent)*
- 🌐 The numbers prove the leadership: More than 1,7 billion PageViews and 16,2 million Unique Users.*
- 🌐 The homepage generates around 307 million PVs and more than 8,9 million UU, monthly.*
- 🌐 7 in 10 home internet users in Brazil visit UOL.*

* Font: IBOPE Nielsen Online – Sep 2009 (home access)

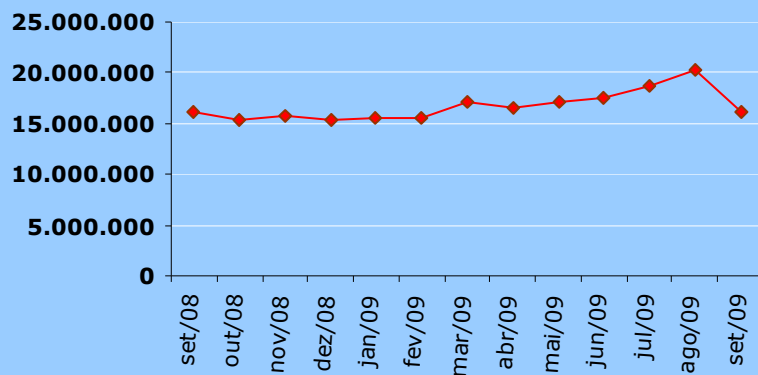
UOL - Audience

PAGE VIEWS



More than 1,7 billion page views

VISITANTES

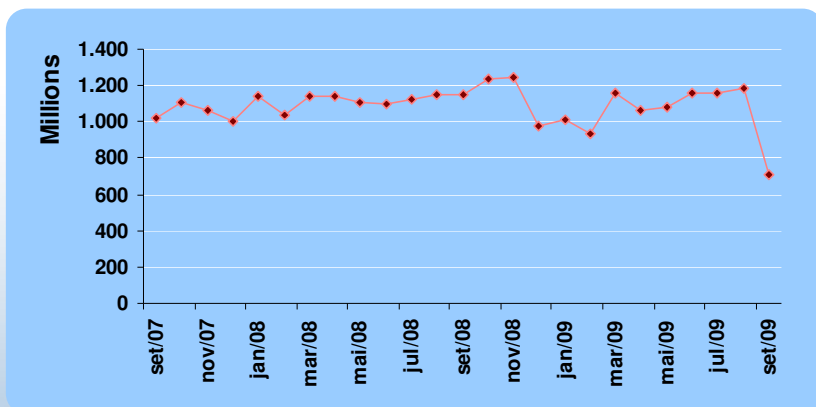


More than 16,2 million unique visitors

* Font: IBOPE Nielsen Online – Sep 2009 (home access)

UOL Homepage - Audience

Page Views



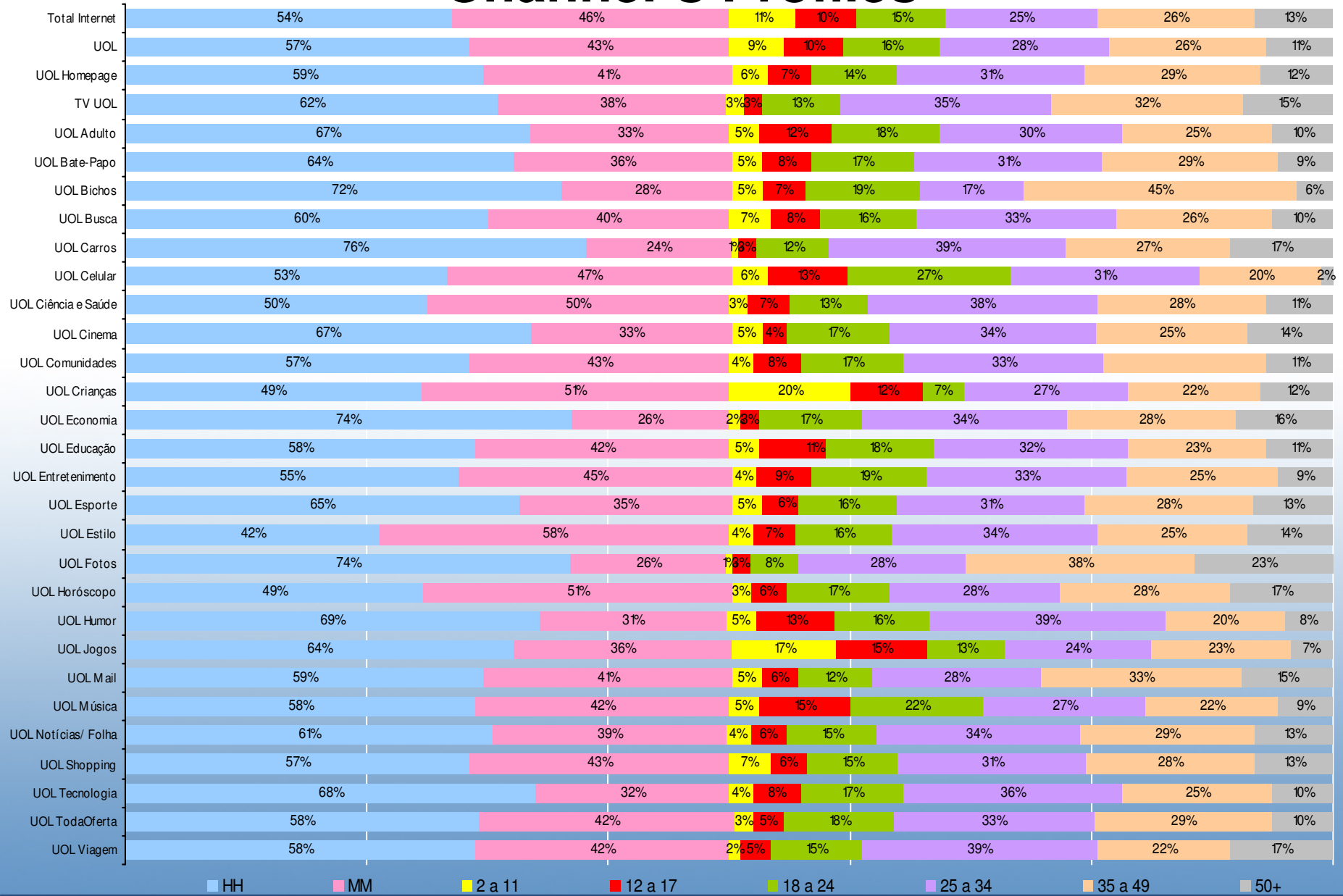
**More than 700 million
page views every month**



**More than 32 million
page views each day**

* Font: UOL Internal Metrics

Channel's Profiles



* Font: IBOPE Nielsen Online – Spe 2009 (home+work)