

## Targeted marketing KPIs (impressions and views) based on the marketing campaign media plan

### Public procurement

Name of Public procurement tender:	Campaing on OTA platrform for the support of incoming tourism from South Korea
Registration number	VZ 2024/400/1186
Reg. nnumber in the NEN system	No06/24/V00033737
Regime	Small Scale Public Procurement tender
Type of tender procedure	<b>Small scale procurement for services (Hereafter „VZMR“)</b>

### Supplier:

Name **InterparkTriple Corp.**.....,  
 address **70, Geumto-ro, Sujeong-gu, Seongnam-si, Gyeonggi-do, Republic of Korea** .....  
 reg. number IČO (if applicable): **824-81-02515** .....  
 written in **824-81-02515** .....  
*(The supplier fills in if he is registered in the commercial register)*  
 (hereinafter referred to as "supplier")

In order to submit an offer to participate in the VZMR management, the supplier submits a commitment to achieve the following marketing KPI values, measured by impressions and views of marketing content.

Image	Programmatic impressions	CPM	<b>Interpark sales promotion</b>  <b>Imp 14,002,740</b> <b>Click 114,906</b> <b>CTR 0.8%</b>
Video	Programmatic views	CPV	<b>None.</b>

List of communication channels where the campaign will be implemented	<b>Kakao plus friends message.</b> <b>Instagram MPA</b> <b>Interpark and Triple owned media</b>
Definition of media content that will be used within the campaign:	<b>Paid Media: Kakao plus friends message (Interpark customers who add kakao channels have chance to get message.)</b> <b>Instagram MPA: Meta paid media</b>

OTA /online travel agency website where the campaign will be implemented:	Interpark: <a href="http://www.interpark.com">www.interpark.com</a> Triple (Mobile Application)
Name, address and identification details of the intermediary, if the purchase of media space and the implementation of the campaign will be conducted or implemented in cooperation with a third party:	None.
Further information:	InterparkTriple is a leading travel and leisure company that creates an exciting and extraordinary world. A one-of-a-kind global content hub, Interpark integrates a wide range of travel services such as flights, hotels, packages, tours, and activities, with its extensive tour and ticket inventory, to attract travelers from around the world.  Triple, a data-driven ultra-personalized platform, leverages its advanced AI technology to optimize customer-tailored services and democratize the benefits of travel data
Contact details of the person who can verify the above mentioned facts:	Hyangok Kim <a href="mailto:Xyjin1@nol-universe.com">Xyjin1@nol-universe.com</a>