

APPENDIX - Investments demonstrated by LBC France

	Positions	Amounts allocated
"Leboncoin" database	Internal expenditure : <ul style="list-style-type: none"> - Investment for storage of incoming listings streams, volume of information to be recorded and consultation time requirements - Fraud and moderation team - Configuration, data management and maintenance of the Serenity software (artificial intelligence engine capable of assigning a mark of conformity or non-compliance) - Maintenance and development of categorisation rules, study of the user's journey around the site, design and operation of the search engine by category 	- More than 6 million euros
	External expenditure <ul style="list-style-type: none"> - External communications (sales, marketing and advertising space, visual identity enhancement, advertising and promotional campaigns, website traffic development) - Costs of service providers for handling reports of abuse - Digital mapping, graphic design and IT development costs - Cost of analysing graphic requirements for the presentation and improved accessibility of data. 	- More than 100 million euros

Sub-database real estate	External communication	- More than 400,000 euros
	Salary costs	- More than 10,000 euros
	External expenditure	- More than 20,000 euros