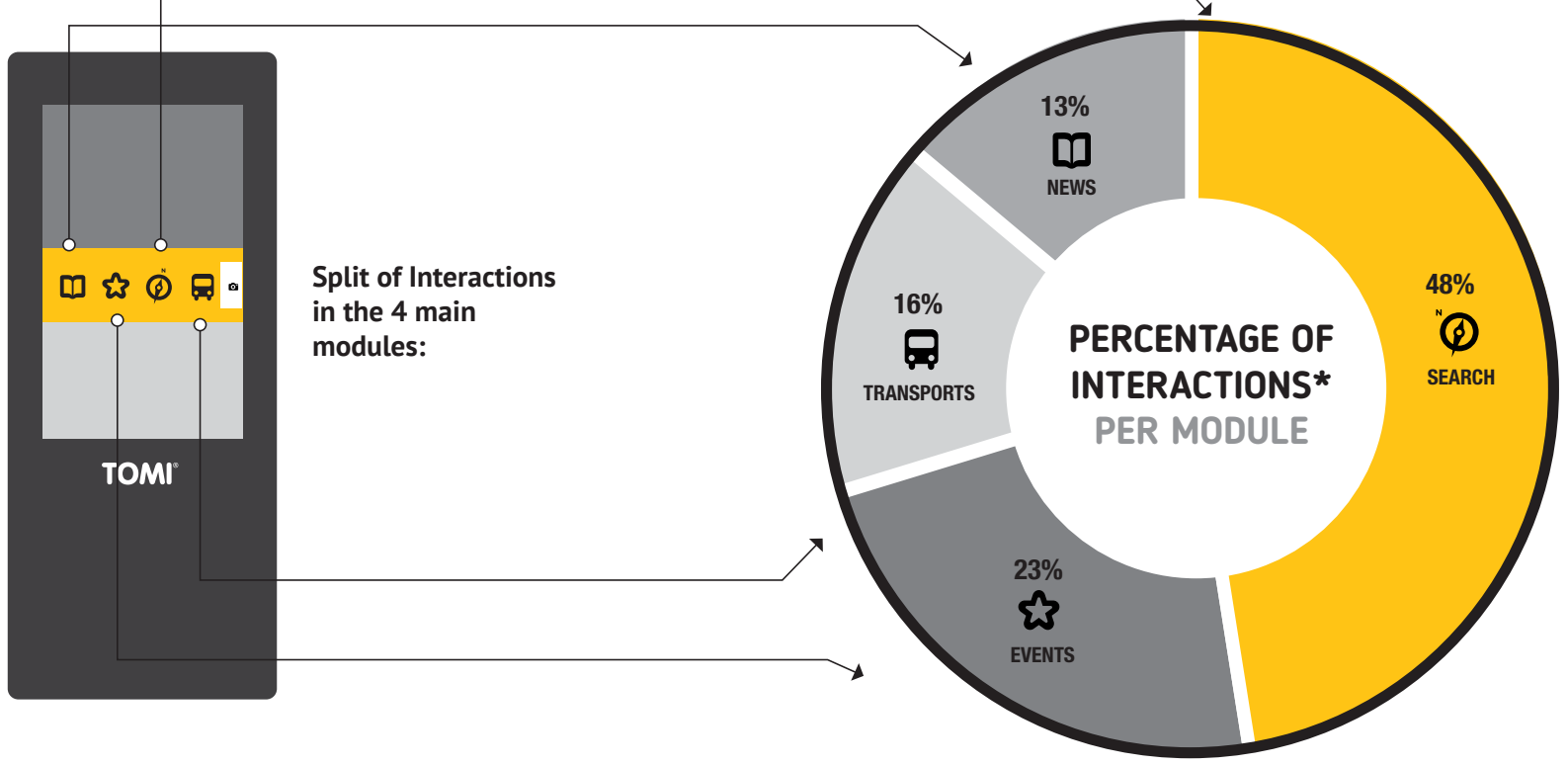
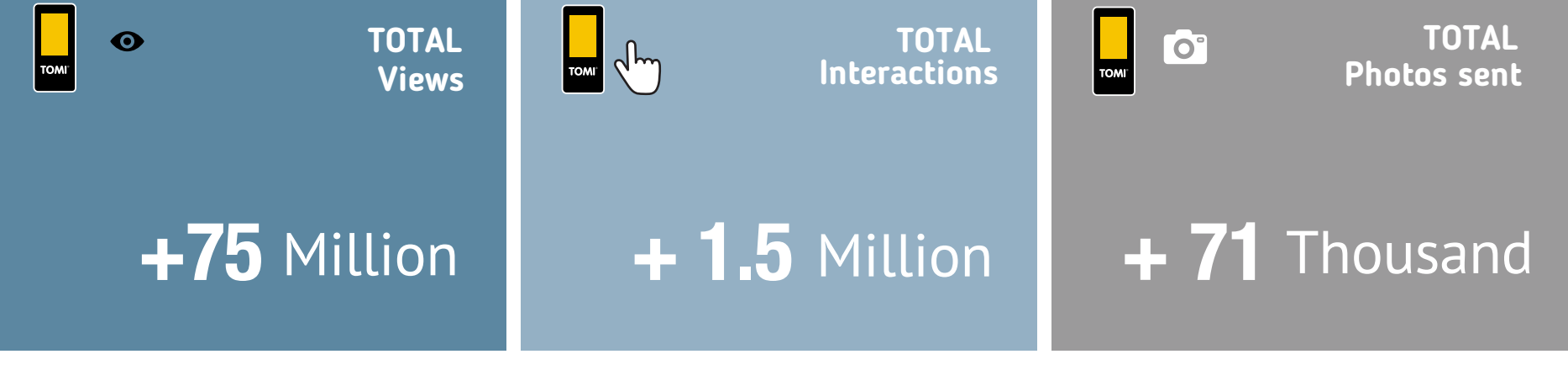


February was a joyful month

February was a short but great month! TOMI engaged with the community, creating special campaigns on commemorative dates, such as Valentine's Day.

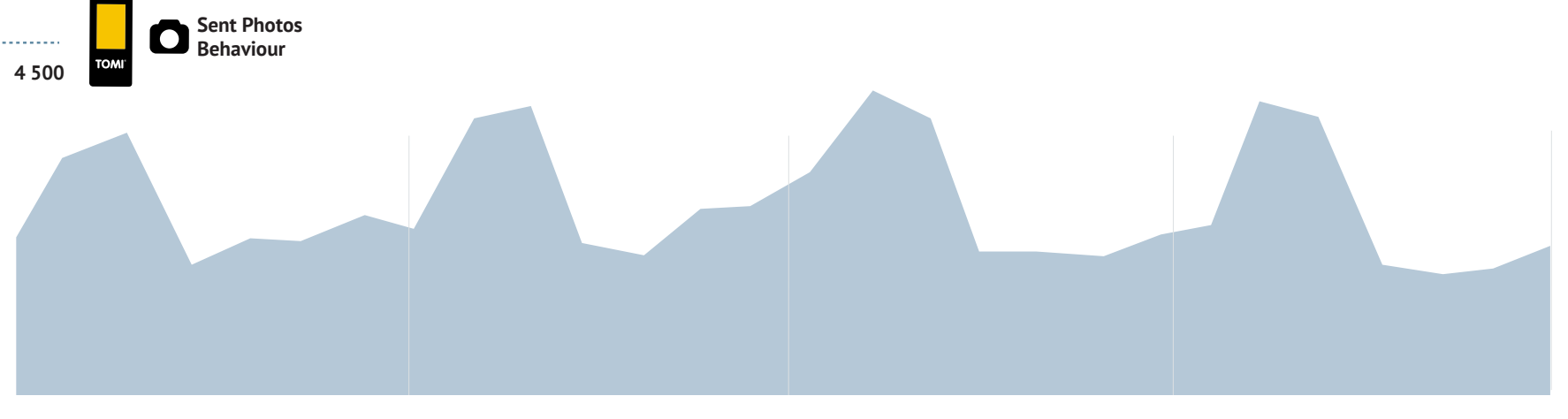
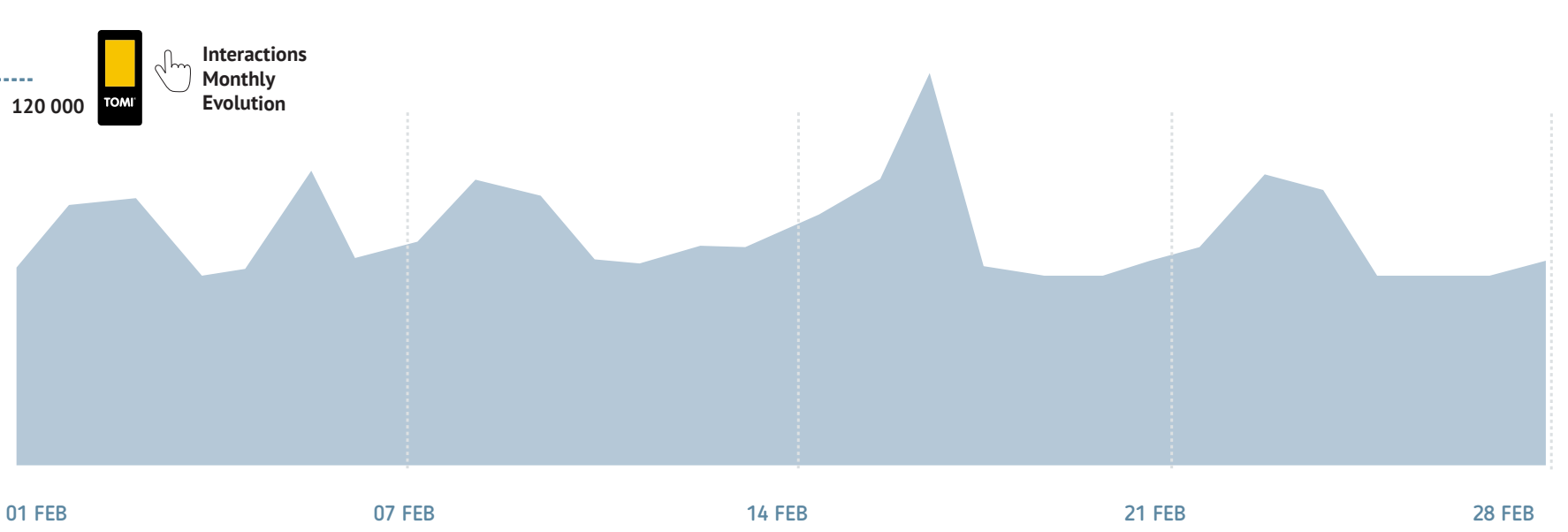


February continued to highlight the importance of the Search module for our users. In these modules, the most searched category was the "What to Do". The "Art and Culture" was also back on the podium this month.

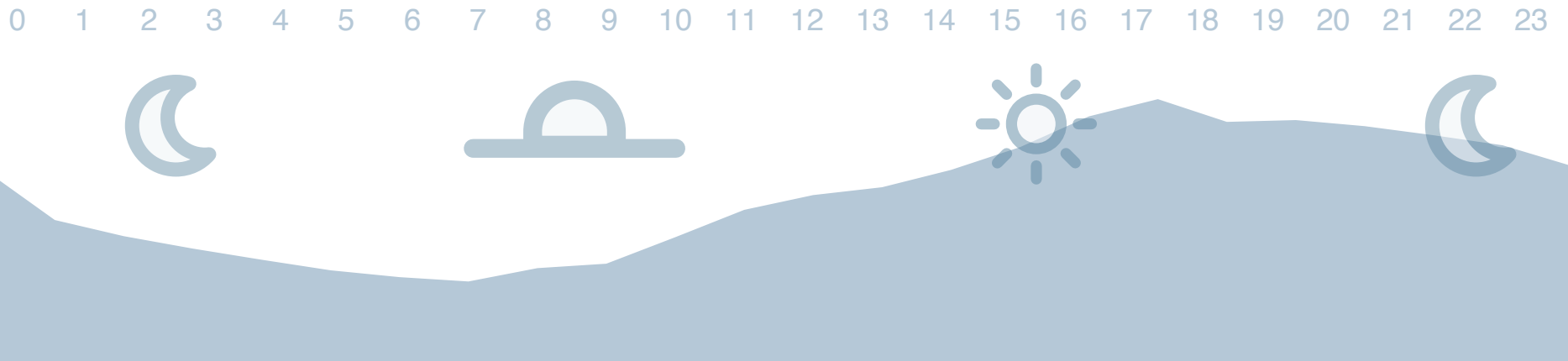
TOP Modules

SEARCH	EVENTS	NEWS
1 What to Do	Theater	Local
2 Where to Eat	Exhibitions	Society
3 Art and Culture	Culture	Tourism

DURING THE MONTH



BY HOUR



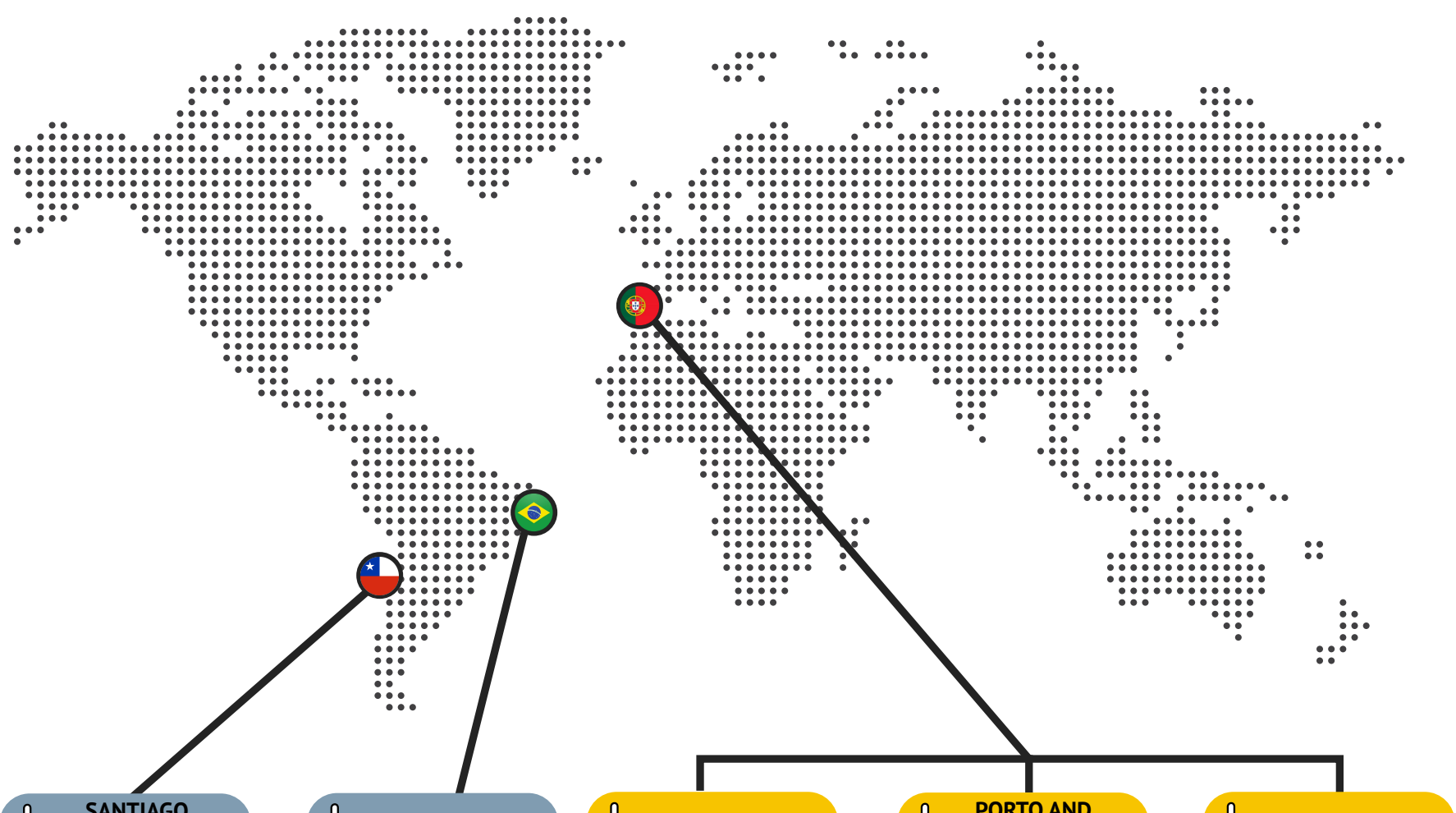
NOTE

6 P.M.

6 p.m. was the hour that registered the highest number of interactions: over 130 thousand!

BY NETWORK

CLICK TO SEE DETAILED REPORT OF EACH NETWORK IN FEBRUARY



* The interaction values indicate the number of relevant touches in each module (news, events, directory, transportation and photo), the interactions under the scroll and texting email on the forms are not included. The views values presented are related to the each content exhibited on lists, selections and search.