



News Release

Intel Capital Invests in Russian Companies AlterGeo and Sapato

RUSSIA, June 9th, 2011- Intel Capital, Intel Corporation's global investment organization, has today announced two new investments in Russian companies as part of its ongoing commitment to support technological innovation in the country.

Intel Capital announced it has led a round of investment in AlterGeo, geo-location social networks in Russia with underlined location identification technology. The investment funds will be used to continue developing new and innovative services, grow the business' user base and build a local business customer acquisition platform in what is one of the fastest growing sectors in the region.

Intel Capital has also signed an agreement to invest in Sapato.ru, a leading ecommerce retailer in Russia specializing in footwear. Sapato is the country's first online multi-brand shoe store with more than 200 brands and 5700 models. The announcement marks Intel Capital's first investment in the ecommerce sector in Russia. The funds will be used to drive scale within the business, increase marketing efforts and streamline operations.

"Innovation has been central to Russia's development over the last few years. Our investments in these companies are proof of our continued commitment to the region and to supporting its entrepreneurial talent." said Arvind Sodhani, President of Intel Capital and Executive Vice President of Intel. "Our support for these companies will give them access to global resources, knowledge and expertise to help drive their own growth and success."

Christian Morales, General Manager, Europe, Middle East, Africa of Intel Corporation commented, "We are really looking forward to working with two companies with such great potential. AlterGeo is already one of the largest location based services in Russia and our investment will further assist the development of this nascent sector offering significant growth opportunities for the business. Our investment in Sapato.ru is a first for Intel Capital in the

ecommerce sector in Russia. The market is one of the most rapidly expanding segments in Russian internet services and represents an attractive growth proposition.”

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About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10 billion in over 1,140 companies in 49 countries. In that timeframe, 191 portfolio companies have gone public on various exchanges around the world and 268 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the United States and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

About AlterGeo

AlterGeo is a location-based social service that provides information about location and interesting places and opportunities around for more than 700 000 users. Users can get all the information on their mobile devices apps or web site. Brands and merchants use AlterGeo as a marketing tool to promote wide range of venues from bars and restaurants up to store chains and banks. More details are available here: <http://www.altergeo.ru>

About Sapato.ru

Sapato is Russia-based leading online shoe retailer. It was launched in June 2010. Currently the e-shop has more than 5700 models (shoes and accessories) 200+ well-known brands for women, men and children; number of active customers has reached more than 100 000. Total funding of Sapato raised for the moment from Fast Lane Ventures (www.fastlaneventures.ru), Direct Group Holding and three investment funds (eVenture Capital Partners<<http://www.evcpartners.com/>>, Intel Capital<<http://www.intel.com/about/companyinfo/capital/index.htm>> and Kinnevik<<http://www.kinnevik.se/en/>>) is \$16.6 million.

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