



pigeon
PigeonBox
The Good Growth-Box



TARGETING

1mm

MONTHLY
DISTRIBUTION

ADULT
31-45



Chegg
COLLEGE
18-23



MATURE
46+





pijon™
pijonbox



Launched
in q3 2013

Published
150,000+
ad units

80+
Brand
s



Chegg[®]

The Student Hub[™]





Transaction Velocity
Increasing

7

months



7

days



pignon marketplace

The Ad Network
for Physical Media

Brand Advertisers



pigon  marketplace

Distribution Channels



Chegg



Events



Retailers



Hotels, Airlines &
Other Services

TARGETING

1mm

MONTHLY
DISTRIBUTION

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31-45



Chegg[®]
COLLEGE
18-23



MATURE
46+

In 4 months...

\$250,000





\$26.9_b
TAM



20%
MARGIN

✓
58%
of consumers
express buying
interest after
trying.

✓
**Well-targeted sampling
programs can easily see**

30%
conversion