

TellUs Leads, Inc.

1617 Cosmo Street, Suite 401
Los Angeles, CA 90028, USA
Phone: (323) 463 8030
Toll free: (877) 770 8159
Fax: (323) 463 8036

European Headquarters

Van Nelleweg 1704
3044 BC Rotterdam, The Netherlands
Phone: +31 (10) 411 6000
Fax: +31 (10) 411 5665



the leads factory



TellUs Participants at LeadsCon:

Arthur Wijnschenk

CEO TellUs, Inc. and global CTO
awijnschenk@tellus.com
tel. (323) 463 8030

Sicco Igor van Hoegee

CEO, TellUs worldwide
svanhoegee@tellus.com
tel. +31 10 750 3631

Kasia Meerman

Manager International Sales
kmeerman@tellus.com
tel. +31 10 750 3647

Ronald Cardozo

Sales Manager, North America
ronald.cardozo@tellus.com
tel. (913) 710 5626

Brian Gross

Project Manager
brian.gross@tellus.com
tel. (404) 731 4966

Antonie Knoppers

Office Manager, Los Angeles
antonie.knoppers@tellus.com
tel. (323) 463 8030

Partner with the Leads Factory

TellUs Leads, Inc. is a key player in the lead generation industry, operating in over 60 countries and offering more than 300 lead products for consumer and business services.

Founded in 1995, TellUs is headquartered in Los Angeles and Rotterdam (Netherlands) and is actively developing new channels and partnerships in the lead generation industry.

From Our Core Lead Generation Business...

TellUs's core business is helping companies grow their business. We provide information on consumers and businesses looking for specific services in specific geographic service areas.

Some examples of industries that TellUs serves:

- Moving Companies
- Transport Companies
- Storage Providers

Moving and Transport

- HVAC Contractors
- Building Contractors
- Painting Contractors
- Solar Energy Companies
- Gardeners

Home Improvement

- Legal and Tax Services
- Security Services
- IT Services and Web Design
- Communication and PR

Professional Services

... to Leads Factory

Beyond that, TellUs positions itself as "the Leads Factory", placing itself at the center of the various lead generation and distribution channels.

We are actively looking to extend our partnerships in the following areas:

- ✓ Targeted lead generation sites
- ✓ Branded leads portals and affiliate networks
- ✓ Custom leads solutions
- ✓ Leads exchanges and marketplaces
- ✓ Online advertising
- ✓ Mass media partnerships
- ✓ Call center lead integration and cross-selling solutions

TellUs is a solid partner: financially strong, profitable, and with its own financing resources (bootstrapped).

In-House Development Capabilities

TellUs boasts its own in-house development group, allowing TellUs to be quick and nimble in all stages of the lead generation process as well as with integration with external partners.

Our development capabilities are a key advantage not only in our core business, but in being a Leads Factory, adapting and adjusting the optimum mix of distribution channels for leads.

How We Became A Key Player In The Leadgen Space

TellUs was founded in 1995 by Sicco van Hoegee and Tom Jacobs. Arthur Wijnschenk joined the management team in 2008 from AEGON, one of the world's largest life insurance and pension groups. Until 2003 Tellus concentrated on building websites. In 2003 TellUs, seeing a gap in the market, entered the lead generation business, and by 2009 was a major player in the lead generation business worldwide.



Sicco Igor van Hoegee
Sicco Igor van Hoegee is **CEO** and founder of TellUs and is based in Rotterdam, the Netherlands. His focus is marketing Sales and business development. He studied electronics at the Rotterdam University of Applied Sciences (HR&O) and physics at Eindhoven Technical University; and worked with the first forms of Internet. In 1995 he founded 4U Technologies. 4U became TellUs, building corporate websites and providing content management systems and Internet promotion. In 2003 TellUs started in lead generation which quickly became its focus.

His ambition: " Perfect TellUs a world-class player in online lead generation "

• svanhoegee@tellus.com



Arthur Wijnschenk
Arthur is **CEO** of TellUs Leads and **CTO** of the TellUs BV. He is based in Los Angeles and comes to us from AEGON, one of the world's largest life insurance groups. He attended courses at Rotterdam School of Management and INSEAD, as well as Delft Toptech, renowned in technology and science. Arthur's primary focus is the US operation and software development, architecture and IT infrastructure.

Arthur is a strong believer in creating long term business value by managing and stimulating technology and innovation and putting new ideas to work quickly. He believes that by working hard, execution power, quality and a bit of luck, you can turn every good idea into a success.

• awijnschenk@tellus.com



Tom Jacobs
Tom also studied business administration at Erasmus University Rotterdam and specialized in management of technology and innovation and industrial ecology. He wrote the TellUs business plan and has been a managing director since 1997.

He is also **CFO** of TellUs worldwide.

• tjacobs@tellus.com