



PEGASEBUZZ App is born.



Summary

PegaseBuzz Today

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PegaseBuzz App

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What are our figures to date?

PEGASEBUZZ today.



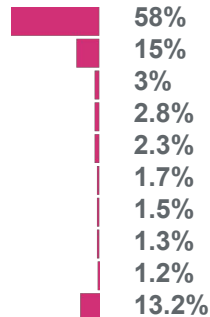
PEGASEBUZZ

In Numbers

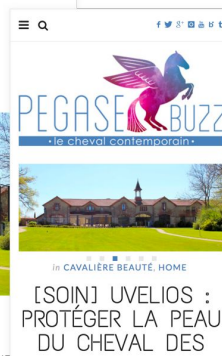
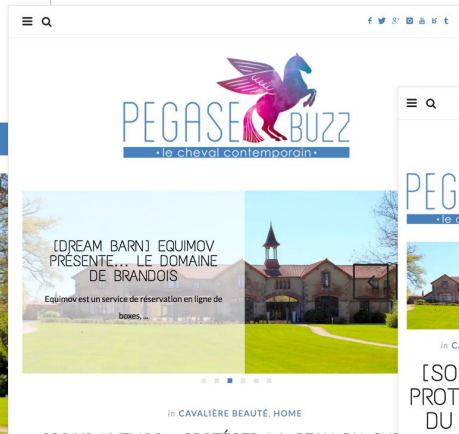
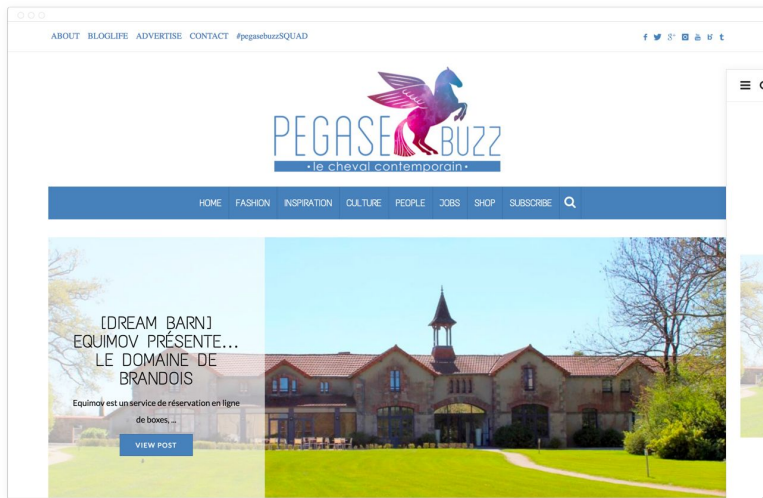
Blog

+1,350 articles published.

+1.7 million views since its creation in January 2011.



France
USA
Germany
Belgium
Canada
UK
Switzerland
Netherlands
Australia
Others





In Numbers

Facebook



+**137000**
followers

Between 1 and 7 millions views per week
on the PegaseBuzz Facebook page.



78% women



22% men



50% are between 18 and 44 years old

Impacted audience (in million)

| | |
|-------------------|------------|
| USA | 2.1 |
| France | 1.0 |
| UK | 0.6 |
| Germany | 0.5 |
| Netherlands | 0.4 |
| Hungary/Australia | 0.4 |
| Brazil/Italy | 0.3 |
| Canada/Spain | 0.2 |





PEGASEBUZZ

In Numbers

Instagram

+22 000 followers

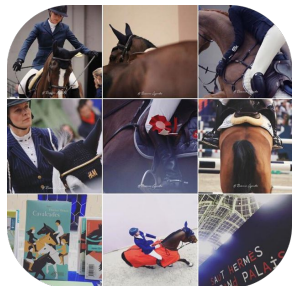
♀ **82% women**

♂ **18% men**

+130 000 views per week

+2 000 views per stories

+5 000 views per post



+11000
followers

[@roxanne.legendre](#)

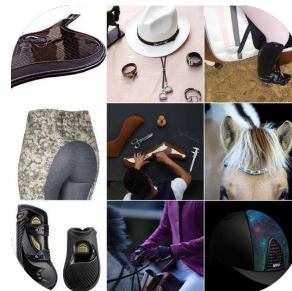


Live product testing, behind the scenes, photography, lifestyle.

[@pegasebuzz](#)



Packshot, equestrian fashion, inspirations.



+11900
followers

Available on the



App Store



Google play



PEGASEBUZZ

And also active on...



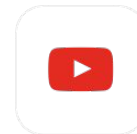
+2 850

Twitter followers



+7 520

Pinterest followers



+1 760

Youtube followers



PEGASEBUZZ

References

PegaseBuzz for Business

They trust **PegaseBuzz**.





Ride Together

PEGASEBUZZ App.



PegaseBuzz, the concept Closer to you

Created in January 2011 to share **the contemporary horse spirit** by way of a blog and through social media, **PegaseBuzz** takes a step forward in becoming **closer** to its community!

Today, Horse Lovers are:

Mobile

Cosmopolitans

And always busy!



PegaseBuzz, the concept The information you love

PegaseBuzz App is the result of a desire to connect and align with its community's lifestyle by offering:

Tailor-made content because each user is unique: each profile is analyzed to offer and display a custom content based on user's preferences.

Multi service content to meet the user's needs: looking for your dream job? Want to attend an unforgettable event? Need a coupon for the latest trendy boots? Receive alerts and stay ahead!

Time saving settings because time is precious: set precise settings and custom preferences to read quality content and access relevant information.

Entertainment: thanks to our multiple formats, we are creating a more enriched mobile experience.


Available for free both in French and English.




PEGASEBUZZ

Shotfeed

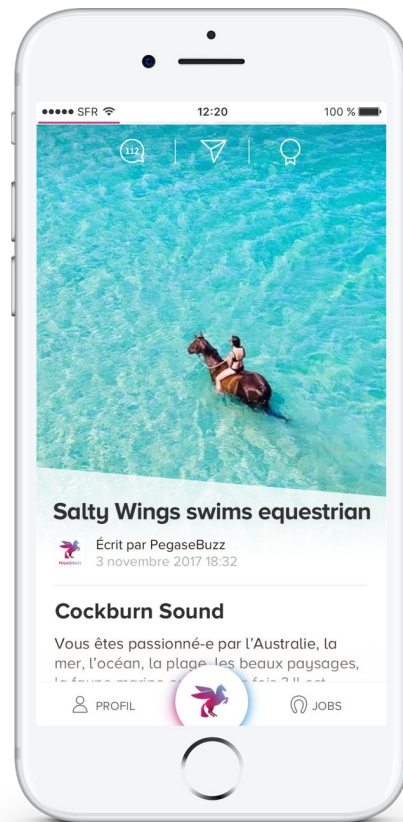
PegaseBuzz but better

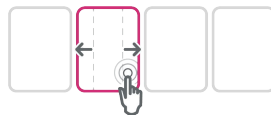
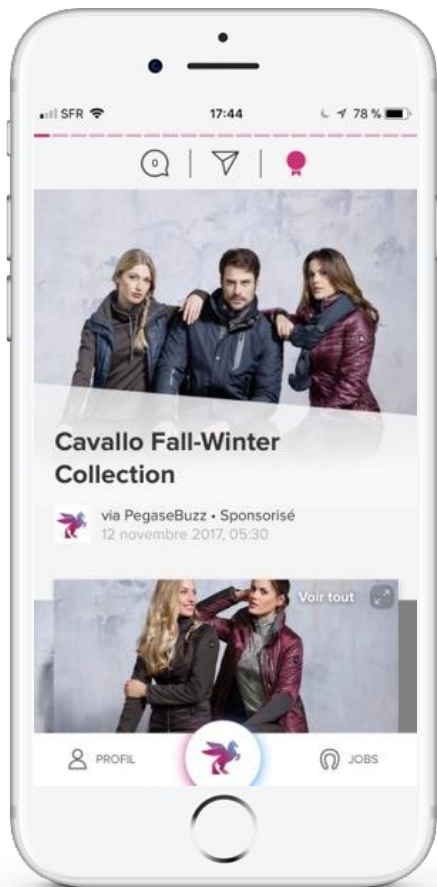
 **Because your tastes and needs matter:** be the first one to receive shots according to your equestrian preferences. Articles, photos, videos. etc.

 Discover **the best equestrian content** and share **your experiences** in comments with the community.

 Alert **your friends** when content is likely to interest them.

 Save **your favorite content** to read or watch later.





Regardless of the format, **one shot = one view.**

Swipe left or right to see the previous or the next shot respectively.



The **navigation bar** indicates the content that has been added since the user's last visit.



Mindfull Dressage.
by Marie-Julie Dieltjens



Thébaine



EQUINESSSENTIEL



Partners Love Sources

Professionals, press, bloggers, institutions, companies...

These **content creators** trust us to deliver high quality content to users.

We select each of them for their **renowned experience** in a field or their **expertise** on a specific subject.



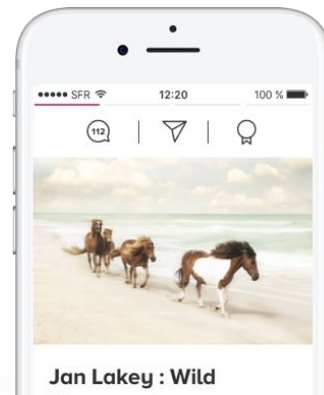
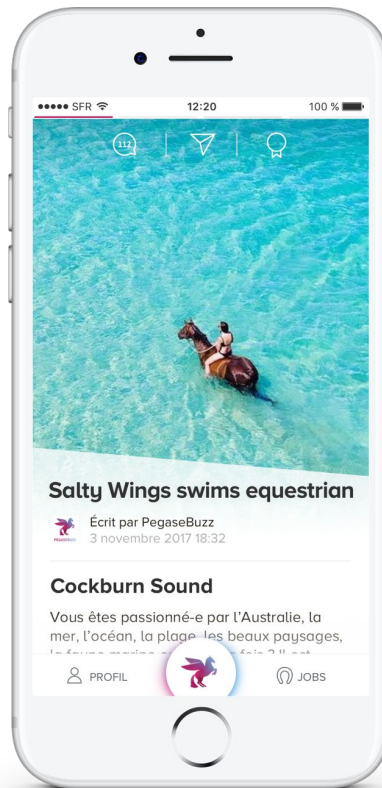
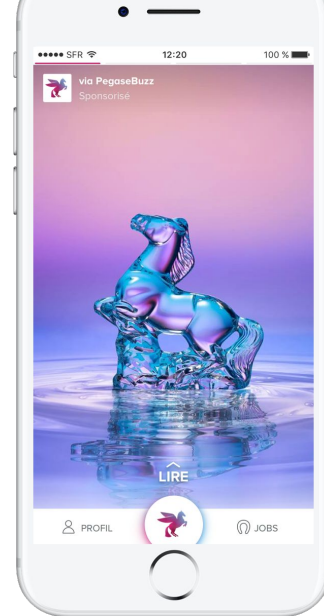
PEGASEBUZZ

Experiences

Our formats

PegaseBuzz App is a **full mobile experience app**. Shots can be posted under various formats to **ease reading, highlight content and amaze users**.

Only one rule: no limits!



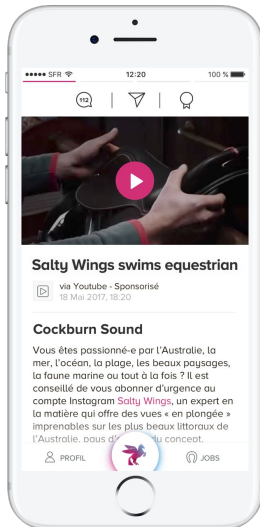


Experiences

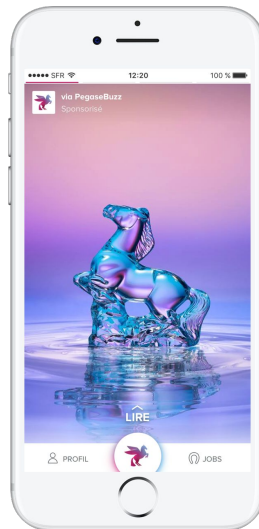
Our formats



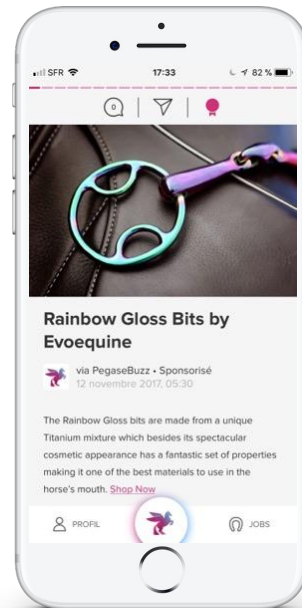
Article: source is visible with a direct link to a chosen website.



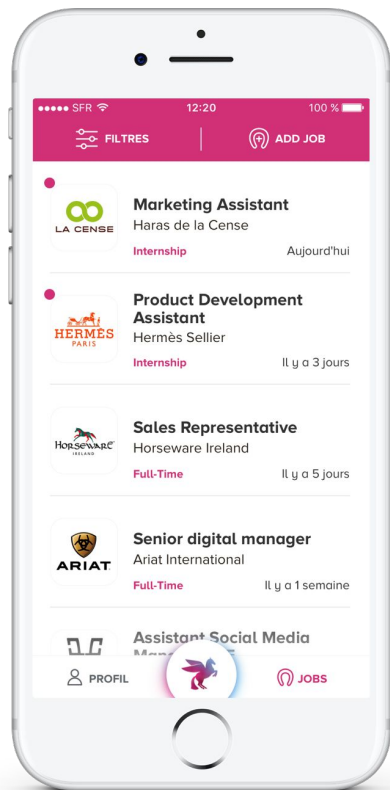
Social: Facebook, Instagram, Vimeo... share an embedded link from your social media directly in a shot!



Fullscreen: deliver a fullscreen story as a quote, image or video.



Shopping: focus on one or more products. Users can tap the link to access your e-shop!



Jobs

The latest equestrian job offers from all over the world in your hands.



Save positions of interest, apply immediately or share positions with your friends.



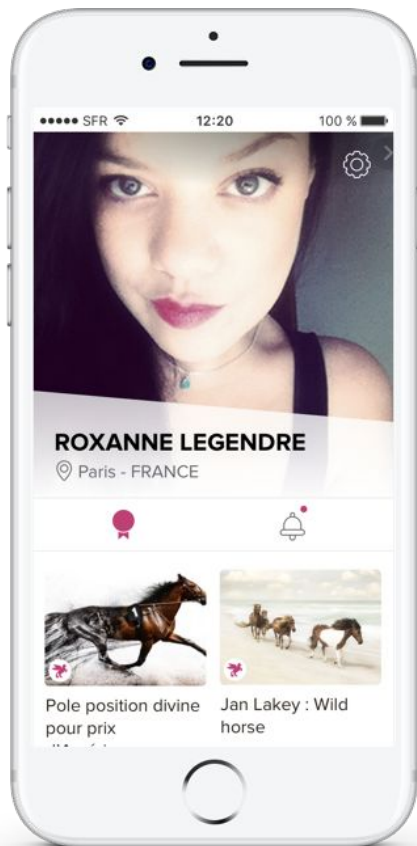
Filter job offers according to selected criteria.



Receive notifications when a new job, that falls within your filtered criteria, is posted.



You're hiring? Create a job posting in a few seconds for free!



Profile

Your very own space



Review your favorite shots.



Missed something? Your notifications are here to help you catch up with your latest comments, potential contests to enter, events near you or job vacancies.



Set your profile to receive shots that match your preferences: select up to 6 themes, set alerts by typing keywords and you will be notified when a new topic of interest is posted. It's that simple!

The more complete your profile is, the more relevant shots you will receive.





Biography

After successfully graduating with a focus on Marketing and Digital Communication from Rouen University, ISCPA Paris, Sup de Pub and finally CELSA (La Sorbonne), **Roxanne Legendre** started her early career as a freelance Equestrian photographer when she was in her sophomore year in 2010. A keen interest in the **digital world** and an entrepreneurial spirit motivated Roxanne to develop an activity exclusively dedicated to social media. From there Roxanne developed her business to cover Strategy to Management with a particular interest in Social Influence Marketing.

Roxanne has worked with numerous big names in: **Beauty** (Maybelline New-York, Rexaline, Cinq Mondes), **Consumption** (Ben & Jerry's, Almo Nature), **Events** (Gucci Paris Masters, Longines Hong Kong Masters, Free Cone Day), and **Public Administration** (Elysée, Home Office).

Roxanne's passion for the Equestrian world led her to launch the blog **PegaseBuzz** in 2011. It quickly became an experiment and exploration of her equestrian interests which, she discovered, served as a great platform **to discover, share, converse, inform, entertain and engage** with her subscribers and community. These formative years have allowed Roxanne to sharpen her expertise with regard to the concept of « *contemporary horse* » to which she is now devoting her daily content.

In 2017, she is launching PegaseBuzz for Business to meet the demand of brands in **ensuring quality content**, as well as developing **PegaseBuzz App**, her very own **social media application**.

More info:





Thanks

Ride Together

PegaseBuzz App is above all the desire to offer to any Horse Lovers a tool in their everyday life to learn, think, be informed, be entertained and engage at home, at the stables, on transports with their loved ones or even better; whilst on horseback!

We are proud and excited to offer a smart, social and fully-integrated, easily accessible media platform to serve and nourish horse lovers' passion while they experience the equestrian 'Art de Vivre' from the virtual world to real life.

I would like to thank all the people who took part in this project and helped to make it happen.

I would especially like to thank the individual who helped co-create this application with me and seeing the creative vision come to life.

The contemporary horse is now entering a new era...

Let the adventure begin.

Roxanne Legendre



PEGASEBUZZ

Progressing together

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