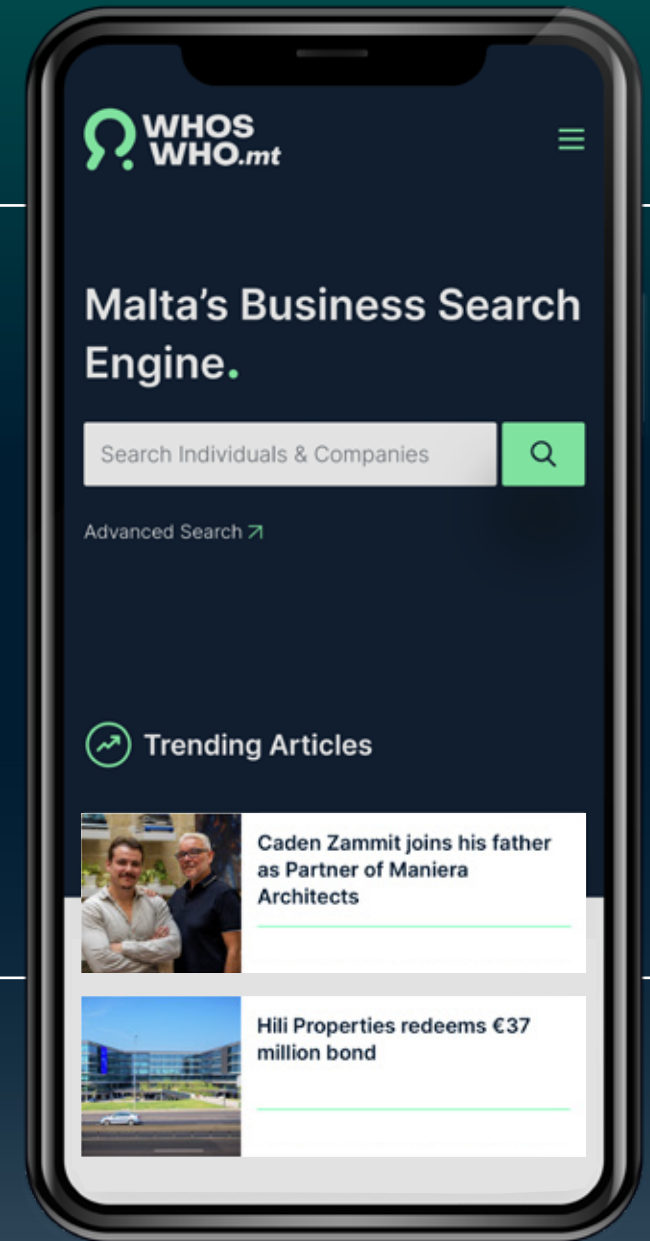


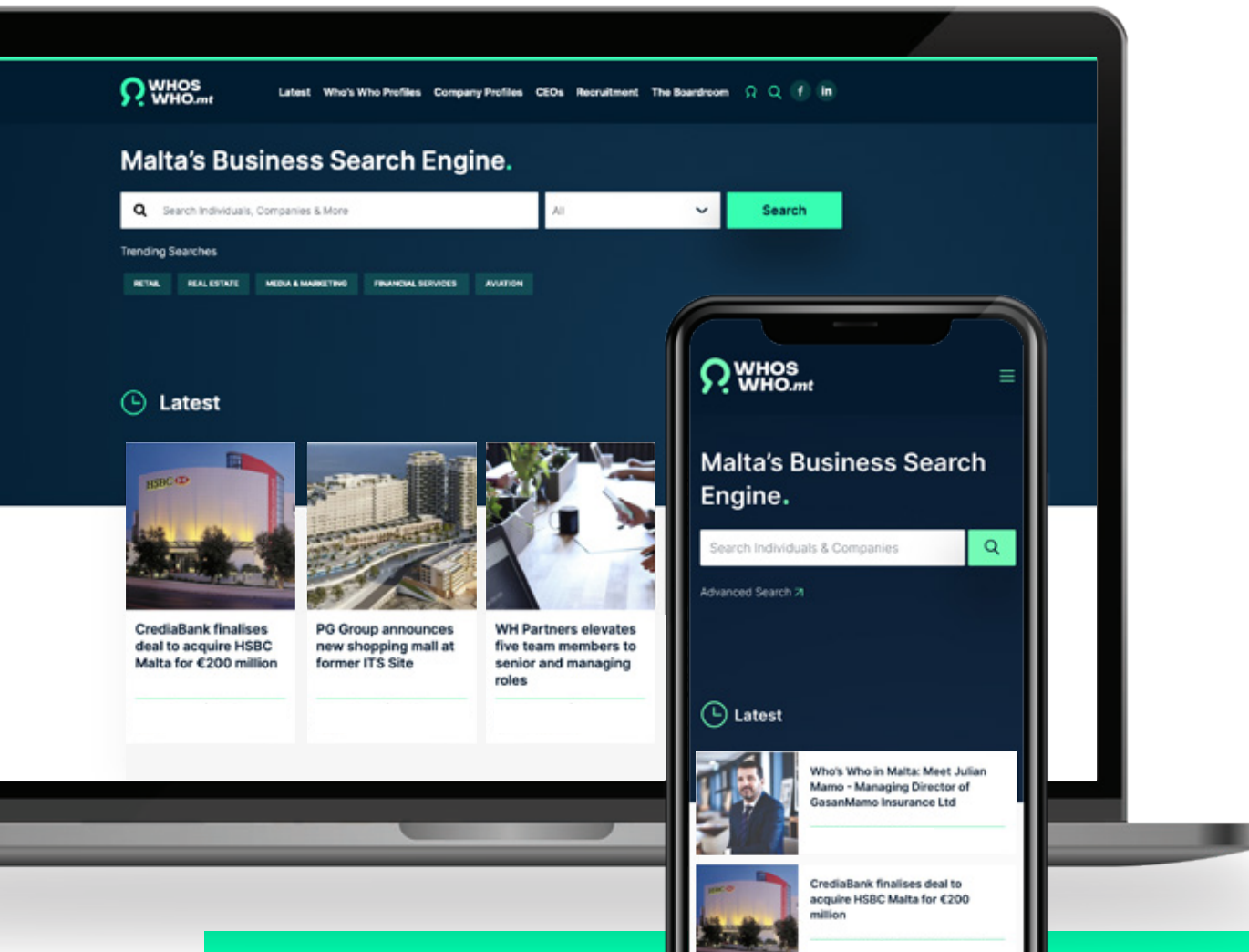


2025 – Strategy & Reach

**The Game Changer in Local Business
Networking & B2B Online Marketing**

A MEDIA BRAND BY
Content House



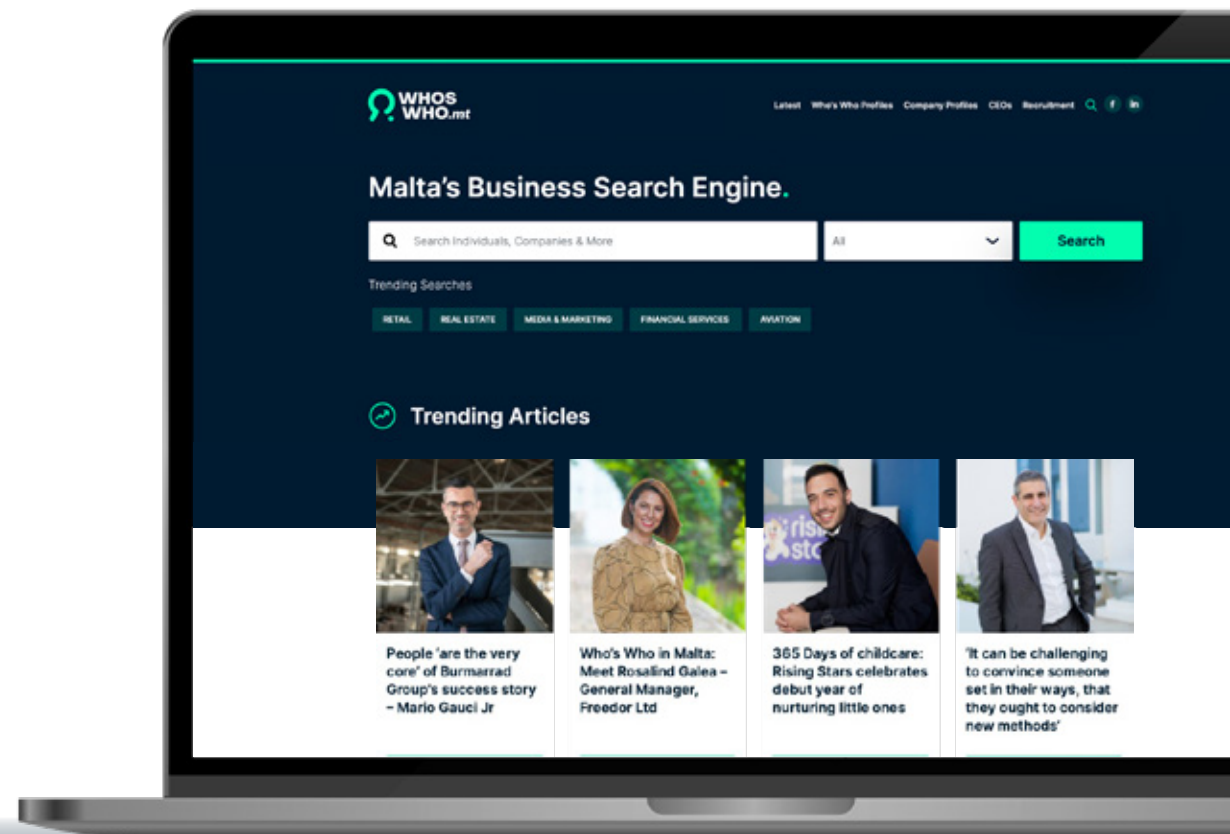


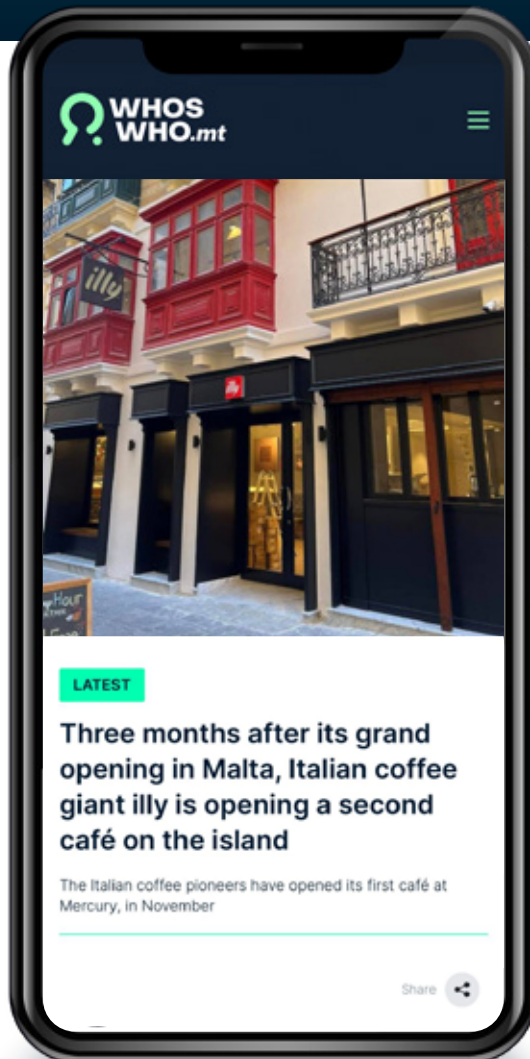
WhosWho.mt reaches
2 million+
monthly views
across the portal and its
social media pages: LinkedIn,
Facebook and Instagram.

That's
24 million+
views annually,
positioning it as the
undisputed leader in B2B
reach and brand visibility.

WhosWho.mt boasts a thriving community of thousands of companies and individuals, all contributing to the dynamic growth of Malta's leading business platform.

But how does **WhosWho.mt** distinguish itself from widely-used global social media platforms like LinkedIn?





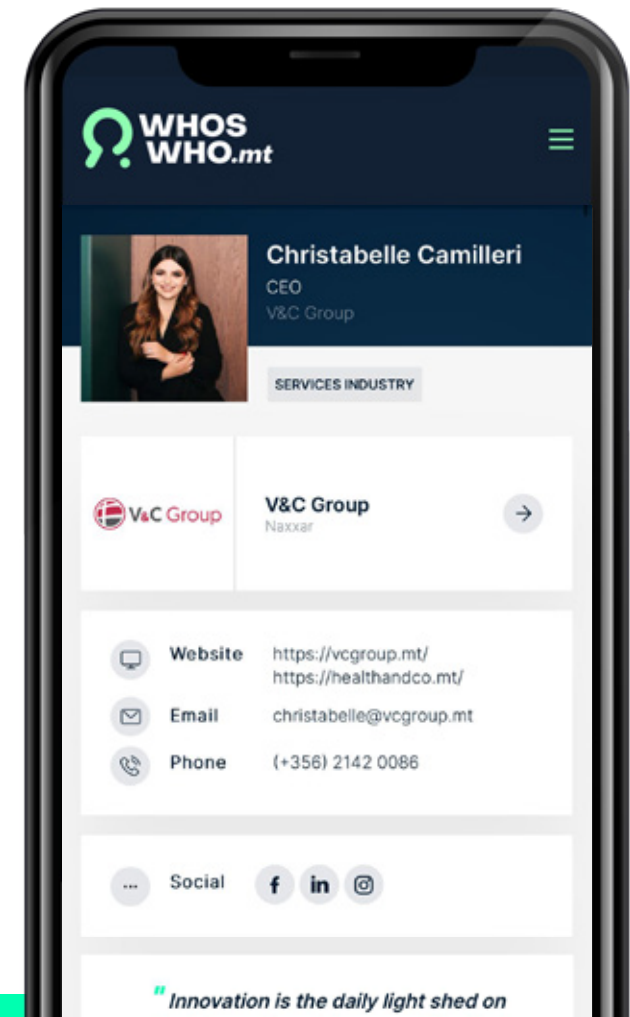
One of the critical success factors of our brand is the fact that **WhosWho.mt** is backed by a large team of local business writers and journalists, producing fresh daily content that creates real local engagement and following on socials, namely LinkedIn, Facebook and Instagram.

Essentially, **we're creating local business content, for local businesspeople.** And we're building a strong everlasting bond that way.

Also, as opposed to social media platforms, we offer local tailor-made services of journalists, photographers, and marketing strategists, to make sure we'll deliver the **best results** for you.

And when you acquire a Who's Who Profile or a Business Profile, you're not simply enrolling for a listing but in return you'll get a comprehensive holistic service that includes:

-  The services of a seasoned business editor who is assigned to edit and proofread your profile.
-  A profile that is uploaded for a whole year on the portal, and the allocation of a sufficient number of keywords, chosen by you, that will further enhance your profile and exposure on the portal. When people search for the chosen keywords, your profile will show up prominently.

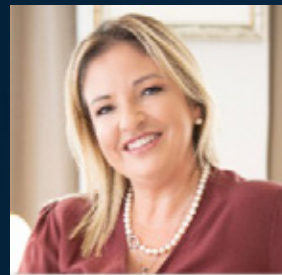




- Over and above that, over time and through our macro-SEO strategy, your profile and content on our portal will feature prominently in searches on popular search engines.
- Should you opt for Premium, your profile is also storified by our business editorial team, through a tailor-made online article linked with the content of your profile that is published on the portal. This is guaranteed to enhance engagement and following.
- Our team of online marketing strategists not only publishes your article but also strategically boosts on social media, effectively stimulating algorithmic engagement.

The success of the WhosWho.mt platform is astonishing and year on year our network of individuals who matter keeps growing. We have thousands of business-people, professionals, C-Level executives, business owners, people in management, high-net-worth individuals and entrepreneurs forming part of our Who's Who network – and here is just a teaser!

 Discover Who's Who



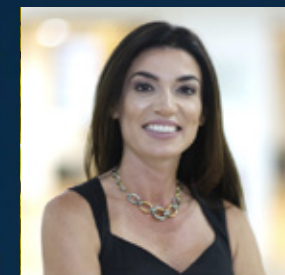
Rebecca Bonnici
Chief Executive Officer
BELS

EDUCATION



Jean Claude Muscat
Director & Chief Executive
Officer
Saint James Hospital Operations
Ltd

HEALTHCARE



Maria Cauchi Delia
Chief Executive Officer
The Malta Institute of
Accountants

ACCOUNTING



Marcel Cassar
Chief Executive Officer
APS Bank plc

BANKING



Jean Carlo Fino
Chief Executive Officer
C. Fino & Sons Ltd

RETAIL



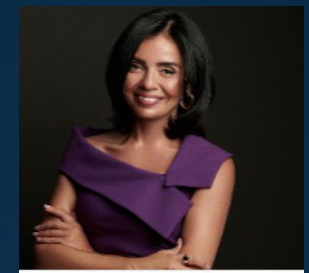
Natalie Briffa Farrugia
Chairperson of Vassallo Group
Malta
Vassallo Group

HEALTHCARE



Javier Moreno
President and CEO
MAPFRE Middlesea p.l.c

INSURANCE



Alison Vassallo
Partner
Fenech & Fenech Advocates

LAW FIRM

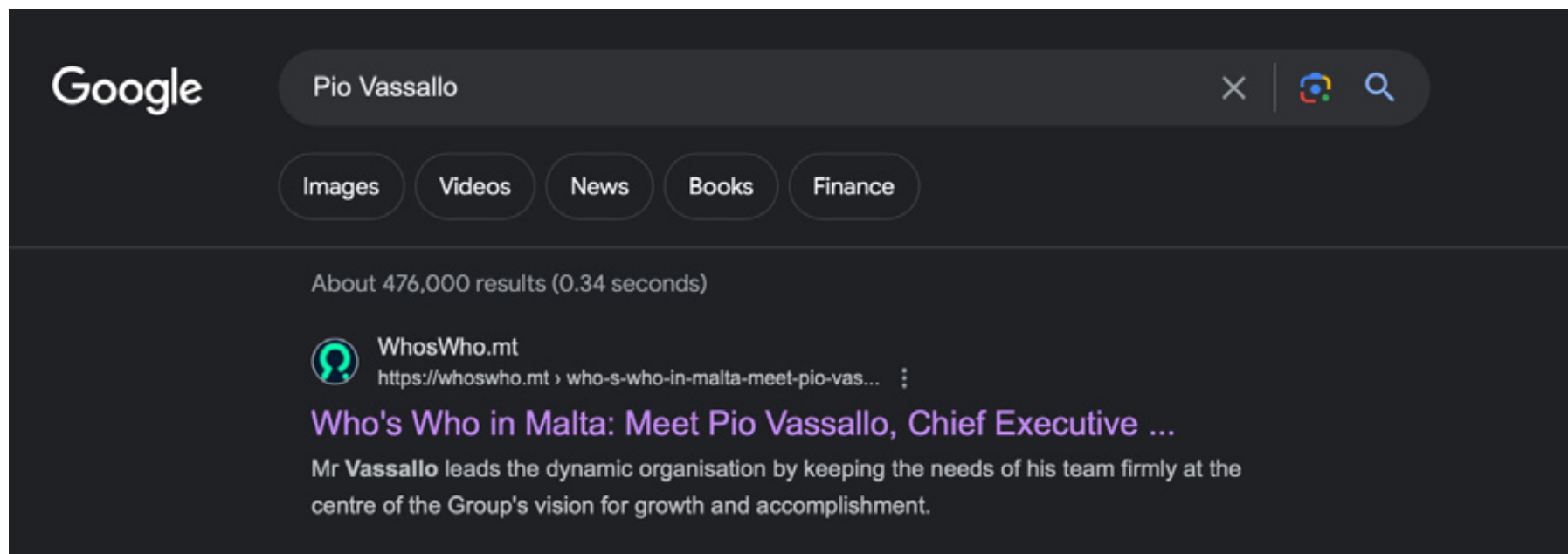
 Featured Company Profiles

 Retail Marketing Ltd RETAIL	 KPMG ACCOUNTING	 Burmarrad Group CAR INDUSTRY	 MZ Investment Services FINANCIAL SERVICES
 Prohealth Ltd HEALTHCARE	 The Quad Central PROPERTY	 C. Fino & Sons Ltd RETAIL	 MAPFRE MSV Life plc INSURANCE

And these are just a handful of businesses, from the thousands already on board, that have joined Who's Who through an Online Business Profile.

How can I check whether the Who's Who platform yields results? The best verification is to look at how our content ranks on Google. So here's the real question: when you search for locally based businesspeople or content related to the local business world, does [WhosWho.mt](https://whoswho.mt) appear prominently? The feedback we keep getting is that we feature prominently, and constantly! But don't just take our word for it... check for yourself!

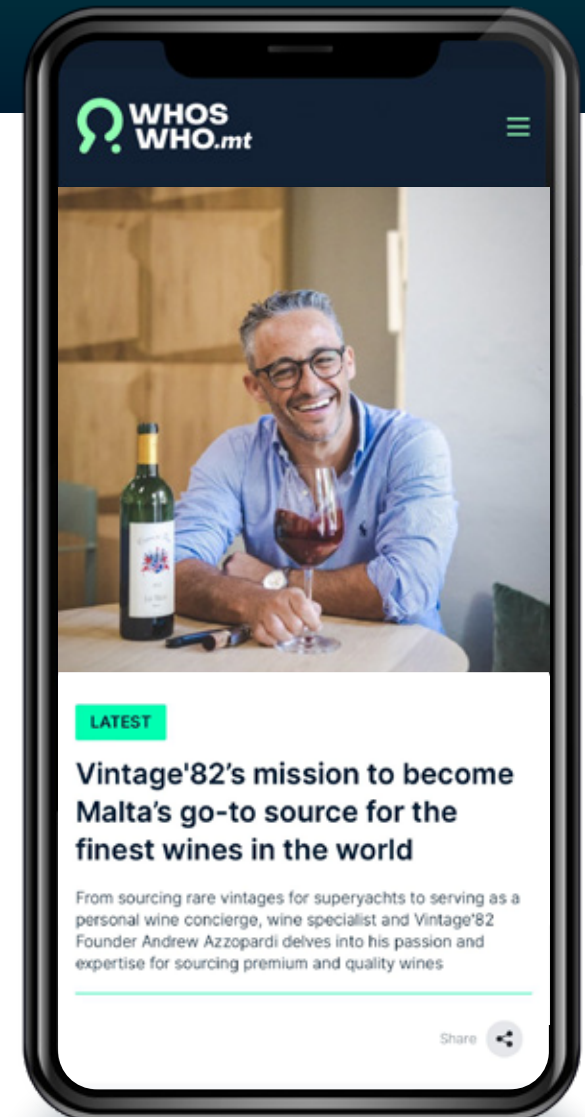
If we had to carry out a brief practical exercise and google well known people like (Vassallo Group CEO) Pio Vassallo or (AX Real Estate CEO) Denise Xuereb or (Panta Group CEO) Katrina Attard, you will gain some insight into the strategic dominance and strength of our portal, on a corporate and business level.



What further distinguishes [WhosWho.mt](#) is the fact that unlike LinkedIn, you can also purchase a bespoke sponsored article or an interview. That makes all the difference: you can set your agenda online and have a voice on Malta's most credible business networking platform, and we'll help you achieve your goals in a seamless way through our team of business journalists, photographers, digital marketing strategists, etc.

So how does the process of acquiring a sponsored article or interview work?

-  We will assign a business journalist to carry out your interview
-  We will assign a photographer and organise a shoot
-  We will publish your interview on our portal
-  Your interview is posted and shared on LinkedIn and Facebook
-  A boost of €100 will be dedicated to your post, to further increase reach and engagement, and yield optimum results
-  You can share and link our post, with your interview, to your socials. Your linkage with the Who's Who brand will continue to strengthen the corporate credibility of your organisation.



What is strategically fundamental is that through [WhosWho.mt](#), you're not playing a single instrument but you're unleashing an entire orchestra that can create the right notes and harmony for your brand:

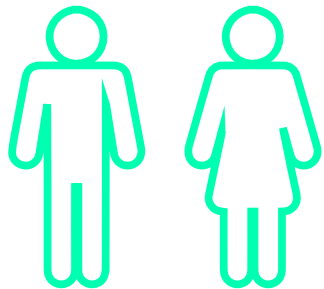
-  You can combine a Business Profile with a Who's Who Profile
-  You can acquire (at a special price) a substantial number of Who's Who Profiles for your whole team
-  You can combine a Business Profile and/or a Who's Who Profile with a Sponsored Interview or Article
-  You can combine a Sponsored interview with an Online Advertising Banner Campaign
-  Your advertising can be both in the form of Online Banners as well as Video Ads
-  You can purchase a bundle of short PR bits, that you can use ad hoc throughout the year whenever you have an important announcement to make
-  You can come on board as a Partner, and we will roll out the red carpet for you, for all your advertising, marketing, and PR strategic needs, throughout the year.

The strength of **WhosWho.mt** can also be measured by the brands that are coming on board with their Profiles and marketing campaigns. This is just a short list that we could fit in a single slide!



Let's talk numbers:

Our audience is
(more or less)
split equally
between male
and female



80 per cent
of our audience
is aged between
25 and **65 years**

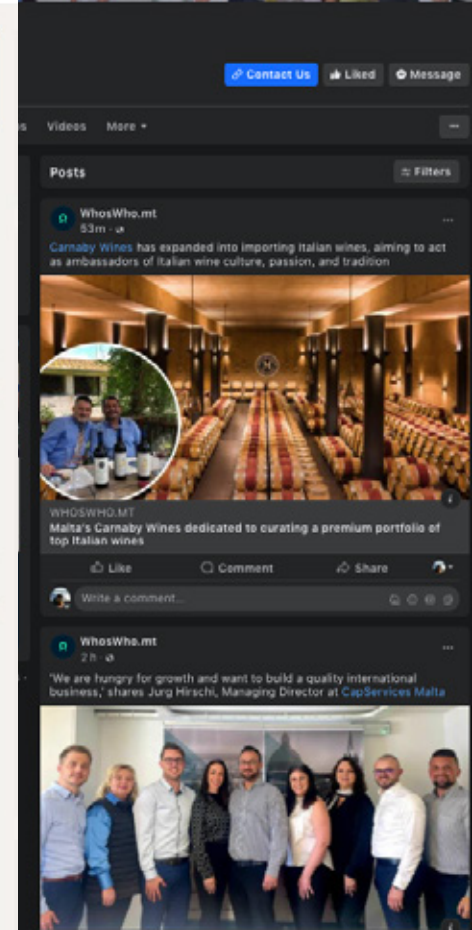
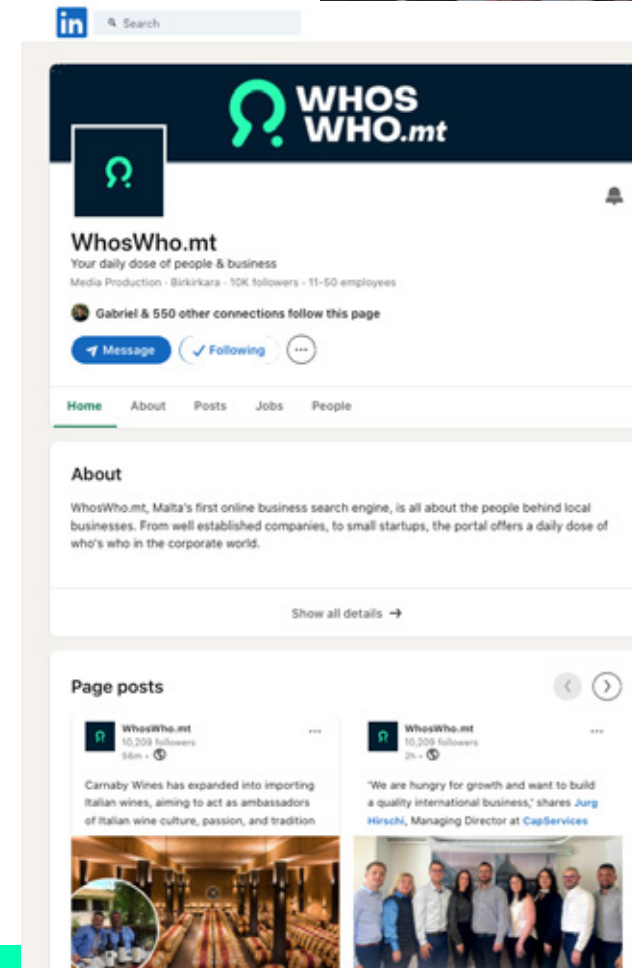
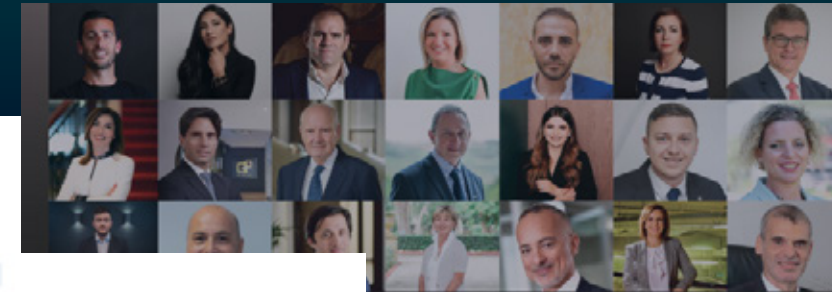
87 per cent
of the traffic is
Malta driven

80 per cent
of traffic is **mobile driven**, and
the site is **mobile-optimised**





The site has hundreds of thousands of users and **36,000 followers** on social media, across LinkedIn Facebook and Instagram, the latter clearly having a corporate, professional, entrepreneurial, and managerial background.



And this means we are providing an effective, sniper marketing platform – and not a shotgun one with many misses and few hits – to ensure that your message reaches the business-to-business audience, key decision-makers, high-net-worth individuals, and influential business leaders and companies.

Unlike mainstream media, our campaigns are focused on delivering your message to a business audience. And these are some examples of the results we're getting

Banner Campaign

INDUSTRY:

INSURANCE

START DATE:

JANUARY 2025

END DATE:

SEPTEMBER 2025

OCCUPANCY

20%

VIEWS

394,454

CLICKS

452

Banner Campaign

INDUSTRY:
MOTORING

START DATE:
AUGUST 2025
END DATE:
OCTOBER 2025

OCCUPANCY

20%

VIEWS

125,888

CLICKS

141

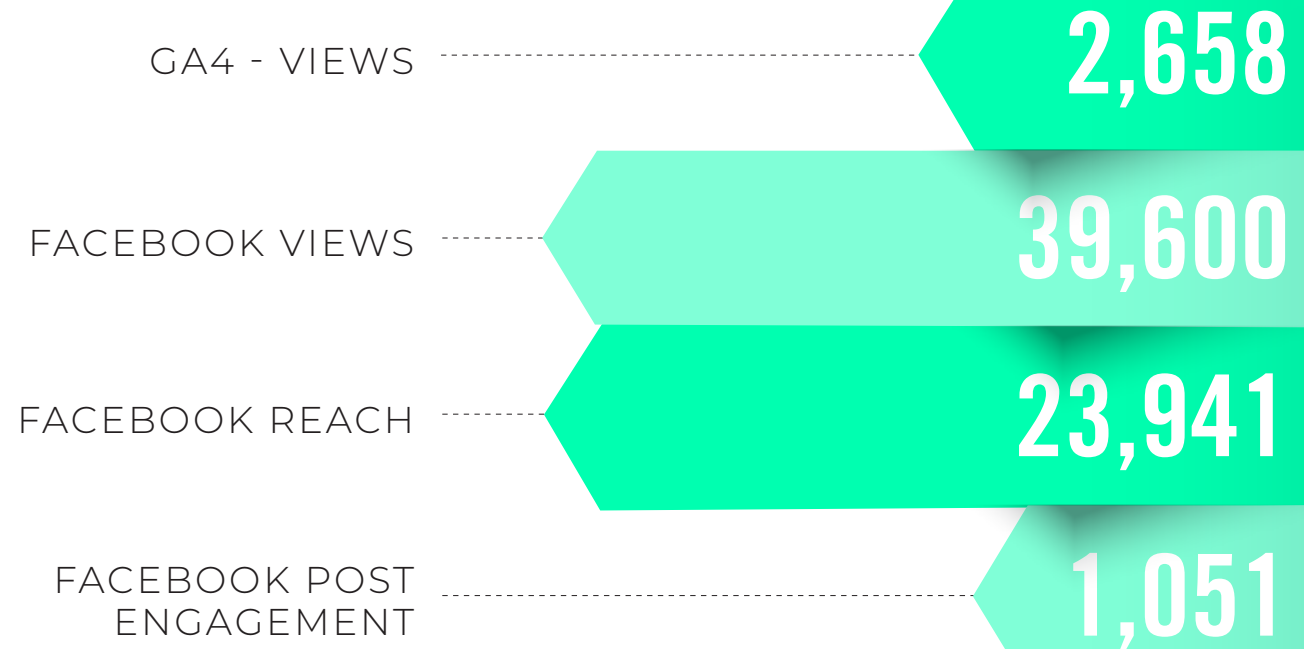
Sponsored Content

INDUSTRY:

WHOLESALE

PUBLISHED:

SEPTEMBER 2025



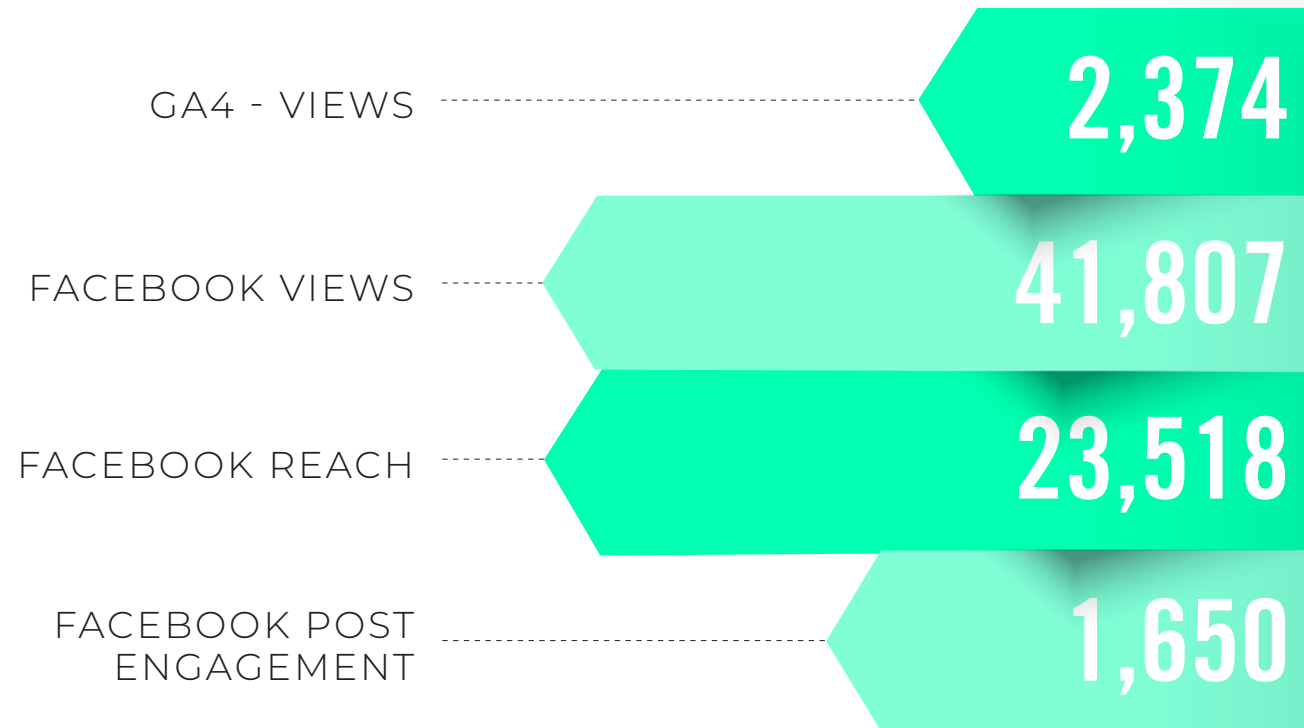
Sponsored Content

INDUSTRY:

BEAUTY

PUBLISHED:

SEPTEMBER 2025



Another sought-after marketing tool that forms part of the Who's Who brand is the Who's Who Business Club – a sniper, direct corporate marketing tool reaching thousands of business-people and companies every week. The Who's Who Business Club mailshot is delivered to thousands of business subscribers – and members of the Who's Who network – every Thursday.

An average open rate of

40.3%

An average click rate of

16.7%



The Who's Who platform keeps growing, and there are a few steps you may wish to consider as a quick check-list on whether you're currently exploiting the benefits of the Who's Who networking platform

-  Make sure that your company has a Business Profile listing
-  Make sure critical members of your team have an individual Who's Who listing
-  Make sure the right keywords are selected for both the Business Profile and the Who's Who Profile/s, so that you exploit, and enjoy, the benefits of being part of the platform
-  Make sure your marketing team are in synch with the options available on our platform to have your online banners and video ads on the Who's Who platform
-  From a PR point of view, booking sponsored content and/or a series of sponsored business bits is a must, to maximise your corporate exposure on the platform.



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