

3Q08 EARNINGS RELEASE

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3Q08 HIGHLIGHTS

- **Net Revenue** was **R\$ 231.4 million** in **3Q08**, a **17.7%** growth over 3Q07.
- **EBITDA** in the **3Q08** totaled **R\$ 7.4 million**, a **64.0%** increase over 3Q07.

INVESTED COMPANIES:

- **Spring Wireless** - investments and acquisition of OKTO (complementary).
- **Padtec** - included in **Telefónica's** selected list of global suppliers.

3Q08 HIGHLIGHTS

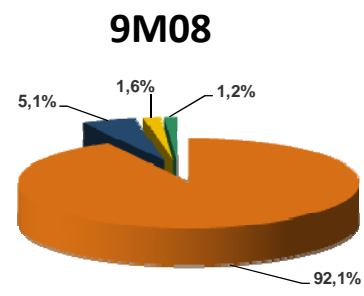
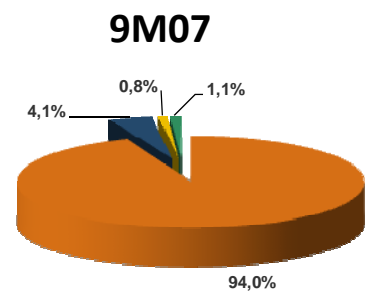
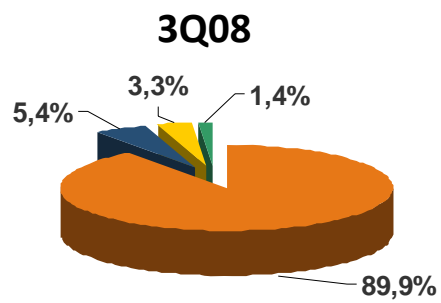
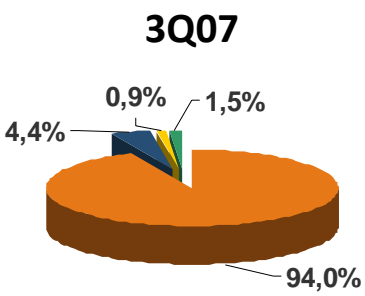
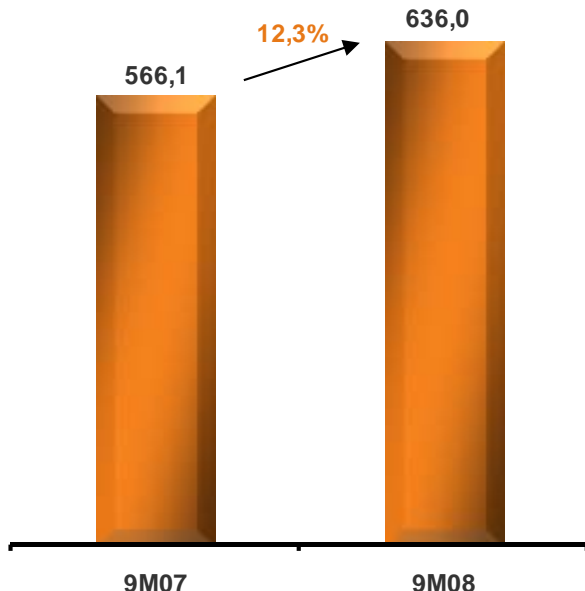
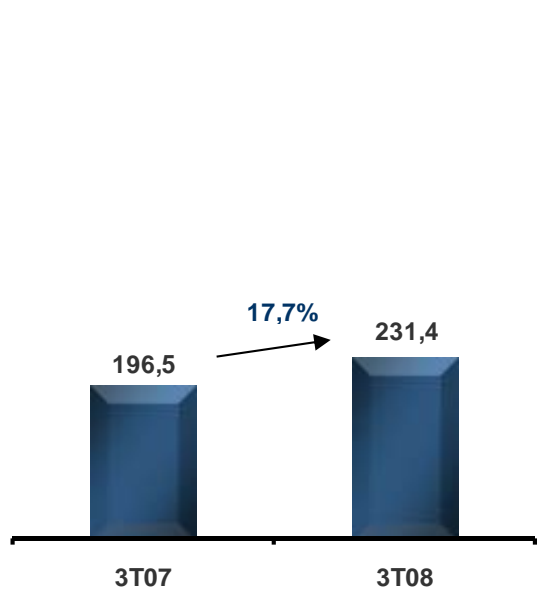
- **BrANDS** - first **100% digital communications** holding company in Brazil.
- **Softcorp** - significant **improvement** of the **EBITDA margin**.
- **Bolsa de Mulher** – acquisition of competitor and expansion to Latin America.
- **Zura!** - price comparison portal of the online shopping portal of **Yahoo! Brasil**.
- **Officer** - selected as the **best company in the wholesale sector** by the 32nd edition of the *Balanço Anual* ranking published by the business newspaper **Gazeta Mercantil**.

3Q08 HIGHLIGHTS

INTERNATIONAL CRISIS

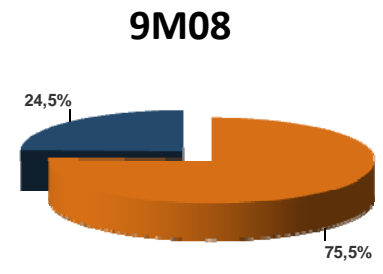
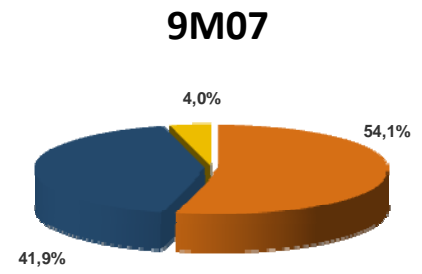
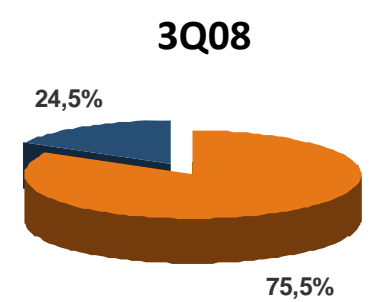
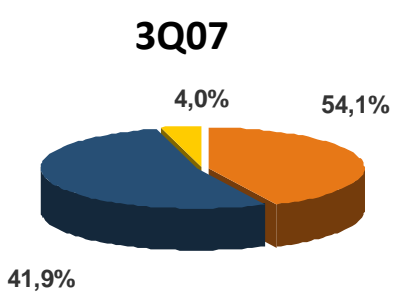
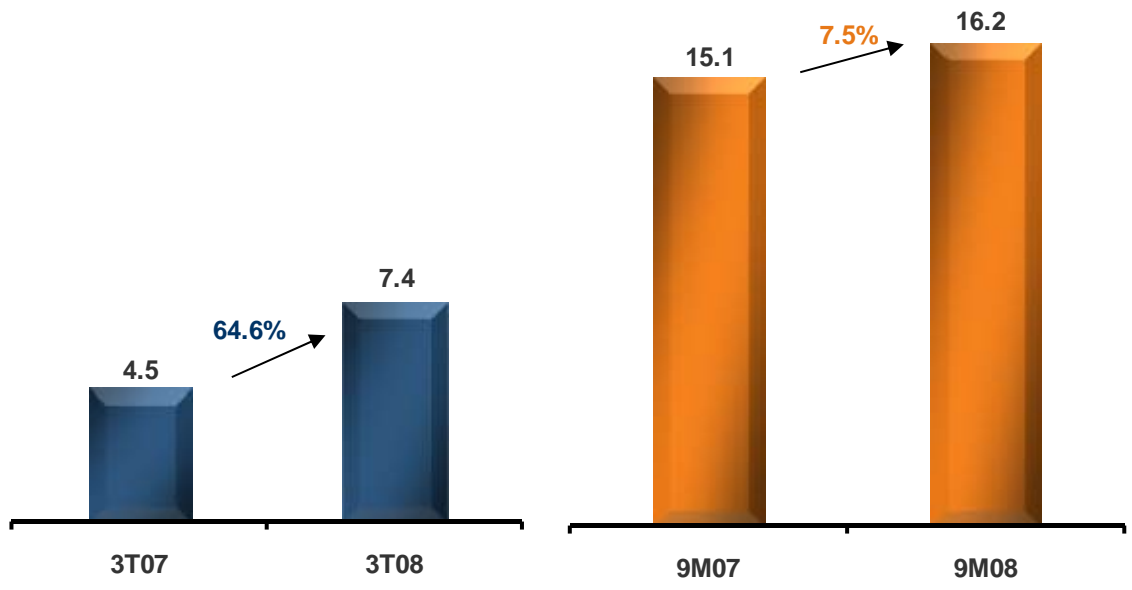
- Cash position: **R\$69.3 Million**
- Acquisition **opportunities**
- **TMT** sector - **accelerated growth** in 2009.
- Ideiasnet estimates **gross revenue** growth between **15%** and **20%** and **EBITDA** growth between **30%** and **50%**.

NET REVENUE (R\$ Millions)



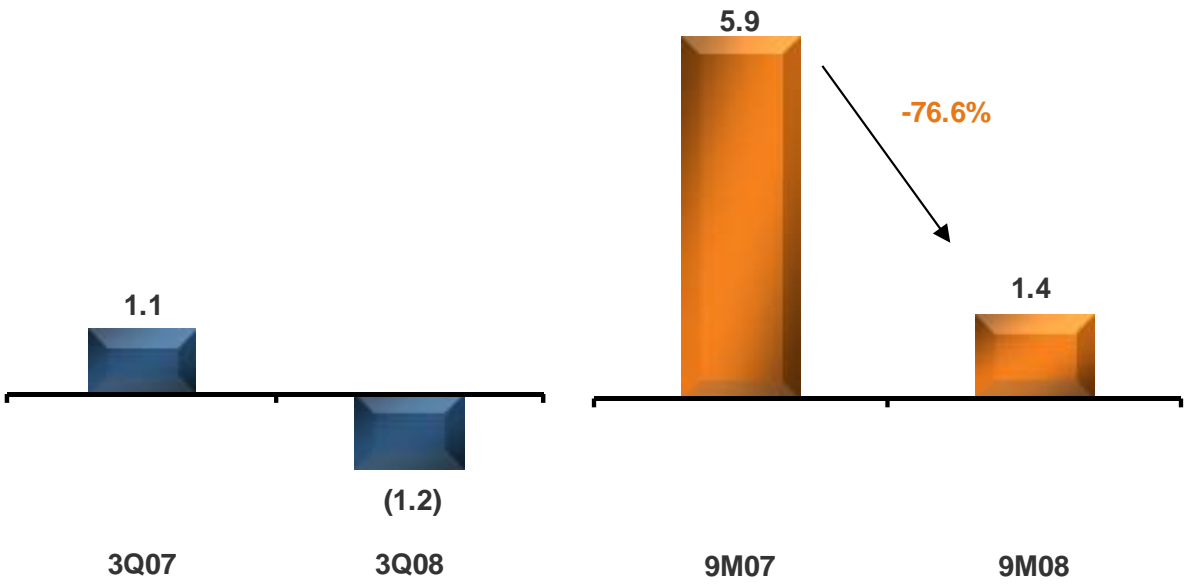
- E-Commerce & Content
- Infra-Structure & Software
- Wireless
- IdeiasVentures

EBITDA (R\$ Millions)



- E-Commerce & Content
- Infra-Structure & Software
- Wireless
- IdeiasVentures

NET INCOME (R\$ Millions)



3Q08 Highlights

- Negative Financial Result of R\$ 4.9 million.
- Exchange rate variation of R\$ 2.3 million (47.0% of financial expenses).

3Q08 PORTFOLIO HIGHLIGHTS

BOLSA DE MULHER - % IDNT: 91,0%

- Consolidated its leadership in the women's segment on the internet with the acquisition of its main competitor, Feminice, and the portals Estrela Guia, Bem Leve, Netcard and Automóvel.
- 5.7 million unique visitors per month.
- Expansion to Latin America's largest internet markets: Argentina, Chile and Mexico, with a target audience of 30.0 million internet users in all three countries.

ZURA! - % IDNT: 60,0%

- The price comparison portal of the shopping portal of Yahoo! Brasil.
- Attained the second place in the market and became one of the main advertising channels for the Brazilian online retail market.

3Q08 PORTFOLIO HIGHLIGHTS

BRANDS - % IDNT: 100,0%

- Launch of BrANDS – Brazilian Advertising & New Digital Strategies.
- The first 100.0% digital communications holding company in Brazil.
- Composed of four companies: Hands, Addcomm, Media Factory and TVaoVivo.
- Expansion projects: Latin America and Europe.
- October 2008 - media relations hot site project for the launch of Oi brand in São Paulo.

3Q08 PORTFOLIO HIGHLIGHTS

OFFICER - % IDNT: 100,0%

- Net Revenue of R\$ 191.6 million, up 20.5% against the same period in 2007.
- EBITDA totaled R\$5.5 million, 96.1% higher than in 3Q07. EBITDA margin stood at 2.9%.
- Consolidation without acquisitions: September 2008
- Program for Ideiasnet stock purchase.

PADTEC - % IDNT: 34,2%

- Net Revenue growth in 3Q08 of 31.6% against the same period in 2007.
- The Spanish company Telefónica included Padtec in its Shortlist of global suppliers of WDM equipment for metropolitan networks and SDH equipment for access networks.

3Q08 PORTFOLIO HIGHLIGHTS

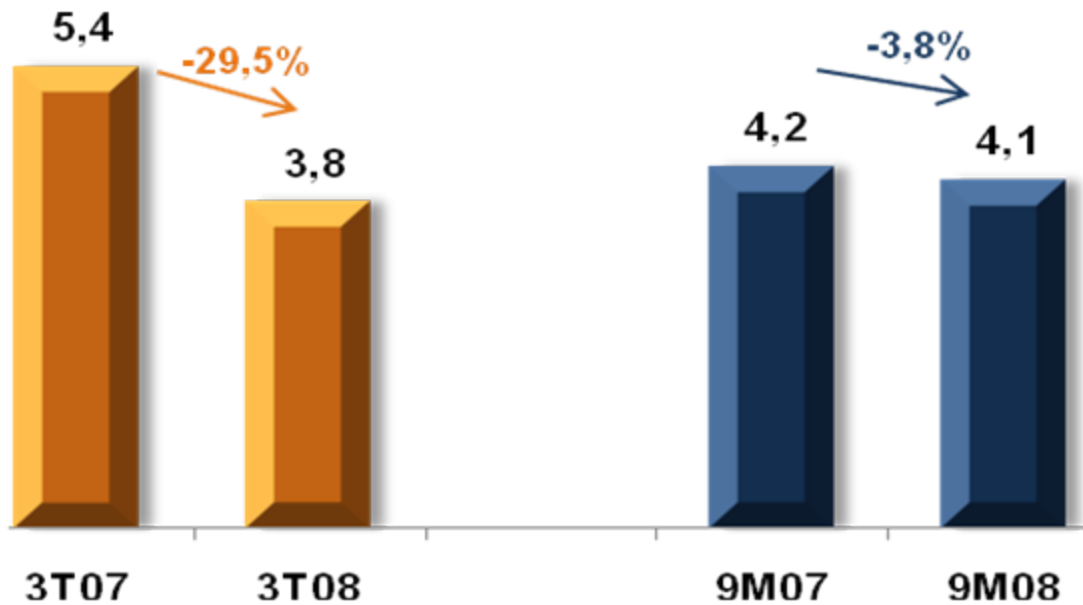
SPRING WIRELESS - % IDNT: 10,2%

- Spring Wireless received investments from Ideiasnet, Goldman Sachs and the U.S. venture capital company New Enterprise Associates (NEA).
- Acquired Okto, a mobile marketing company that supplies technology to 75.0% of the corporate SMS services in Brazil.

SOFTCORP - % IDNT: 97,0%

- Ideiasnet implemented a management overhaul at Softcorp to recover profitability, improve margins and continue the company's accelerated growth.
- Hired new CEO and Sales Officer.
- Short term results: 3Q08 EBITDA margin was positive.

Ideiasnet Average Daily Trading Volume (R\$ millions)



During the 3Q08, Ideiasnet shares (IDNT3) registered a financial volume of **R\$ 250.3 millions**.

Average daily volume of transactions in 9M08 was approximately **R\$ 4.1 millions**.

INVESTMENTS BY THE COMPANY

In 3Q08, Ideiasnet invested **R\$ 10.1 million** in its companies, detailed as follows:

CAPITAL TRNASFER (R\$ thousand)			
Sector	Company	Amount	(%)
IdeiasVentures	Bolsa de Mulher, Netmovies and iMusica	3.889	38,7%
Wireless	Spring Wireless	1.877	18,7%
Infra-Structure & Software	Automatos	1.500	14,9%
Other Companies	11 companies	2.784	27,7%

NET DEBT

At the end of 3Q08, Ideiasnet cash position shifted from net debt to net credit.

- Net credit of R\$ 2.6 million.

	09/30/2008
Cash in hand	R\$ 80,345
Short Term Loans	R\$ (30,521)
Long Term Loans	R\$ (47,222)
Net Funds	R\$ 2,602

INCOME STATEMENT

(R\$ Thousands)

Proportional Portfolio			
	3Q07	3Q08	Δ%
GROSS REVENUE	242,526	286,655	18%
(-) Taxes and deductions	(45,983)	(55,238)	
NET REVENUES	196,543	231,417	18%
Cost of goods sold	(162,154)	(185,586)	
GROSS PROFIT	34,389	45,831	
Gross margin	17.5%	19.8%	
OPERATING EXPENSES	(29,885)	(38,417)	29%
General and administrative	(29,953)	(40,711)	
Other expenses	68	2,294	
(=) EBITDA	4,504	7,414	65%
Ebitda margin	2.3%	3.2%	0.91
Depreciation	(731)	(779)	
(=) EBIT	3,773	6,635	
Net financial results	(901)	(4,904)	
(=) EBT	2,871	1,731	
(-) Non-operating results	208	(1,895)	
(-) Income tax and social contributor	(2,009)	(1,026)	
Profit sharing	-	0	
(=) Net income	1,070	(1,190)	-211%

	9M07	9M08	Δ%
GROSS REVENUE	701,925	796,678	13%
(-) Taxes and deductions	(135,803)	(160,670)	
NET REVENUES	566,122	636,008	12%
Cost of goods sold	(463,118)	(517,331)	
GROSS PROFIT	103,004	118,678	
Gross margin	18.2%	18.7%	
OPERATING EXPENSES	(87,951)	(102,503)	17%
General and administrative	(88,866)	(100,154)	
Other expenses	915	(2,349)	
(=) EBITDA	15,054	16,175	7%
Ebitda margin	2.7%	2.5%	-0.12
Depreciation	(1,787)	(2,200)	
(=) EBIT	13,266	13,975	
Net financial results	(1,532)	(7,446)	
(=) EBT	11,735	6,529	
(-) Non-operating results	181	(311)	
(-) Income tax and social contribution	(6,008)	(4,839)	
Profit sharing	-	0	
(=) Net income	5,908	1,380	-77%

DISCLAIMER

This presentation may contain forward-looking statements concerning future trends and results. These projections are subject to risks and uncertainties and future results may differ materially from such forward-looking statements. Many of these risks refer to factors that are beyond Ideiasnet's control or ability to anticipate, including market conditions, currency fluctuations, the behavior of competitors, the regulatory environment, the company's ability to continue raising funds and changes in the social and political context in which Ideiasnet operates or in economic trends or conditions, including inflation and changes in consumer confidence levels, on a global, national or regional scale.

Readers are hereby advised not to rely only on these trends and projections, nor is Ideiasnet obliged to publish any changes to these trends or projections to reflect subsequent events or circumstances.

For additional information, please contact our IR team:

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