



3Q09 RESULTS

November 2009

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3Q09 OVERVIEW

Net Revenue

- 3Q09: R\$ 226,4 million – reduction of 2.2% YoY and growth of 23.5% in comparison to 2Q09

EBITDA

- 3Q09: R\$ 3.7 million – reduction of 50.1% YoY and reversal of the negative result in 2Q09

Record Results

- Officer and Padtec returned to historic EBITDA margins

Market Consolidation

- Bolsa de Mulher acquired iTodas, a female-focused social media website
- Trinnphone acquired competitor's portfolio, doubling in size

3Q09 OVERVIEW

E-commerce

- New investment: Site Blindado, a business security solutions provider
- Ideiasnet increased stake in MoIP

Infrastructure & Telecom

- Padtec positive results, offsetting segment results

Media, Communication & Content

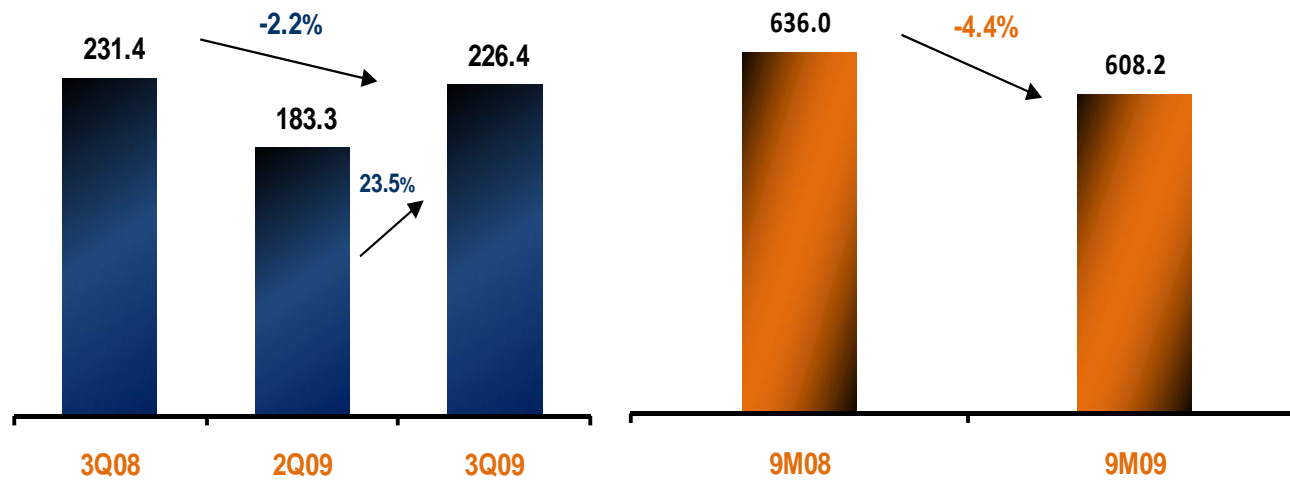
- Pini, Bolsa de Mulher, iMusica e Zura! contributed significantly to the segment growth
- NetMovies launched NetMovies LIVE, Brazil's first on-demand streaming service

Active Market

- M&A deals
- IPOs in the Brazilian capital market

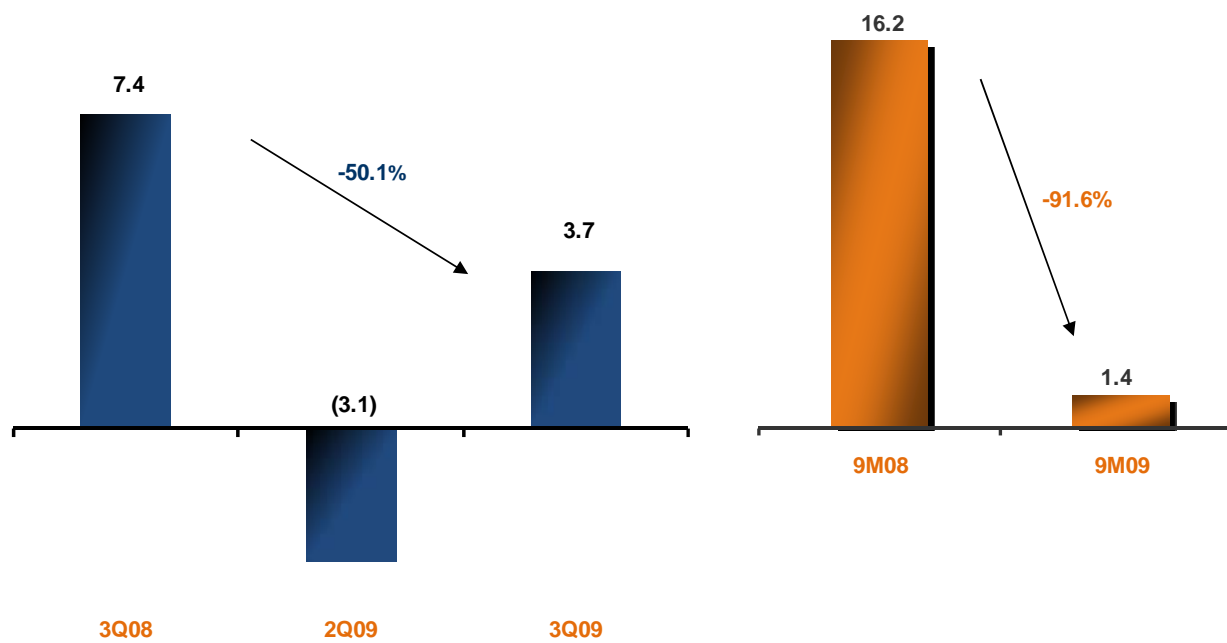
NET REVENUE

R\$ million



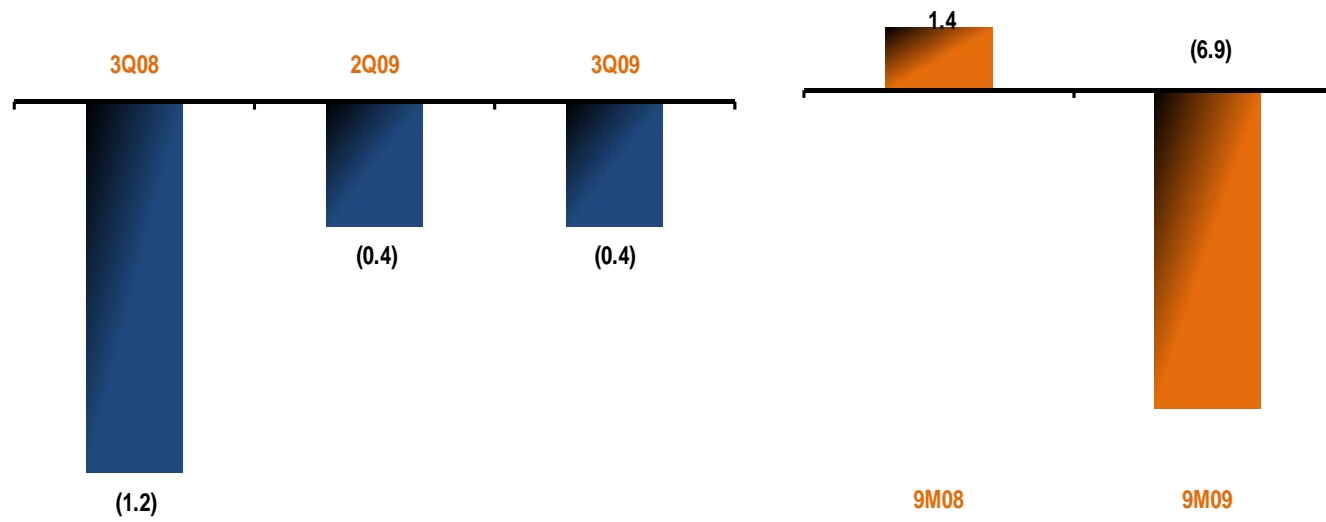
EBITDA

R\$ million



NET INCOME

R\$ million



SUBSEQUENT EVENTS

Public Tender Offer for the Acquisition of Ideiasnet Common Shares

On October 30, 2009, it was published a Public Tender Offer for Ideiasnet common shares

The Offerers are Centennial Asset Mining Fund LLC; Hankoe Fundo de Investimento em Participações; Fundos Mercatto; Total Return Investment LLC; and Gustavia Investors LLC

The Offer is for up to all of Ideiasnet's shares and will be concluded via an auction at 3:00 p.m. on November 30, 2009. The tender offer value is R\$ 5.23 per share. The Offerers have declared that they have no intention of delisting Ideiasnet or removing it from the Bovespa's Novo Mercado trading segment

Trinnphone acquires competitor's portfolio, doubling in size

In November 2009, Trinn substantially expanded its activities in the corporate market by acquiring the portfolio of its competitor Castel.

SUBSEQUENT EVENTS

New Investment – Site Blindado

Site Blindado is an internet-based business security and compliance solutions provider. Industry outlook is positive for e-commerce sector. Revenue is expected to reach R\$ 10.5 billion in 2009 (source: Ebit). In 3Q09, the ICCII (Internet Consumer Confidence Index) averaged 86.96%, 0.85 percentage points up on the first-half average.

Increased stake in MoIP

In November, Ideiasnet increased its stake in MoIP to 41.3% by acquiring part of the company's capital from shareholders not involved in management.

Calling of an Extraordinary Shareholders' Meeting – Cancellation of Shares

An Extraordinary Shareholders' Meeting has been called for November 19, 2009, to propose, among other matters, the cancellation, with no capital reduction, of the 4,168,200 common Ideiasnet shares held in Treasury.

PORTFOLIO BREAKDOWN

E-COMMERCE

NET REVENUE

- 3Q09: R\$ 202.9 million – down 1.5% YoY
- 9M09: R\$ 549.2 million – down 5.4% YoY

EBITDA

- 3Q09: R\$ 4.3 million – down 42.4% YoY
- 9M09: R\$ 9.7 million – down 30.6% YoY

NET INCOME

- 3Q09: R\$ 1.7 million – down 48.8% YoY
- 9M09: R\$ 6,2 million – down 144.9% YoY

PORTFOLIO BREAKDOWN

INFRA & TELECOM

NET REVENUE

- 3Q09: R\$ 14.1 million – down 30.8% YoY
- 9M09: R\$ 35.5 million – down 18.1 % YoY

EBITDA

- 3Q09: R\$ 27 thousand – down 98.3% YoY
- 9M09: R\$ 1.3 million negative – reversing positive result in 9M08

MEDIA, COMMUNICATION & CONTENT

NET REVENUE

- 3Q09: R\$ 9.4 million – growth of 85.5% YoY
- 9M09: R\$ 23.5 million – growth of 88.8% YoY

EBITDA

- 3Q09: R\$ 581 thousand negative – down 61.4% YoY
- 9M09: R\$ 7.0 million negative

3Q09 PORTFOLIO HIGHLIGHTS

OFFICER

- Net Revenue:

3Q09: R\$ 189.4 million, down 1.2% YoY

9M09: R\$ 514.1 million, down 5.0% YoY

- EBITDA:

3Q09: R\$ 5.0 million, down 9.8% YoY

9M09: R\$ 11.1 million, down 24.2% YoY

- Tax Substitution – still having impact in August

- Improvement of software sales in September – margin recovery

- Partnership with Samsung

3Q09 PORTFOLIO HIGHLIGHTS

PADTEC

- Margin recovery – new orders from some of major customers (Oi and Embratel)
- September – record revenue for the year 2009, 30% above of the same month in 2008
- Net Revenue – fell by 6.1% YoY and grew by 18.2% over 2Q09
- EBITDA – fell by 38.9% YoY and increased by 157.8% over 2Q09

3Q09 PORTFOLIO HIGHLIGHTS

BOLSA DE MULHER

- Net Revenue:

3Q09: 181.5% growth when compared with 3Q08

9M09: 261.6% growth when compared with 9M08

- Acquired iTodas, a female-focused social media website, totaling 9.0 million registered users and 7.5 million UV
- International expansion
 - Set up an officer in NY
 - Hired Spark PR

3Q09 PORTFOLIO HIGHLIGHTS

iMUSICA

- Net Revenue:
 - 3Q09: 184.6% growth when compared with 3Q08
 - 9M09: 396.1% growth when compared with 9M08
- Started selling music without DRM (Digital Rights Management)

NETMOVIES

- Net Revenue:
 - 3Q09: 83.3% growth when compared with 3Q08
 - 9M09: 178.2% growth when compared with 9M08
- Launched NetMovies LIVE

INVESTMENTS

In 3Q09, Ideiasnet invested R\$ 5.96 million in its portfolio, as follows:

INVESTMENTS (R\$ '000)			
Sector	Company	Amount	(%)
Media, Communication & Content	iMusica, Bolsa de Mulher, NetMovies, BrANDS and Zura!	3,929	66.7%
Infra & Telecom	Spring Wireless, TecTotal, Trinphone	1.963	33.3%

NET DEBT

Ideiasnet closed 3Q09 with net debt proportional to its holdings in its investees of R\$ 65.5 million, reverting the Net Cash of R\$ 2.6 million recorded in 3Q08.

R\$ '000	09/30/2009
Cash and Cash Equivalentents	17,044
Short-term Loans	(51,390)
Long-term Loans	(31,125)
Net Debt	(65,471)

INCOME STATEMENT

R\$ thousands

Proportional Portfolio

Ideiasnet	3Q08	3Q09	Δ%	2Q09	Δ%
GROSS REVENUE	286,655	274,388	-4.3%	234,259	17.1%
(-) Taxes and deductions	(55,238)	(48,018)		(50,948)	
NET REVENUES	231,417	226,370	-2.2%	183,310	23.5%
Cost of goods sold	(185,586)	(185,482)		(154,638)	
GROSS PROFIT	45,831	40,888	-10.8%	28,672	42.6%
Gross margin	19.8%	18.1%		15.6%	
OPERATING EXPENSES	(38,417)	(37,190)	-3.2%	(31,756)	17.1%
General & administrative	(40,711)	(31,059)		(31,345)	
Other expenses	2,294	(6,132)		(411)	
(=) EBITDA	7,414	3,698	-50.1%	(3,083)	n.m
Ebitda margin	3.2%	1.6%		-1.7%	
.Depreciation	(779)	(817)		(727)	
(=) EBIT	6,635	2,881	-56.6%	(3,810)	n.m
.Net financial results	(4,904)	(2,625)		(2,719)	
(=) EBT	1,731	256	-85.2%	(6,529)	n.m
(-) Non-operating results	(1,895)	442		(492)	
(-) Inc. tax & social contrib.	(1,026)	(1,144)		56	
Profit sharing	-	-		564	
Extraordinary Result	-	-		5,978	
(=) Net income	(1,190)	(447)	n.m	(424)	n.m

Ideiasnet	9M08	9M09	Δ%
GROSS REVENUE	796,678	755,133	-5.2%
(-) Taxes and deductions	(160,670)	(146,932)	
NET REVENUES	636,008	608,201	-4.4%
Cost of goods sold	(517,331)	(506,028)	
GROSS PROFIT	118,678	102,173	-13.9%
Gross margin	18.7%	16.8%	
OPERATING EXPENSES	(102,503)	(100,816)	-1.6%
General & administrative	(100,154)	(94,270)	
Other expenses	(2,349)	(6,546)	
(=) EBITDA	16,175	1,357	-91.6%
Ebitda margin	2.5%	0.2%	
.Depreciation	(2,200)	(2,448)	
(=) EBIT	13,975	(1,091)	n.m
.Net financial results	(7,446)	(9,189)	
(=) EBT	6,529	(10,280)	n.m
(-) Non-operating results	(311)	(1,045)	
(-) Inc. tax & social contrib.	(4,839)	(2,096)	
Profit sharing	0	564	
Extraordinary Result	-	5,978	
(=) Net income	1,380	(6,880)	n.m

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.

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