ADVERTS daft.ie DoneDeal

ALL DISTILLED COMPANIES

About Distilled SCH

Distilled SCH is the leader in online marketplaces in Ireland. Formed in 2015, Distilled SCH operates the three iconic Irish online brands - Adverts.ie, Daft.ie and DoneDeal.ie.

~150 employees across our 3 offices in Waterford, Wexford and Dublin

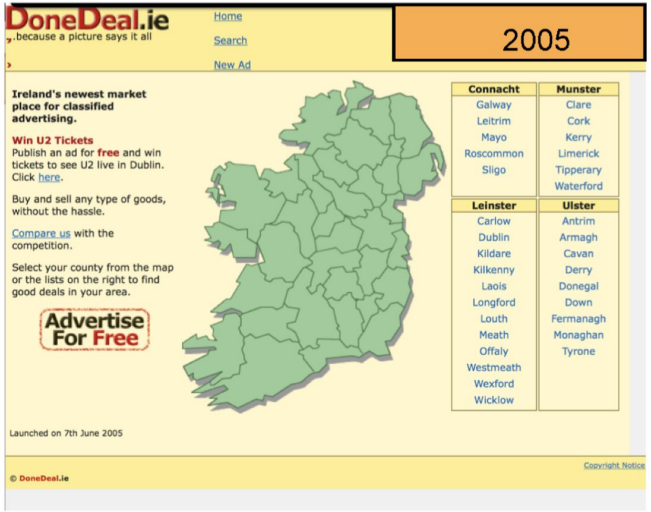
About Me

- Pádraig Howlin, VP of Engineering
- Married to Lindsay
- Two Children - Seán 13 and Millie 9
- MSc in Computing from WIT
- Joined DoneDeal 5 years ago as a iOS developer
- Moved to VP Eng role in Feb ‘18
- Based across our offices in Wexford, Dublin and Waterford

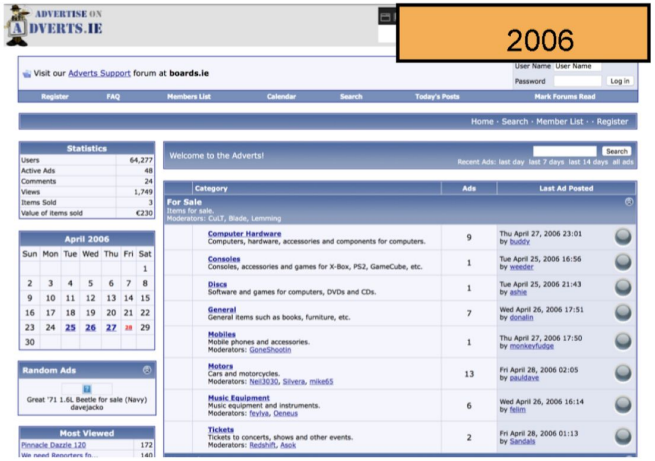
Where did it all start?

1997

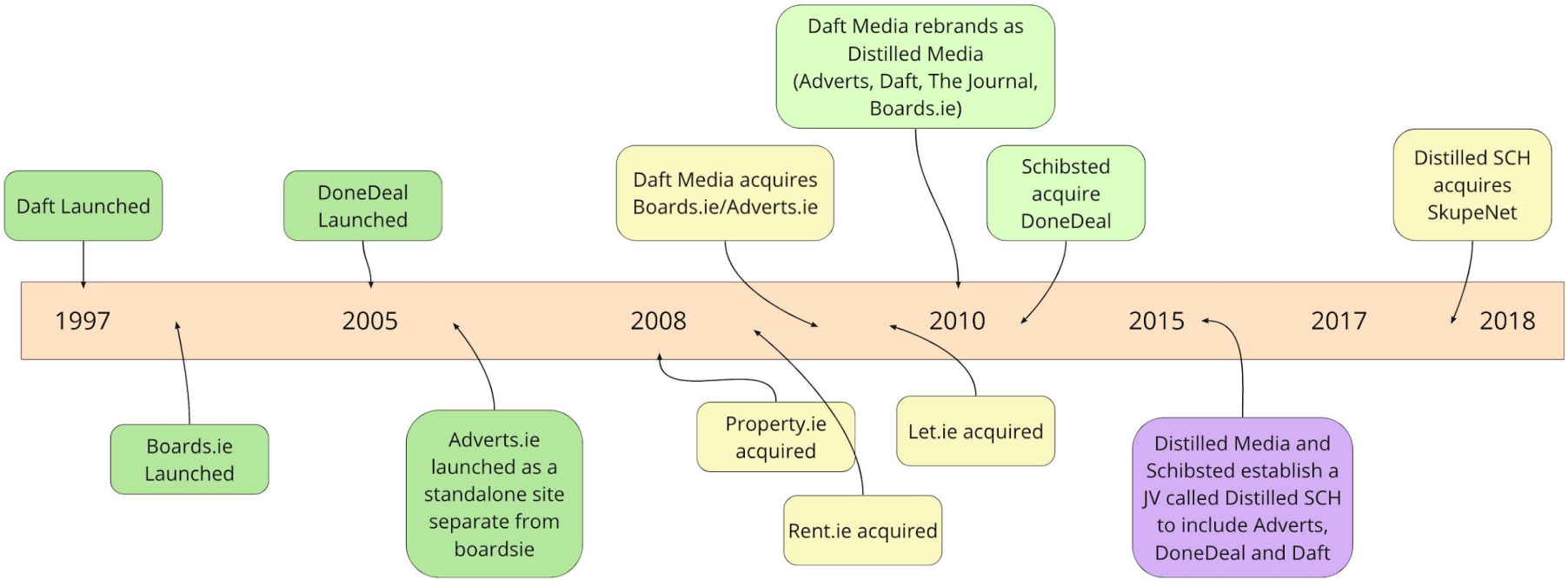
2005



2006

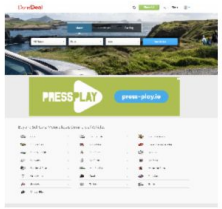


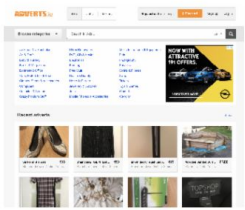
Timeline

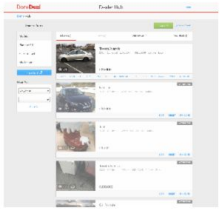

Daft Launched
DoneDeal Launched
Daft Media acquires Boards.ie/Adverts.ie
Daft Media rebrands as Distilled Media (Adverts, Daft, The Journal, Boards.ie)
Schibsted acquire DoneDeal
Distilled SCH acquires SkupeNet
1997
2005
2008
2010
2015
2017
2018
Boards.ie Launched
Adverts.ie launched as a standalone site separate from boardsie
Property.ie acquired
Rent.ie acquired
Let.ie acquired
Distilled Media and Schibsted establish a JV called Distilled SCH to include Adverts, DoneDeal and Daft

Our Platforms

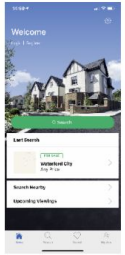
Web

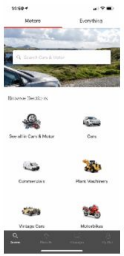




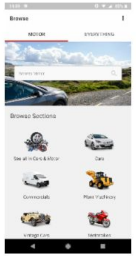


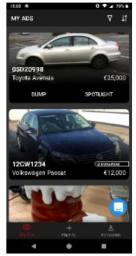
iOS

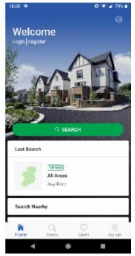




Android

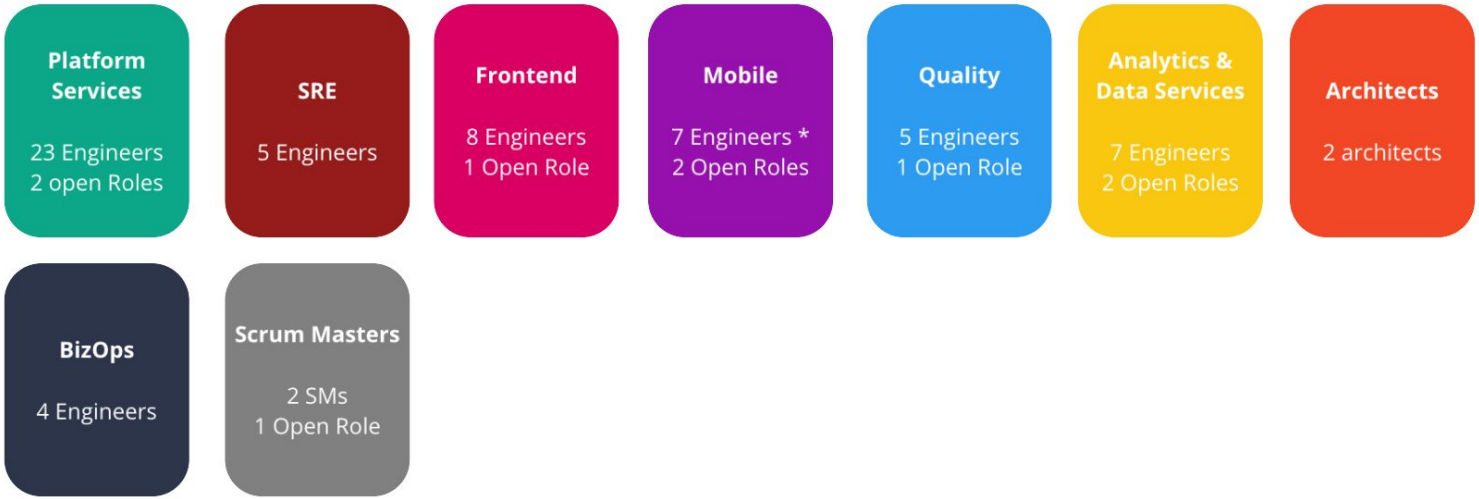




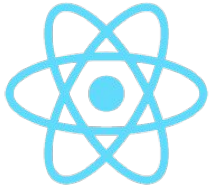


Our Engineering Team

- Around 70 people split between our 3 offices
- 9 Functional teams
- 10 Cross functional Agile teams using both Scrum and Kanban



Technologies we use (some of them)



React

RED HAT® OPENSHIFT

Swift

elastic

Kotlin

PostgreSQL

spring
by Pivotal™

More Stats. From ~9m visits...

Device	Visits	% of visits
PS4	2,556	<0.1%
BlackBerry	816	<0.1%
Os2	156	<0.1%
Mac OS X PPC	112	<0.1%
Wii U	26	<0.1%
Windows NT	23	<0.1%
Nintendo DS	10	<0.1%
Android 2.0	2	<0.1%

Questions?