

# MoBoo for Publishers: Reach Global Readers. Earn More. Inspire Always.

## Welcome to **MoBoo.Com** — Your Gateway to the World's Youngest Book Lovers

MoBoo is a rapidly growing platform that helps parents guide their children toward better reading, one joyful page at a time. With personalized recommendations driven by age, interest, and reading level, we connect great books to growing minds — and we want your stories to be part of that journey.

We're not just building a platform. We're building **the most vibrant global community of young readers** — and the best place for all publishers to earn, grow, and inspire.

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### Why Publishers Are Joining MoBoo

#### **Global Reach, Zero Hassle**

Get instant access to a diverse, worldwide audience of children and their parents. MoBoo currently supports **15,000 active users**, with growth projections of 100,000 readers in the next 10 months and **1 million** within two years.

#### **New Revenue from Existing Titles**

MoBoo isn't just another bookstore — it's a full ecosystem for discovery, engagement, and monetization. Especially for older and midlist-titles, MoBoo offers **three distinct revenue streams** to choose from:

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### Three Ways to Earn with MoBoo

#### 1. Direct eBook Sales

Sell your books directly to families.

- ✓ You set the price
- ✓ We recommend your books to the right readers
- ✓ You keep over **70%** of what we earn from each sale

#### 2. eBook Leasing (*Perfect for older titles*)

Enable short-term borrowing of books where cost may be a barrier.

- ✓ You set the lease price and we set the optimal duration

- ✓ Parents pay to lease books for 1–2 weeks
- ✓ You keep **60%** of lease revenue we earn

### 3. Ad Revenue for Free Titles

Offer select books for free to boost reach — and still earn.

- ✓ You choose which books are ad-supported
- ✓ You keep **50%** of the ad revenue for your books

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### Simplicity That Works for You

- Upload your books or provide direct access links — **bulk upload supported**
- Set pricing, discounts, lease terms, or choose to make a title free
- View full reports: discover what was shown, read, purchased, and how much you earned
- Receive **monthly payouts** once thresholds are met

*With MoBoo, you get data, transparency, and control — without tech hurdles.*

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### Why This Matters

Every title shared through MoBoo helps children strengthen literacy skills and develop a lasting love for books. From classic publishers to emerging houses, MoBoo empowers your catalog to do more — in more places — than ever before.

*You bring the stories. We'll bring the readers.*

**Get Started Today with this New Opportunity**

**MoBoo.Com**

- ✓ Email us at [ajay.gupte@moboo.com](mailto:ajay.gupte@moboo.com) with your interest

We will provide dates for upcoming webinars and appointments

*Join MoBoo and transform your backlist into global impact — and new revenue.*