



5 Reasons why eTOQUE
has become one of the
most prestigious and
recognized Cuban Media.



MAIN IMPACTS 2024

1

WE ARE THE MAIN REFERENCE IN THE INFORMAL FOREIGN EXCHANGE MARKET

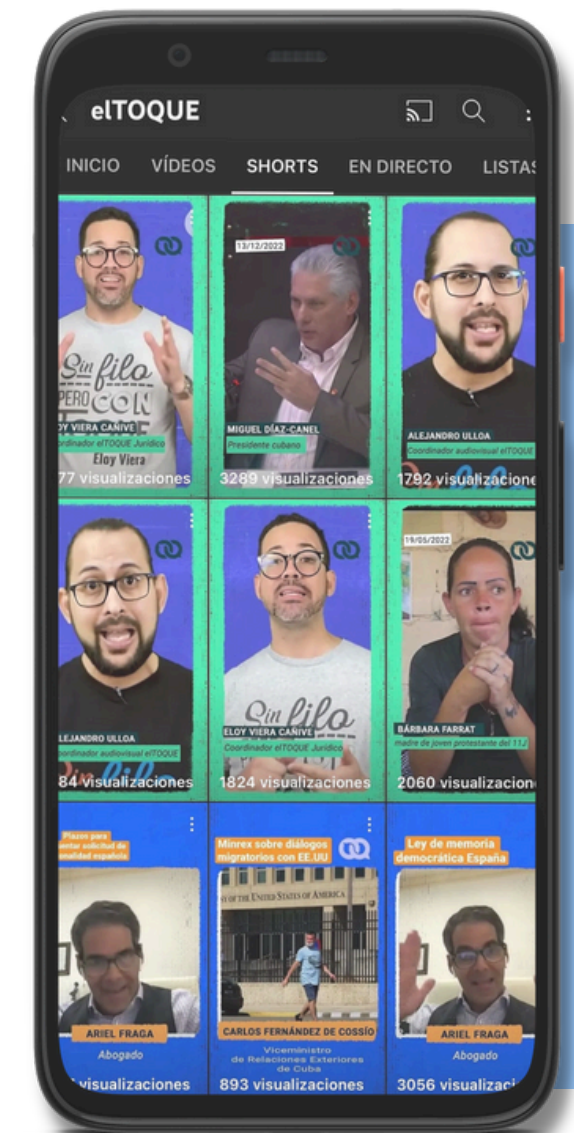
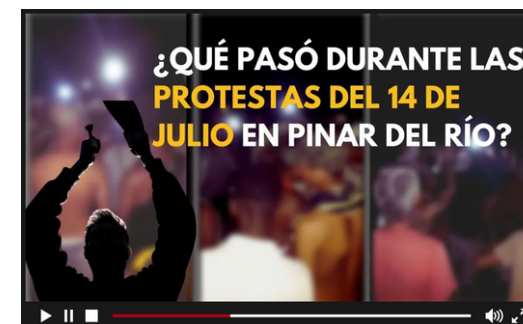
“It is the daily reference of our domestic economy”

eITOQUE's Reader

- eITOQUE provides daily values of exchange rates in the informal foreign exchange market in Cuba, obtained using **Artificial Intelligence techniques**.
- Experts and stakeholders recurrently use the data provided by **eITOQUE's Currency and Finance Observatory**.
- The Cuban regime considers eITOQUE a priority target of its disinformation and repressive machinery and accuses its members of carrying out "**economic terrorism**" due to the great effect that our information has within the country.
- International media cite eITOQUE as the "**most watched tracker**" (**Reuters, EFE, CNN**)

2 WE WORK FOR CITIZEN EMPOWERMENT AND HUMAN RIGHTS

- The legal education project eI TOQUE Jurídico and its platform Legalis have become a **reference space for consultations on citizen rights**, providing legal advice to activists, civil society organizations, and independent citizens.
- eI TOQUE's audiovisual production stands out within the content creator ecosystem for its emphasis on explaining and dismantling propaganda. Our innovative approach drives a **community of over 100 100,000 followers on YouTube** and **400, 000 followers on Facebook**.



3

WE STRENGTHEN THE CUBAN INDEPENDENT MEDIA ECOSYSTEM



- We **support strengthening other Cuban independent media** and creators through training and resources.
- We have **trained two cohorts of independent creators** through online courses and seed funds.
- We use our **financial and legal solutions** to facilitate the financial operations of other media with fewer capacities.
- We have grown and solidified our operations with a **team in exile in 11 countries.**
- We share with other independent media our **sustainability strategies** so that they can survive in a closed and repressive environment like Cuba.

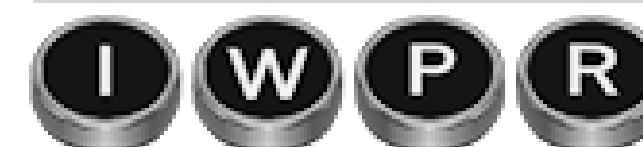
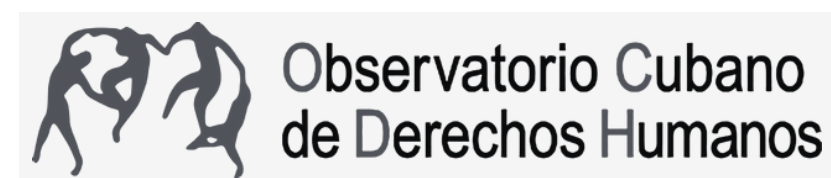
4 WE CREATE STRATEGIC ALLIANCES AND COLLABORATIONS

We have international awards and recognitions:

- Online Journalism Awards
- SIP Excellence Award
- LASA Media Award
- Gabo Journalism Award

The United Nations Migration Organization has referenced our special "**Migrating: A Life or Death Decision.**"

We collaborate with international organizations to create **high-impact investigations.**



5

WE INNOVATE WITH THE USE OF TECHNOLOGICAL TOOLS AND INFORMATION VERIFICATION

- We are leaders in the fight against misinformation among Cuban audiences. The **OCB selected us** for the construction of the multinational platform **MartiVerifica**.
- We innovate with the **use of artificial intelligence for information verification** and optimization of relationships with the audience through chatbots and other intelligent and automated solutions.



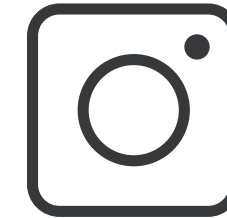
2024

Key data

We receive **dozens of citizen reports** to scrutinize power.



**+421K
FOLLOERS**



**+30K
FOLLOWERS**



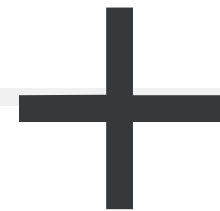
**+105K
SUBSCRIBERS**



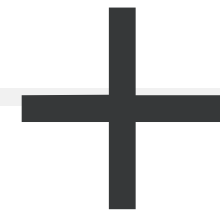
**+36K
FOLLOWERS**



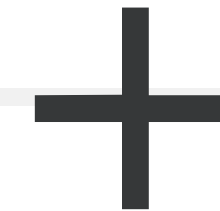
+ 540 ENTRIES
in six months, just on
our website



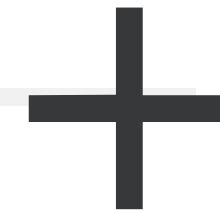
+3 MILLION PEOPLE
reach with our content
in six months



+3 000 SUBSCRIBERS
receive elTOQUE
Newsletter, with a 26%
open rate



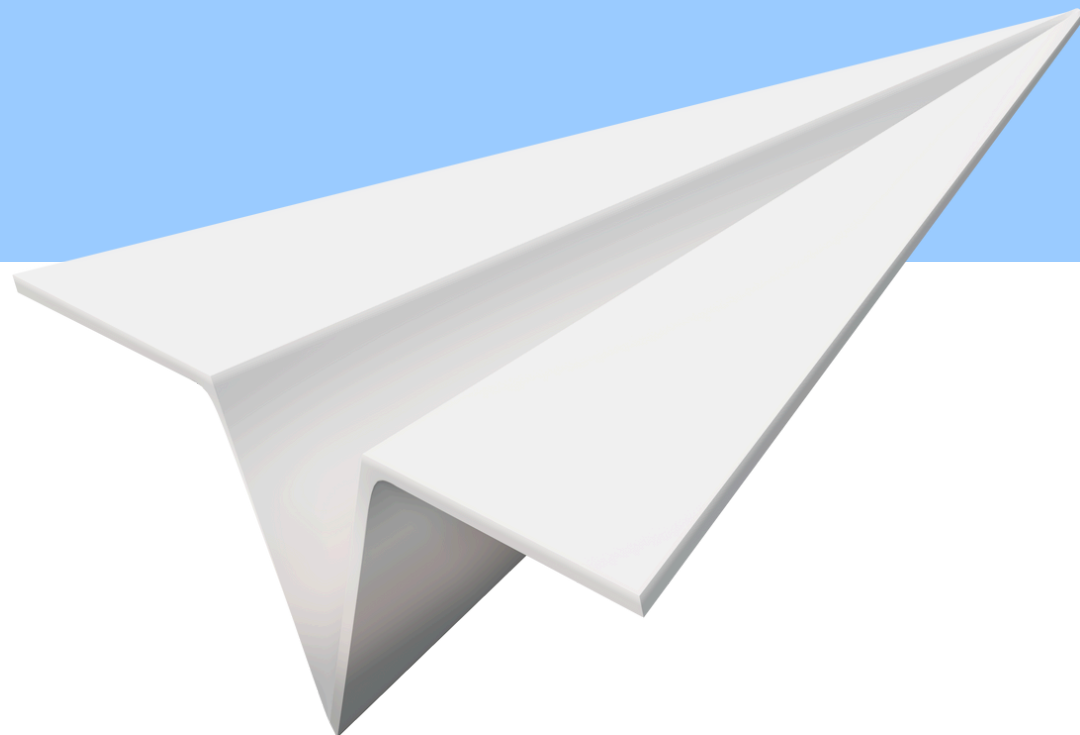
+2 500 SUSCRIPTORES
receive our OMF*i*
Newsletter, with a 37%
open rate.



+50K DOWNLOADS
of elTOQUE App

WHY YOU SHOULD SUPPORT EL TOQUE

Supporting eLTOQUE is more than strengthening a media outlet, it is investing in a project that promotes transparency, rigorous information, and civic education.



Support our work of social, legal, and economic impact.

Bet on innovation and data-driven journalism.

Impact the strengthening of the independent Cuban media ecosystem.

Collaborate with our networks of intellectuals, academics, journalists, and activists.

Contribute to our growth and commitment to our user community, emphasizing migrant and refugee Cubans.

Support our resistance to the repression of the Cuban regime against independent journalists and creators.



Thank you!

