

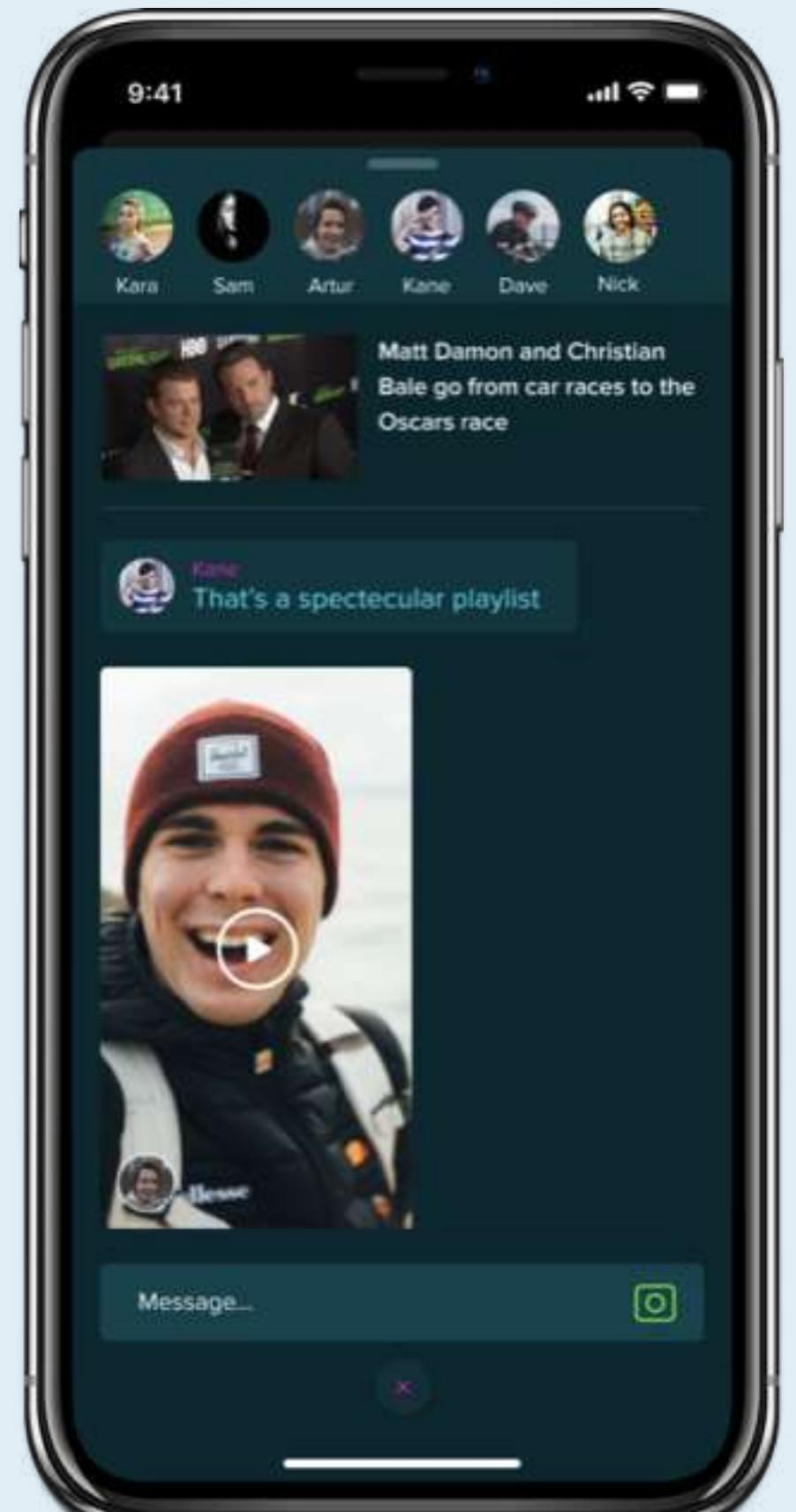
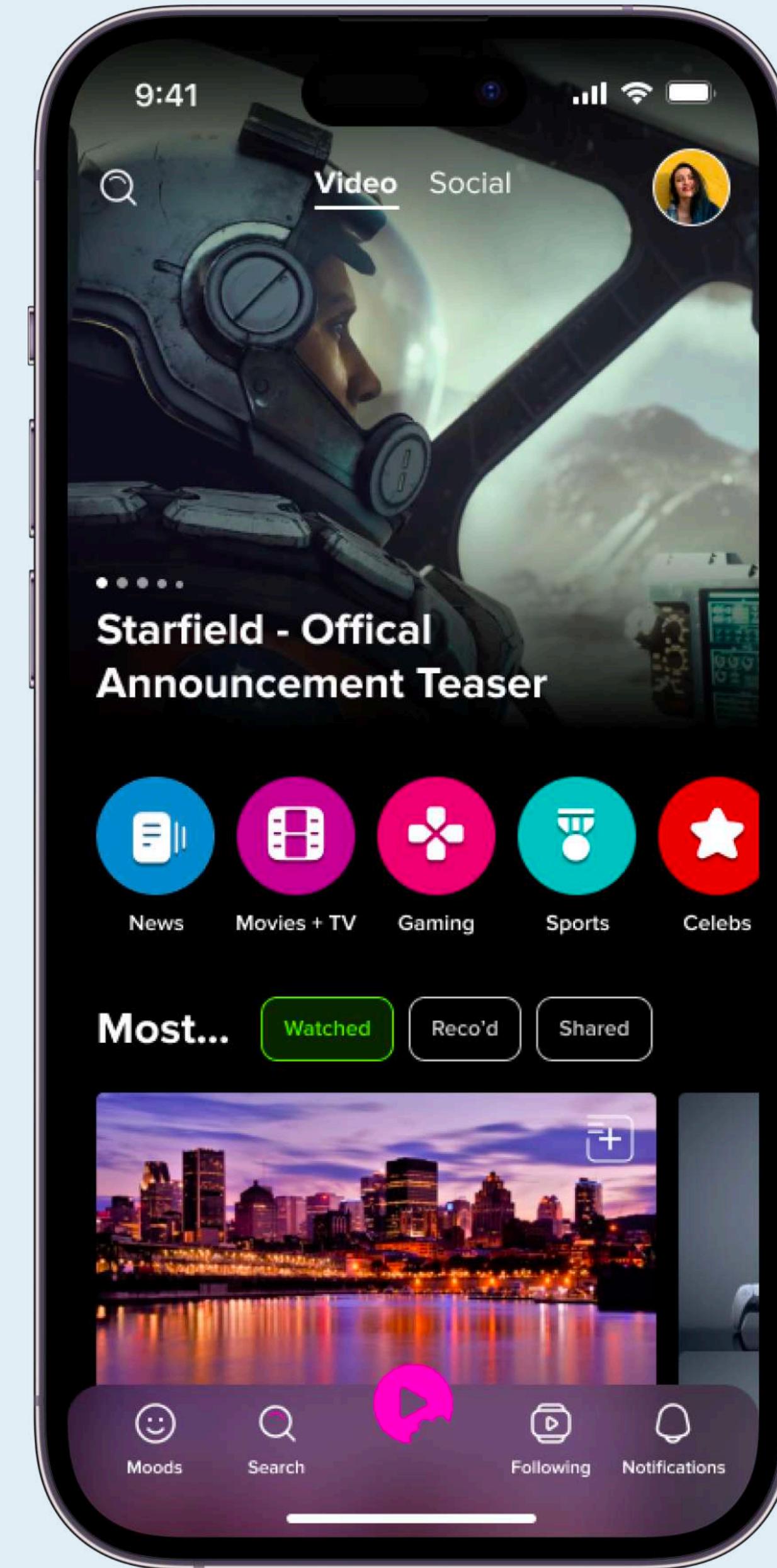


snibble

INVESTOR PRESENTATION

FALL 2022

THE ONLY PREMIUM SHORT-FORM SOCIAL VIDEO PLATFORM.



3 THINGS THAT MAKE SNIBBLE A GREAT INVESTMENT:

1

In 2 1/2 years, we've increased our value 13x. As we head towards 1 million users comparative valuations in our space point to a valuation again many times our current.

2

We have set the stage with the partnerships for content, sports betting in place, new revenue streams.

3

We're ahead of the market with product offerings, organic growth and engagement up, with proven scalable user acquisition that's lower than industry norms.



THE PROBLEM: TOO MANY ADS!

75% of YouTube users and 74% of social media users say that too many ads are ruining their experience.

*SurveyMonkey 2022 survey, Google 2022 Social Media Survey

How's your recent/current experience with YouTube Ads?

Vote below and read our opinion here:
piunikaweb.com/2021/07/11/opi...
#YouTube #Ads #advertisement #Google



SUBSCRIPTIONS ARE NOT THE SOLUTION.

YouTube Premium has not been successful, penetrating less than 1% of their user base.

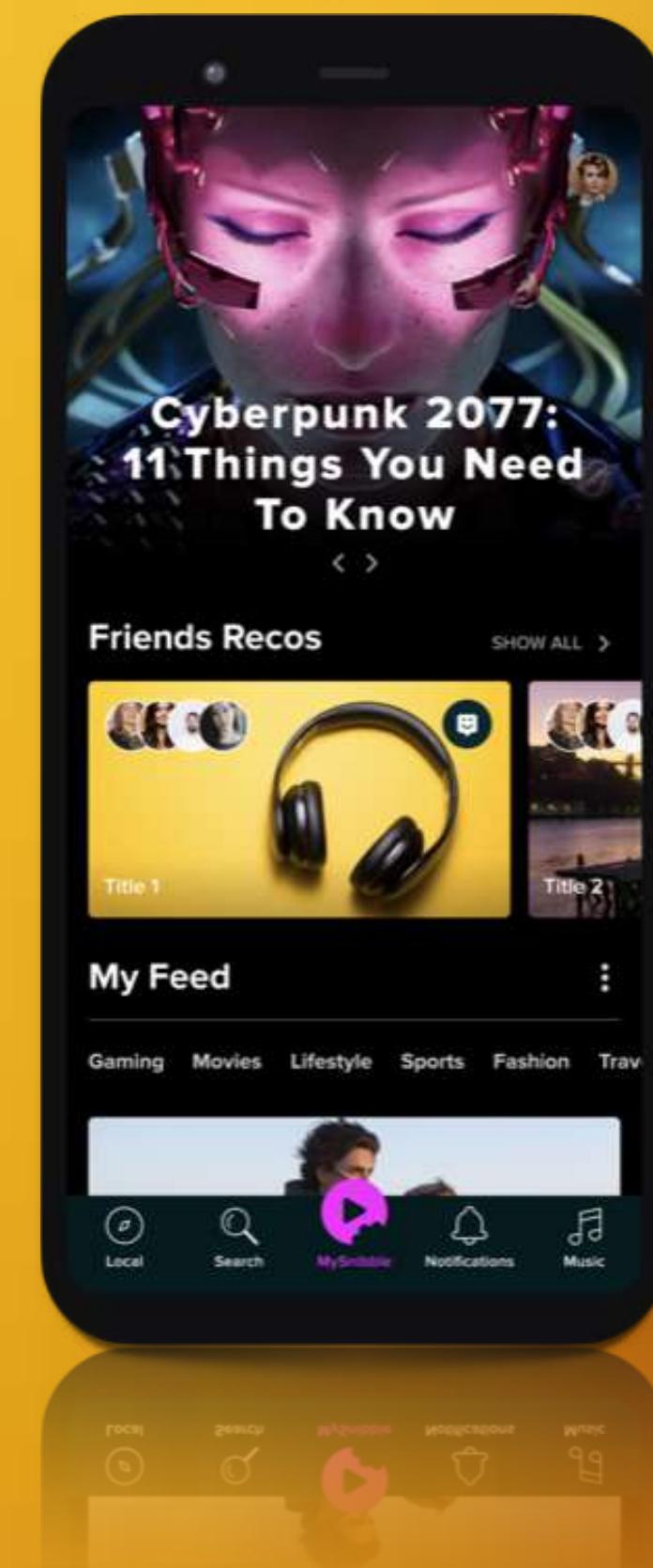
Quibi, the premium short-form subscription platform from Jeffrey Katzenberg shut down just months after launch.

HOW TO CANCEL
YouTube PREMIUM SUBSCRIPTION?



SNIBBLE IS THE SOLUTION

A mobile platform dedicated to premium, short-form video that is free, ad-supported and offers social features expected from the GenZ and Millennial audience.

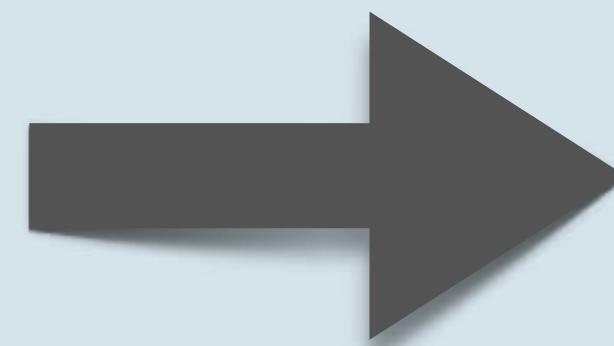


OUR AUDIENCE: OLDER GEN Z AND YOUNG MILLENNIALS



- 16-34 years old
- The largest demographic in the U.S.
- Don't know what life was like before mobile internet
- On average more than 3 hours per day.
- Increasingly frustrated with mobile video ad loads.

KEY INSIGHT

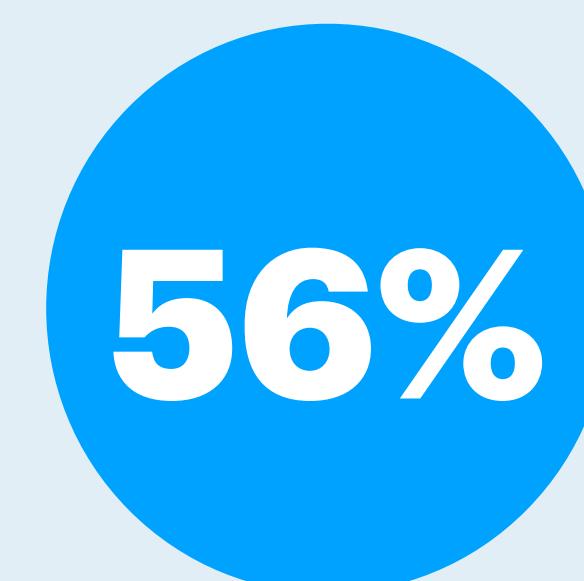


During the late teens/early twenties people make the shift to being more discerning about the content they watch and share.

SHORT-FORM, PREMIUM VIDEO WINS



9 out of the top 10 Genres of Videos Watched by Gen Z on Mobile are Premium

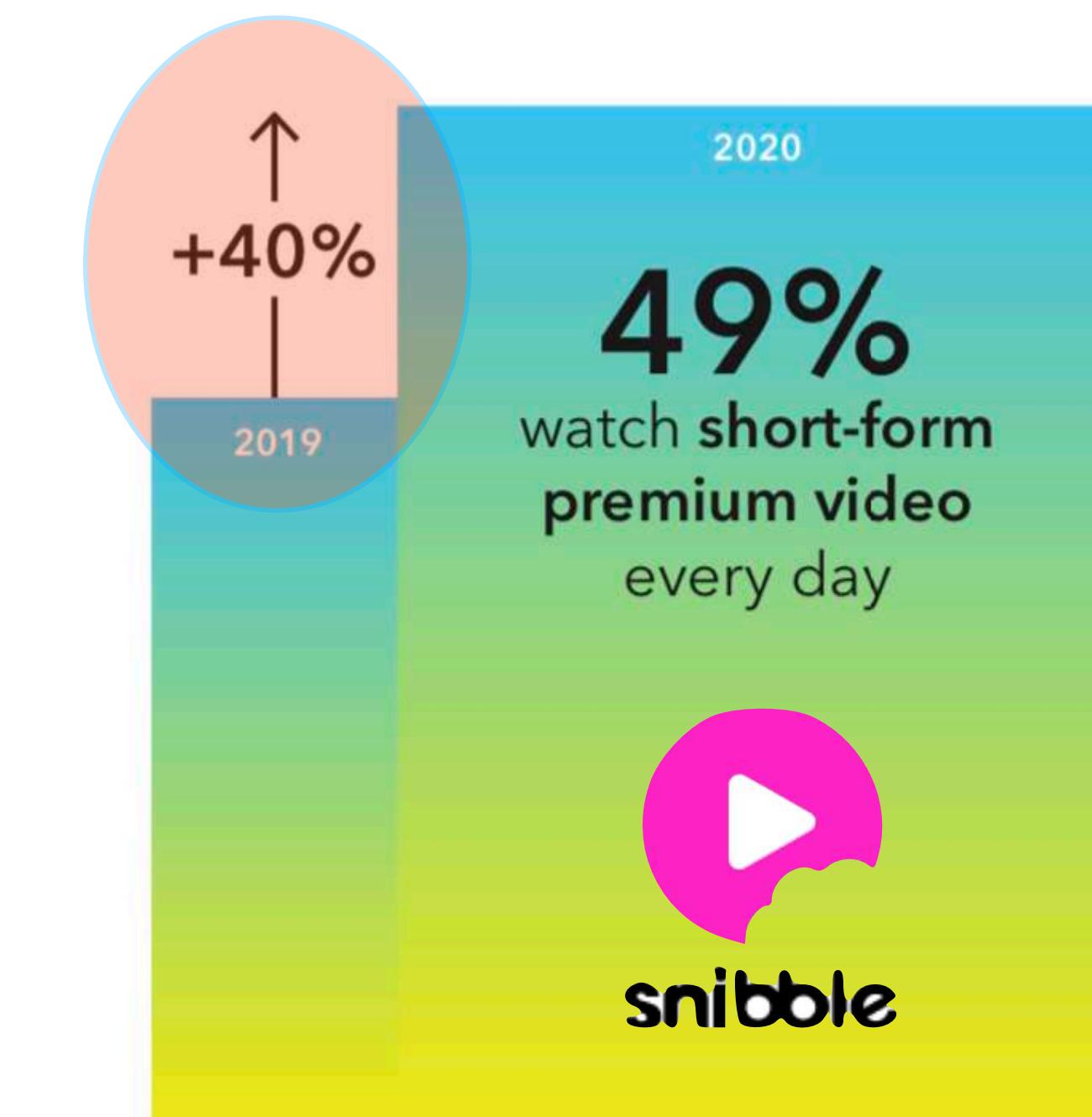
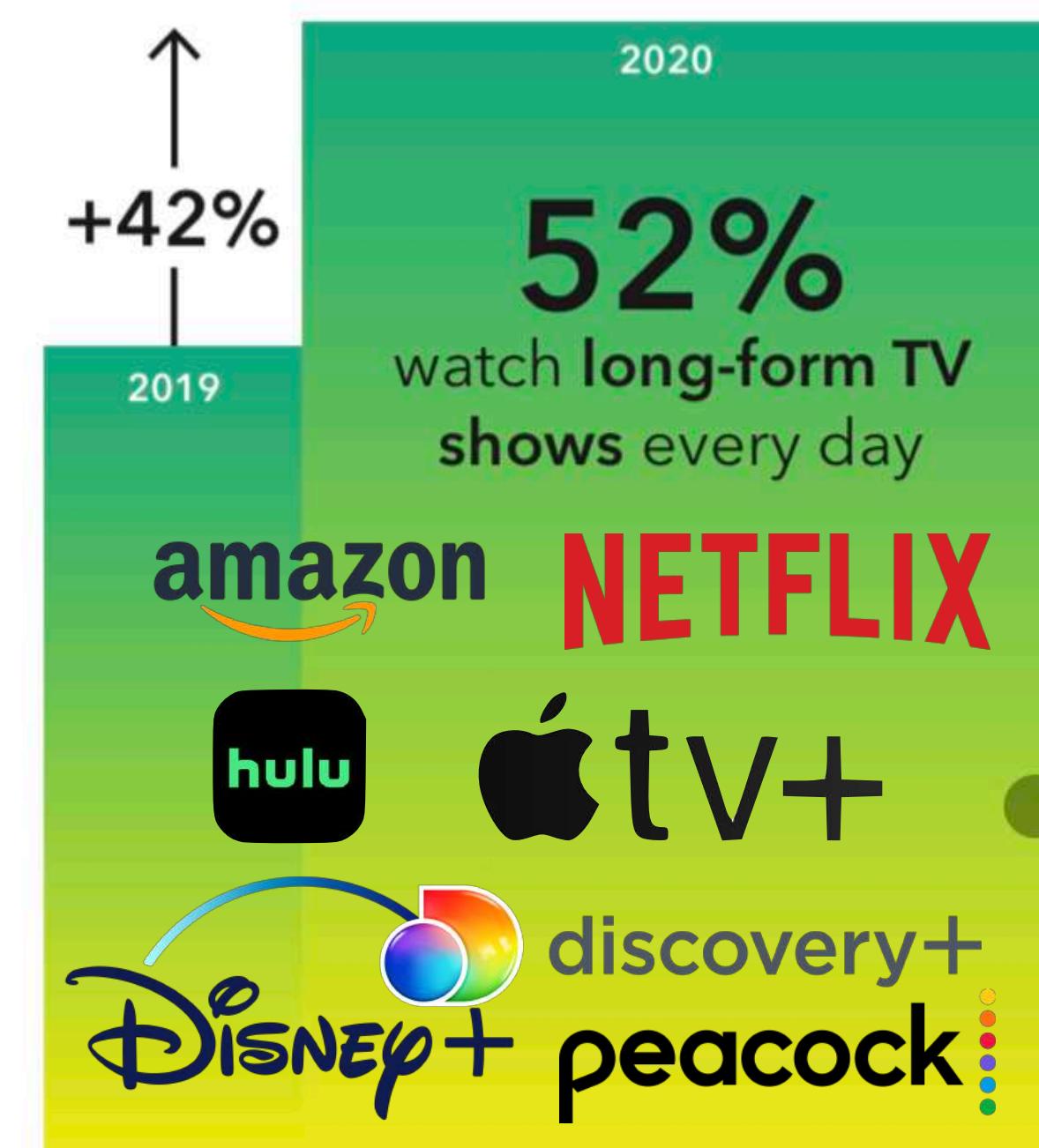
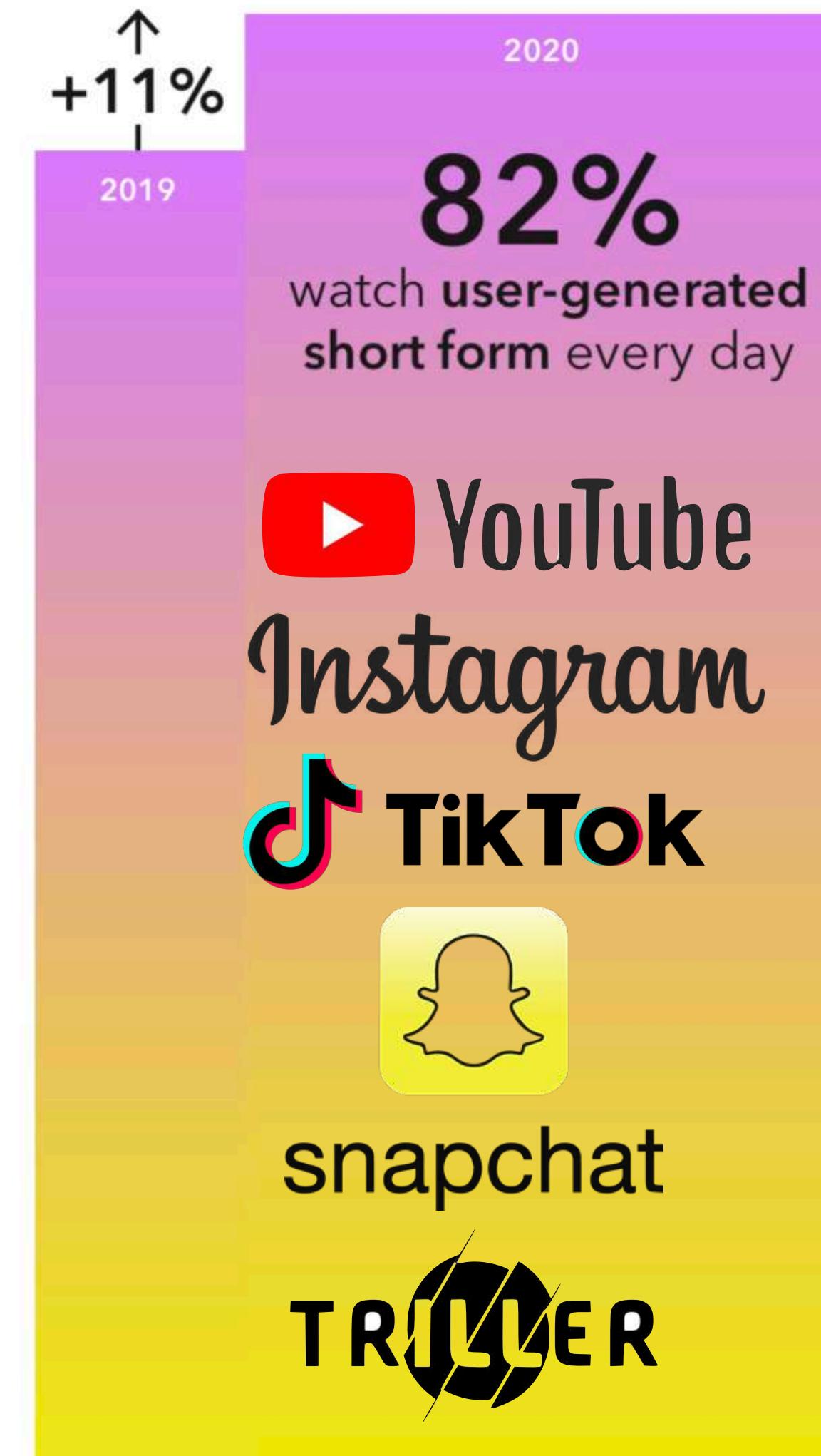


Of GenZ say short-form premium content fits best into their day.

Of GenZ say they would rather engage with a lot of shorter videos than get immersed in longer video.

Of GenZ say full-length TV or video series are too much of a time commitment.

THE MARKET OPPORTUNITY IN A NUTSHELL



We're all
alone here.

User-Generated Short Form:
less than 10 minutes in length and
created by people you know

Long-Form TV:
full length shows of
10 minutes or more

Short-Form Premium Video:
short shows or video of
10 minutes or less

WE ONLY PARTNER WITH THE BEST.



InStyle



UNIVERSAL MUSIC GROUP



FANDUEL



CONDÉ NAST

FAST
COMPANY

NARCITY

OCBS

GoPro



prime video



GQ

CNN

NETFLIX

WIRED



billboard

Entertainment
WEEKLY



IGN

MAVEN

dailymotion

teenVOGUE



SPORTS
GRID»

VANITY FAIR

FUNNY&DIE

VOGUE

DAILY
FIX®

euronews.

CONDÉ NAST

NEW YORK POST
RollingStone

Inc. US
WEEKLY

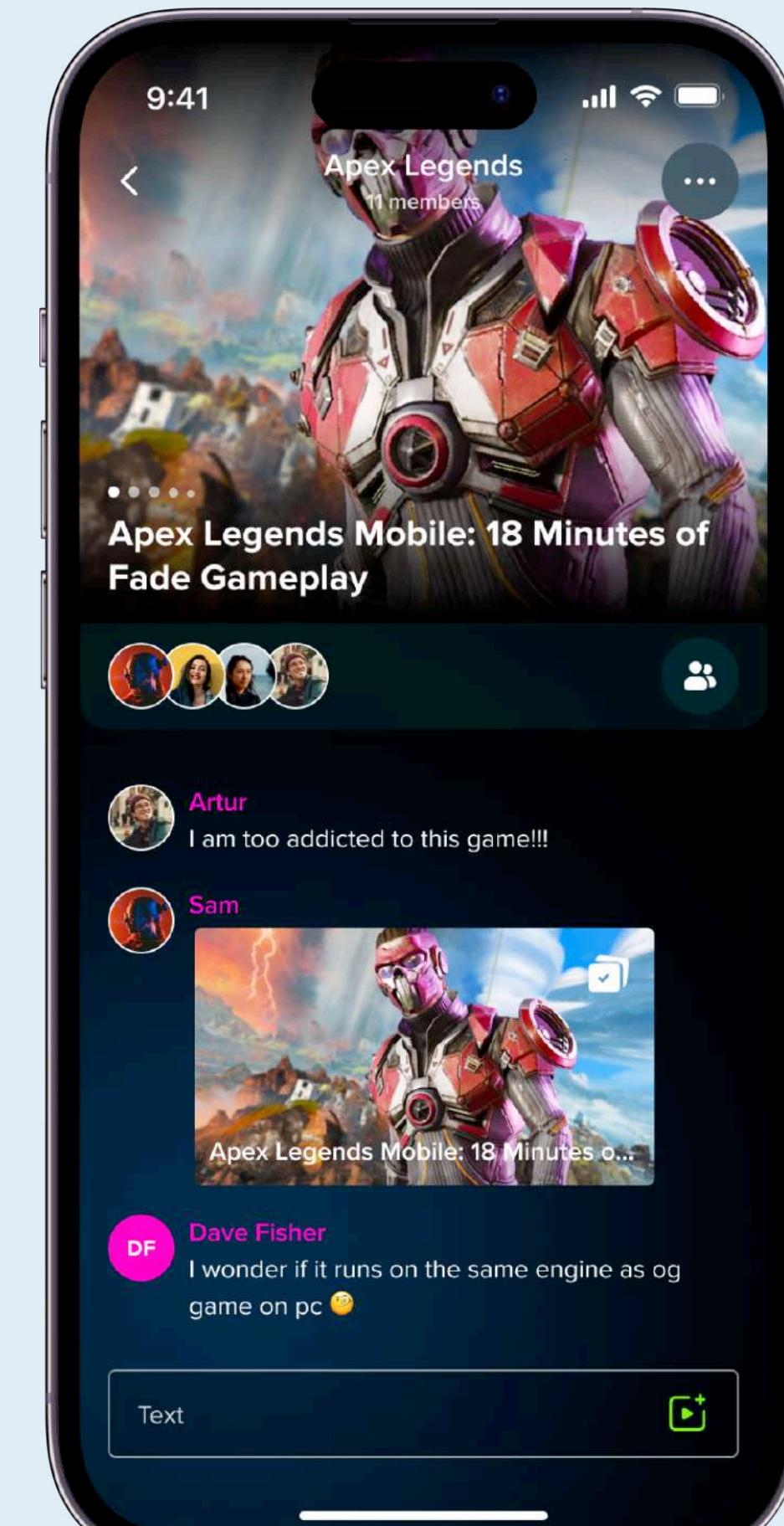
TRAVEL+
LEISURE

truly

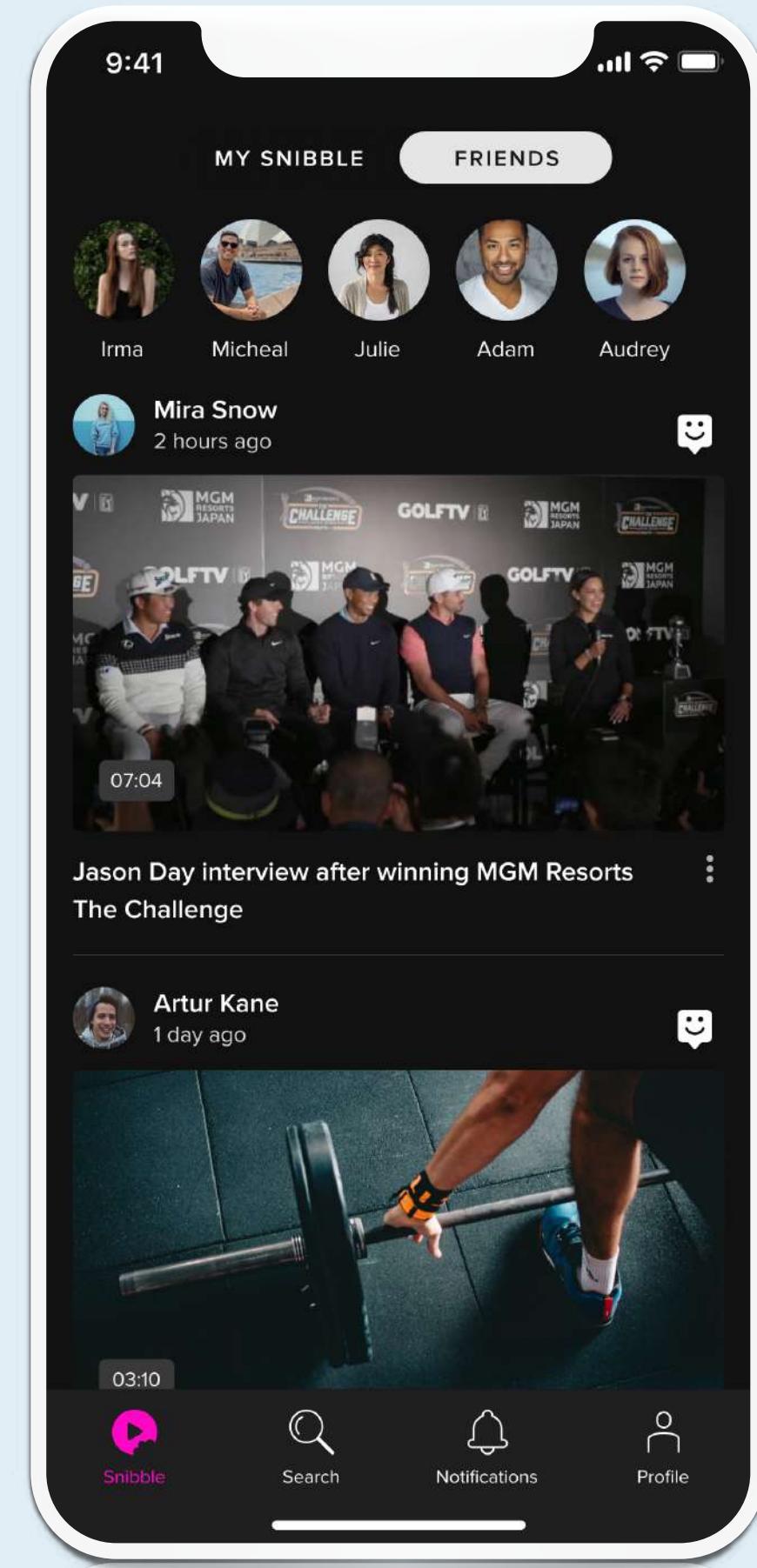
Brut.

THE BEST SOCIAL EXPERIENCE

Snibble's unique Convos lets groups of friends have on-going conversations about topics of the day, inserting messages, replies and videos at the tap of a button.



Watch your favourite videos with your friends in Real Time, allowing two or more phones to sync up while watching the same content and commenting to each other in real time.



Snibble invented the Collab Mode that lets friends work together to curate a feed of the videos that mean to them.

Which would you rather have; recommendations from an anonymous corporate AI, or from your friends?



Content

Everything

Creators

Everyone

Focus

No focus.

What to watch?

Reco'd by algorithm

Social strength

None.

User Generated

Influencers

Look what I can do!

Reco'd by algorithm

Sharing your creativity with others.

Professional, broadcast only

Hollywood, CNN, Vogue, IGN, Conde Nast, ET, Narcity Universal Music, Billboard, Marvel Universe, GQ, Buzz60

VS.

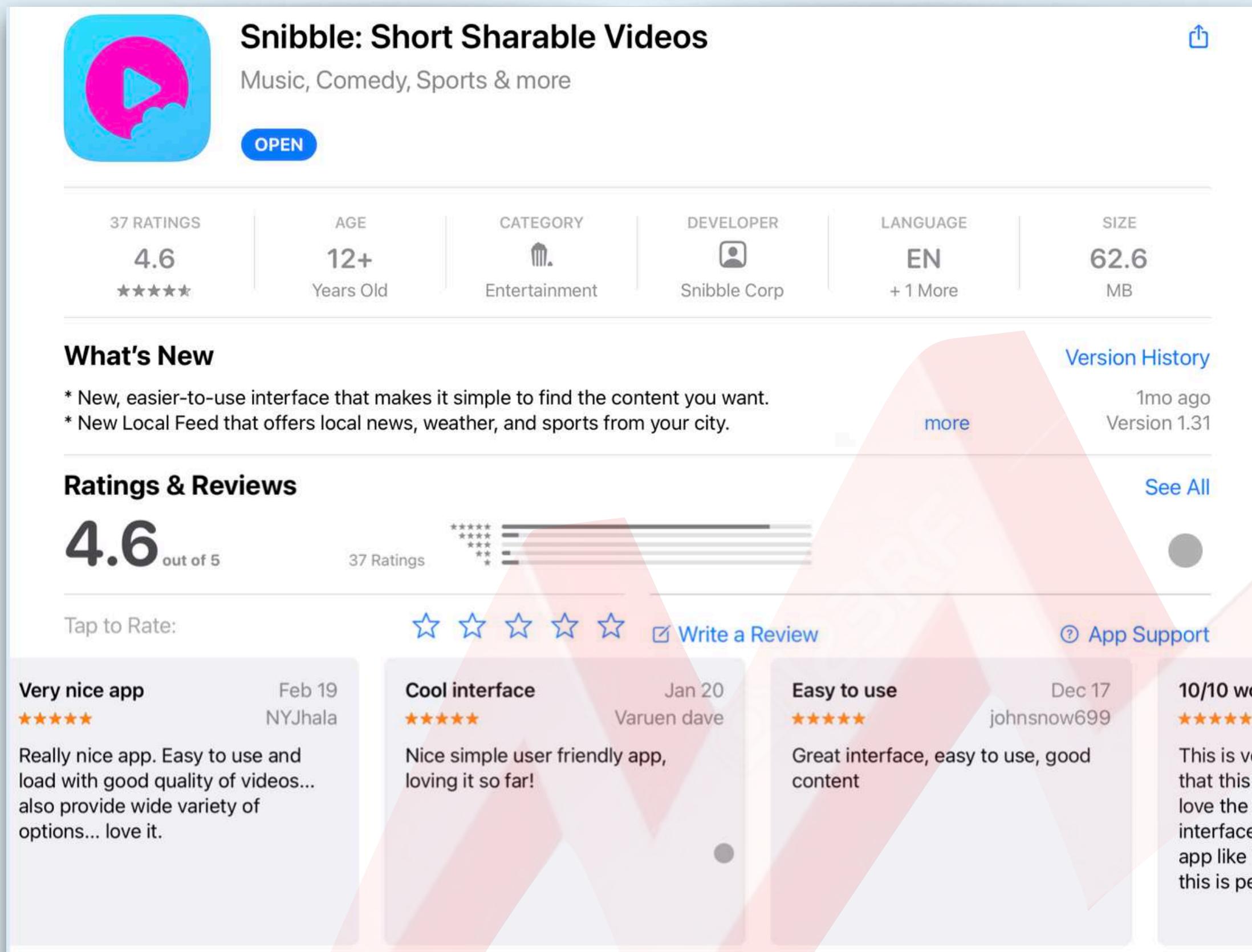
Check this out!

Curated by you and your friends.

Sharing and having conversations with your friends about the stuff you're passionate about.



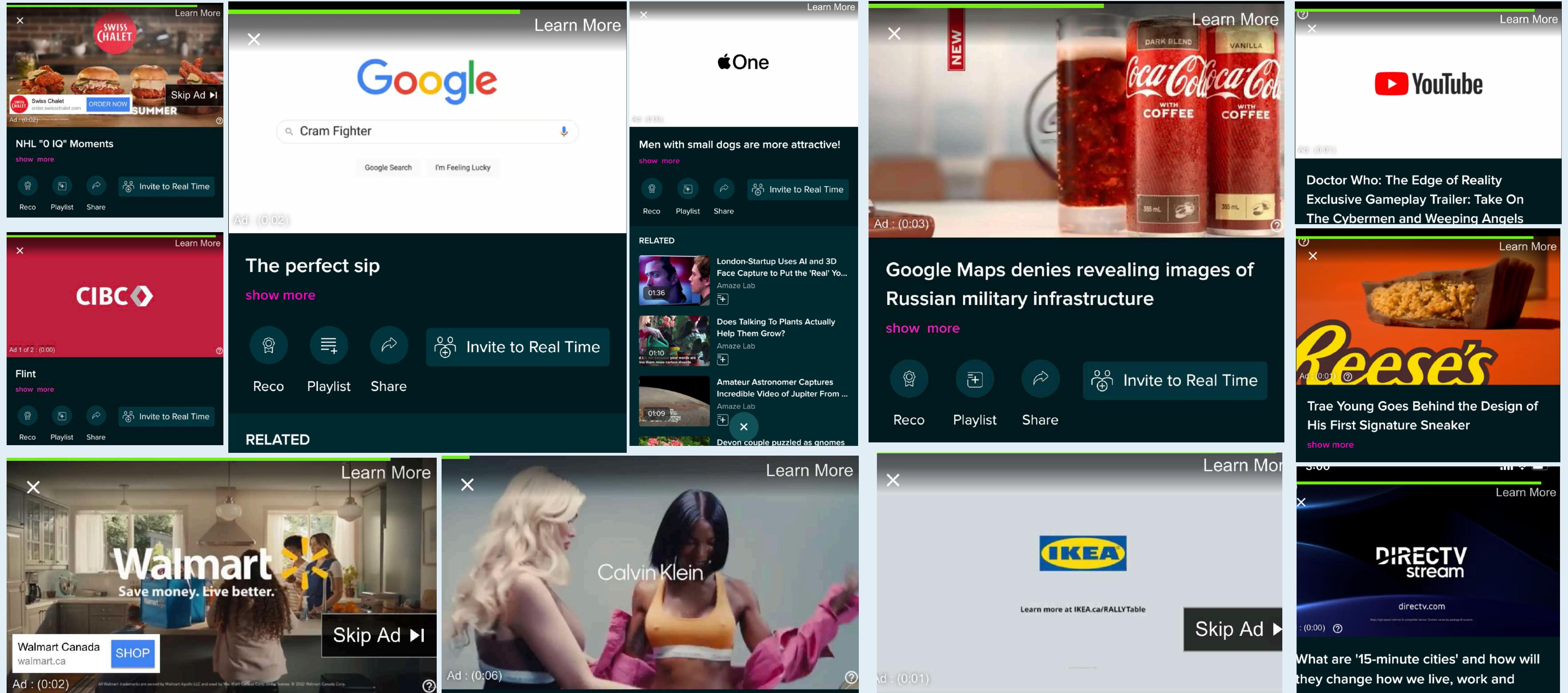
MARKET TRACTION



Last 4 Months

- ✓ Installs +121%
- ✓ Sessions + 150%
- ✓ Ads Served +47%
- ✓ Revenue +29%
- ✓ Ad Viewability 89%

ADVERTISER TRACTION

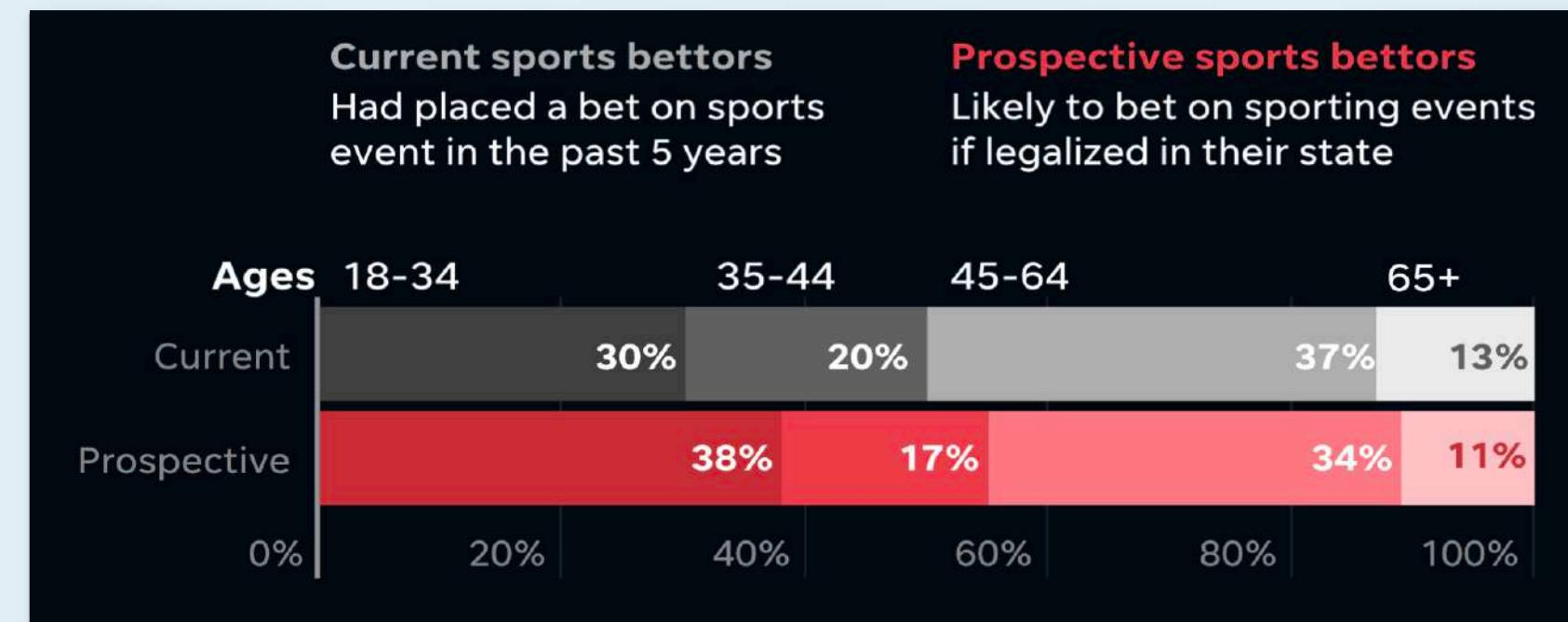


Every week, more and more top advertisers are finding their way onto Snibble.



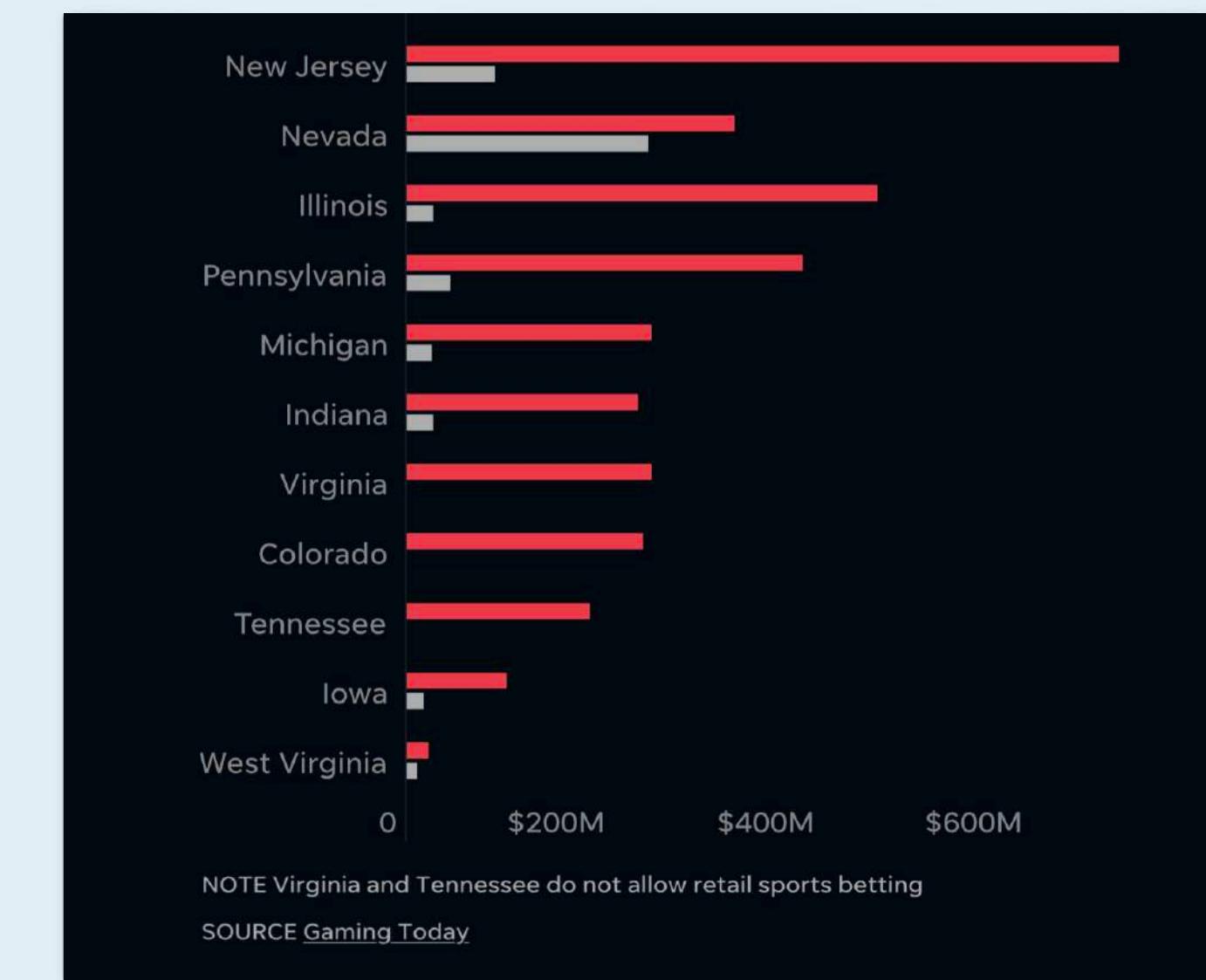
WHAT'S NEXT? SPORTS BETTING

- Deloitte says that sport betting to grow to over \$28 billion in the next five years.
- In the first two weeks in New York, over \$600 million was bet online.
- Number one driver in the growth of online sports betting is mobile channel.
- Over 50% of Gen Z and Millennials see sports betting as a “key social activity” with their friends.
- Sharing of sports betting content and conversation around the content shares is a major part of the entertainment value.



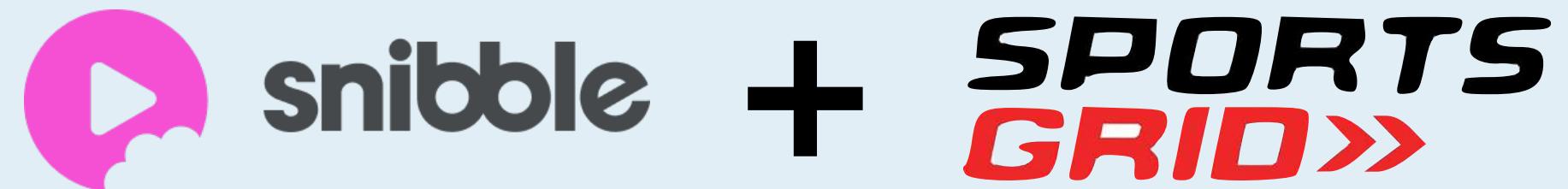
The growth of mobile-based sports betting mirrors the Snibble audience well.

Mobile vs. Retail Sports Betting: June 2021

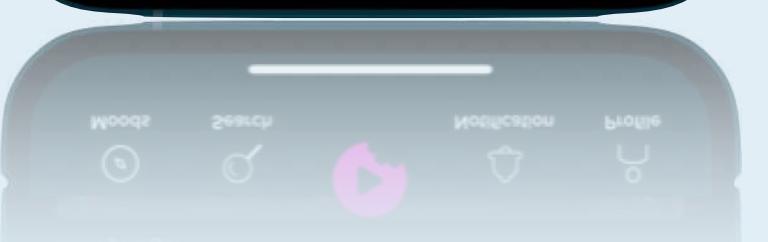
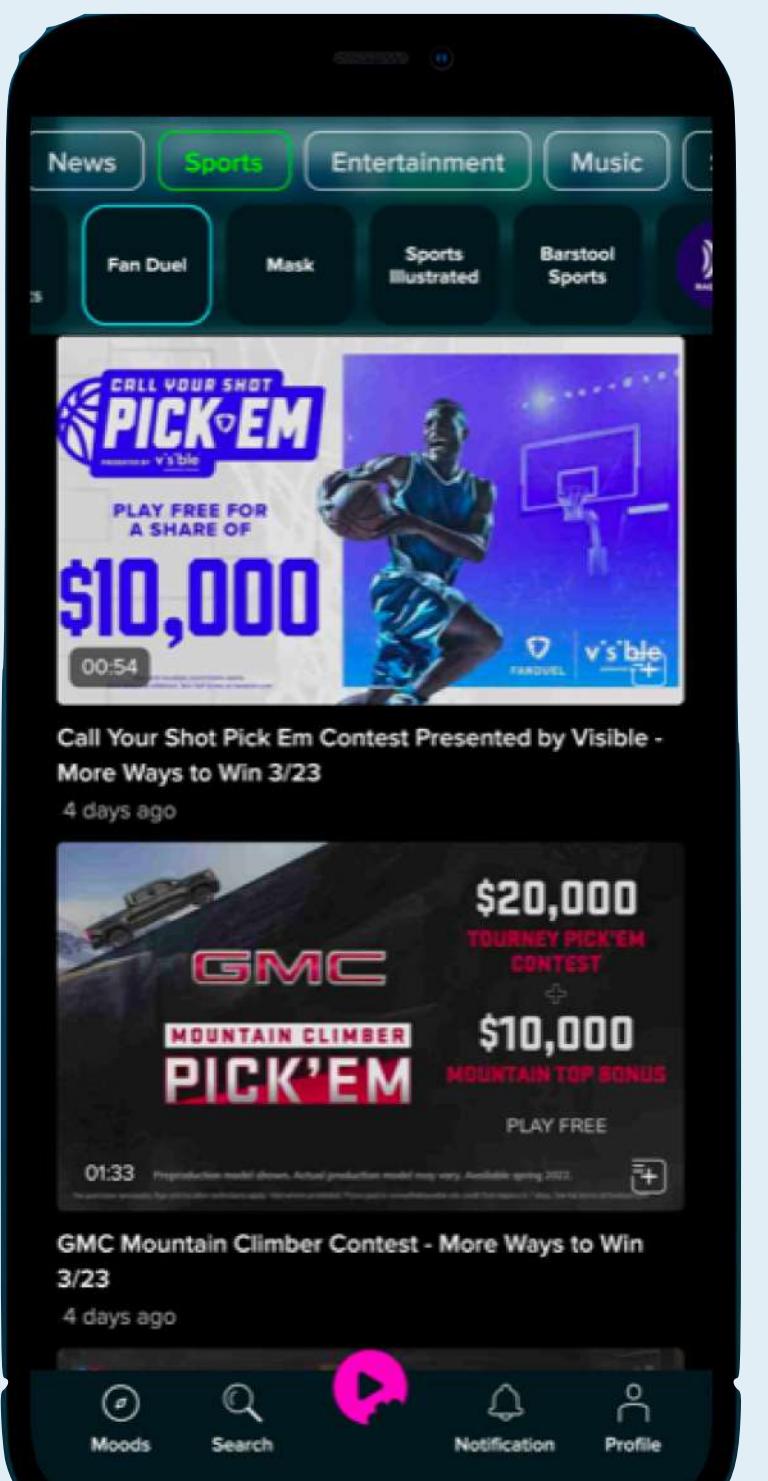


Mobile sports betting is already 3-4 times the size of retail sports betting and is forecast to grow even more over the coming five years.

SPORTS BETTING ON SNIBBLE



- We already have a strong partnership with SportsGrid, and feature their sports betting content on Snibble.
- We are expanding our partnership to create a one-of-a-kind sports betting product aimed at enhancing our audiences passion for sports and the social nature of sports betting.
- In the process we create an entirely new revenue stream from Snibble based on conversions to major sports betting partners such as FanDuel, who is already a Snibble content partner.



BUILDING A REVENUE ECO-SYSTEM



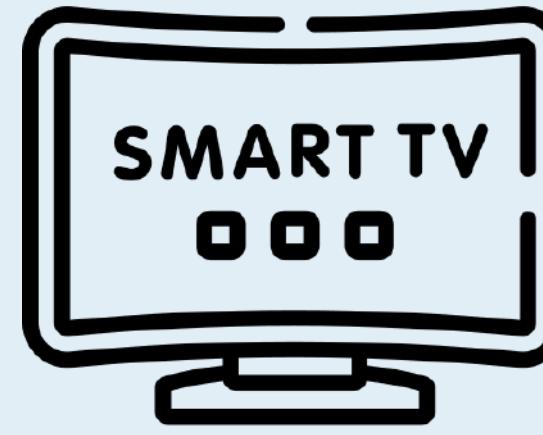
Advertising

Pre-roll
programmatic,
agency/marketer
and premium ad
products



Sports Betting

Conversions from
Snibble to sports betting
sites, plus sports betting
sponsorships of Snibble
sports content



Social TV

The first OTT/Mobile
solution that maximizes
the viewing experience,
providing a premium ad
product for connected tv.



E-Commerce

Leveraging our
entertainment, sports,
music and gaming
content to provide a
social e-commerce
experience.

TIMELINE

- **BUILD/OPTIMIZE**
 - Complete consumer product features
 - Optimize User Acquisition at scale
 - Complete monetization engine/dashboards
 - Rewards token design
- **SNIBBLE 2.0**
 - Launch video messaging
 - Launch premium ad products
 - Launch social music
 - Develop Social TV OTT product
 - Launch Convos
- **SPORTS BETTING**
 - Scale user acquisition to 100,000 new users per month
 - Sign 3 advertiser partnerships
 - Complete Sports Betting product
- **HIT SCALE**
 - Develop interest from potential buyers.
 - Scale audience to 150,000/month
 - Business partner for Social TV
- **EXIT**
 - Complete due diligence.
 - Close partial or complete sale.



2022

2023



THE FOUNDER

Andrew Shortt
Digital Innovator, Creative Director, Rebel

- Celebrated creative director renowned for digital innovation.
- Judge of Canadian Marketing Awards, International Clio Awards.
- Guest lecturer OCAD University Masters in Advertising Program, “Digital Creativity”.
- Feature Speaker, DX3 Digital Marketing Conference.

Andrew created Snibble in his kitchen, working on an iPad mini.

THE CEO



Blair Currie

Digital Media and Tech Executive with international chops.

- Led Marketing and Business Development for IMS, a leader in the connected car and Internet of Things space.
- Former CEO of Dentsu North Asia, scaling up the digital media agency from one to twelve offices, working with 20th Century Fox, adidas, Disney, Mattel, P&G, Samsung and Tourism Australia.
- Led new business development and client services for TBWA/Raad in Dubai, tripling the agency's revenue and setting the stage to become the leading agency in the Middle East.

Blair holds an MBA from The University of Toronto Rotman School of Business and is a trained sommelier.

WHAT WE'RE FUNDING

1

Product/Technology Development

Complete development of high-IP items such as Sports Betting, Rewards, Video Messaging and Social TV , along with integrations and tech for revenue streams.

2

Content and Business Development

Make sure that Snibble continues to bring on leading content partners in the area of news, entertainment, culture, sports and esports. As well, we are developing partnerships with leading agencies and marketers to build our high margin direct advertising business.

3

Scaling User Acquisition Model

We have optimized our marketing to a point where we now have a repeatable user acquisition model that has proven to provide above industry average user growth rates, at a cost per user that is significantly less than industry average.

THE OFFER

Common Shares @ US\$1.25/share with one full warrant per share.

VALUATION

There are currently 20.1 million shares issued.
Enterprise valuation of CDNS\$35 million, or 15X funding.

WANT TO KNOW — *more?* —

Contact:

Andrew Shortt, Founder
Andy@snibblecorp.com

