



Investor Presentation

April 2019

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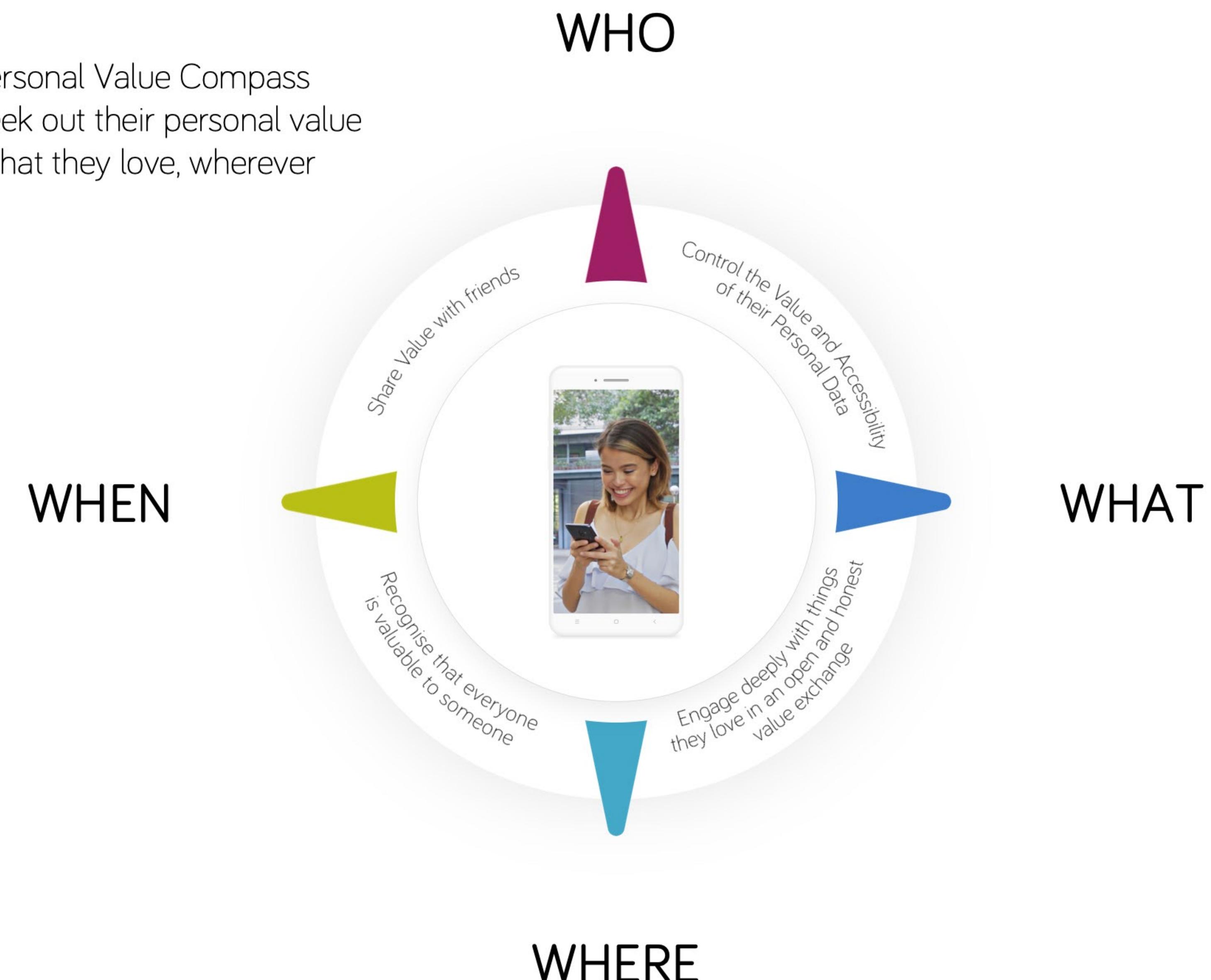
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Solution

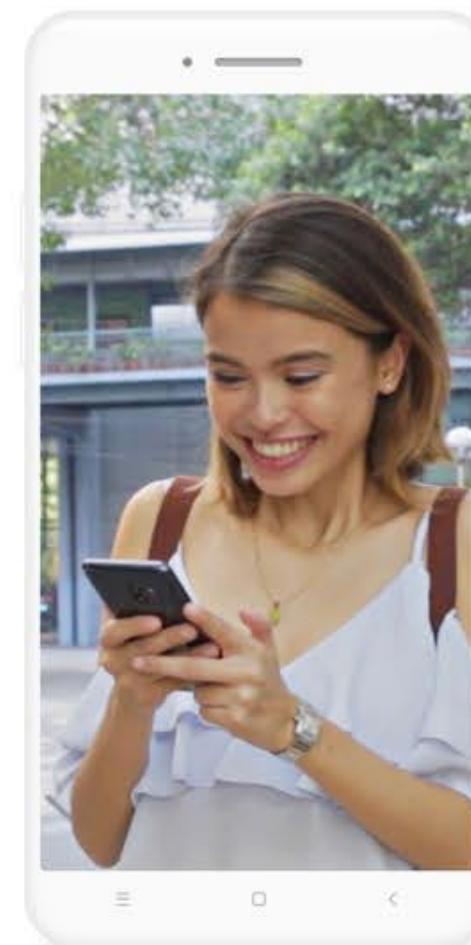
Imfree is the world's first Personal Value Compass that enables everyone to seek out their personal value by navigating to who and what they love, wherever and whenever they want.



Imfree inverts mobile marketing with technology that puts the consumer in the middle and shifts the global behaviour from screening out to seeking out.

Solution Ecosystem

Gamified Experience
that recognises
and values members
intimately



WHEN

Timing of Offers
which intersect with
their need-state,
disposition and
proximity



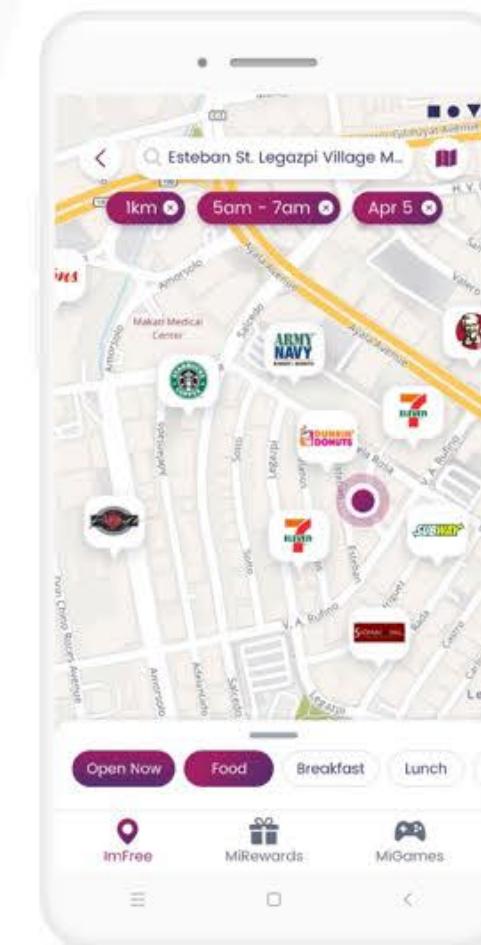
WHERE

Imfree pioneers the shift from aggregated device data to consumer shared data
to generate the Value people really want.

WHO



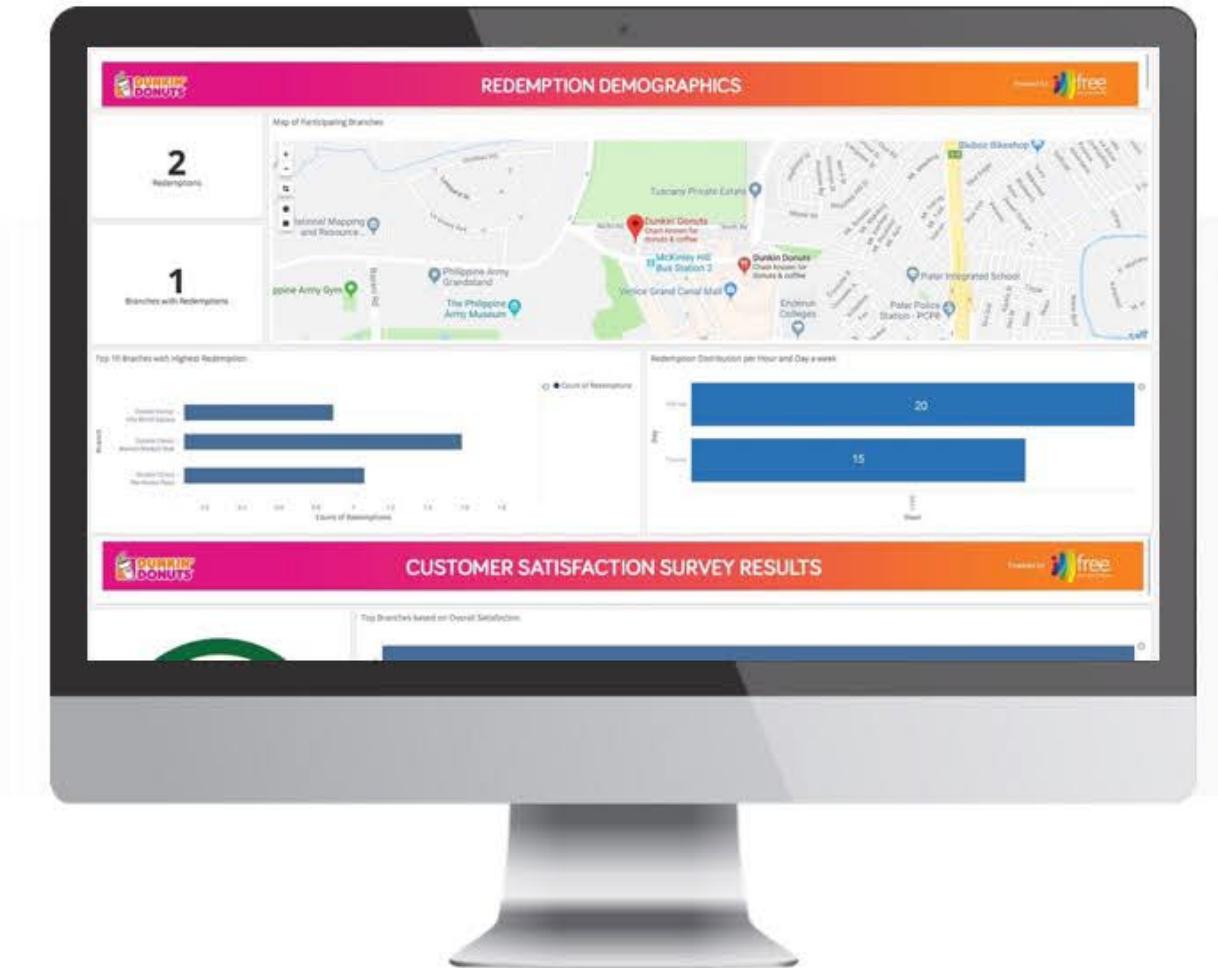
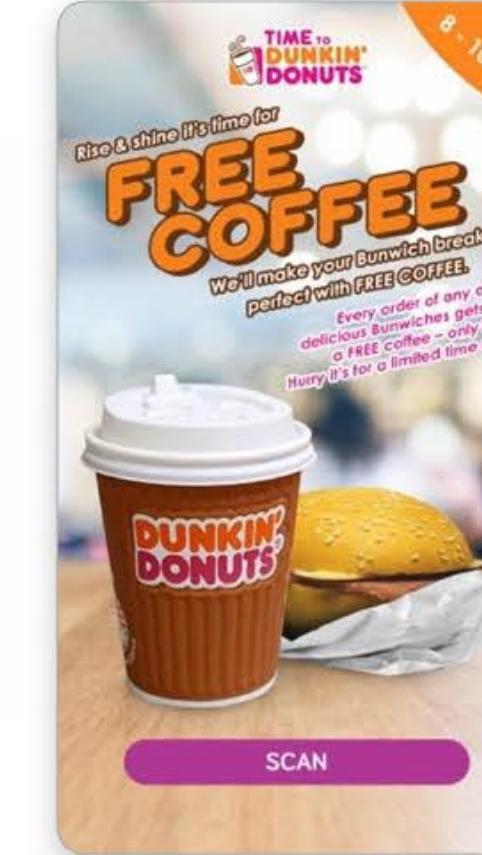
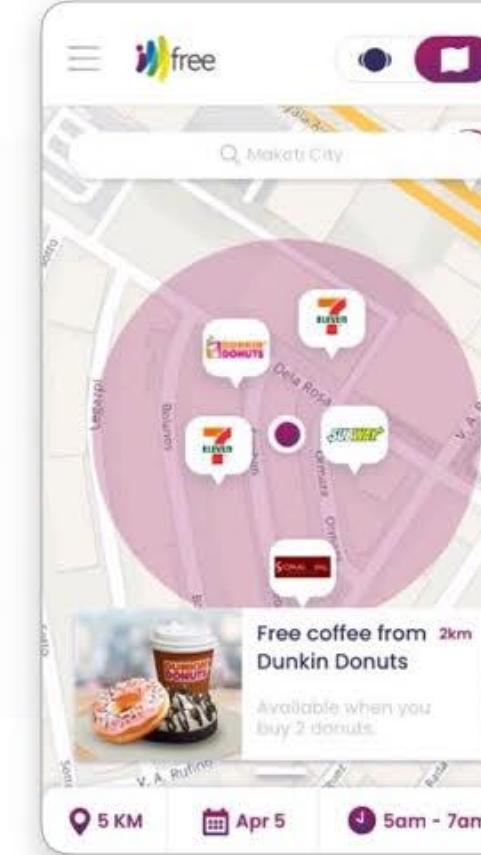
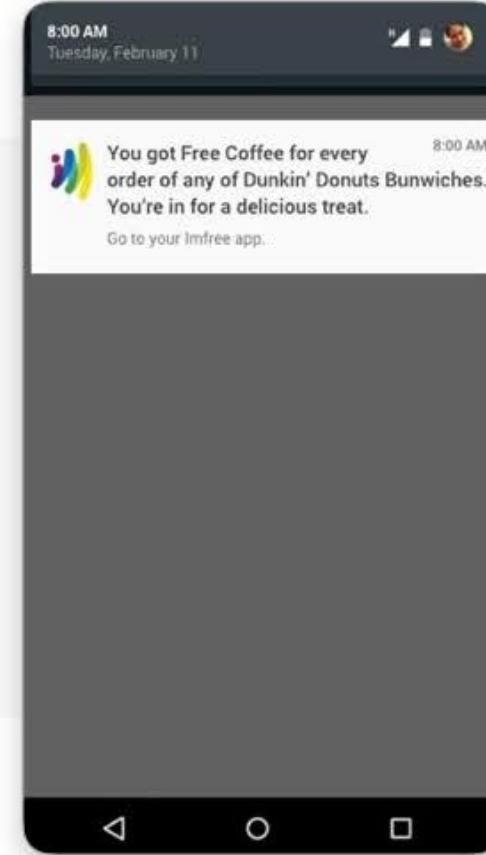
Brand Engagements the
member is predisposed
to love given when they
matter and are
customer controlled



Proximity to Merchants
where members can
transact

User Experience – Shopper Marketing and Direct to Consumer Transactions

A deeply human experience where every engagement makes them feel valued by the things they love



Imfree recognizes the member (Who), their brand disposition, (What) proximity to location (Where) and time (When) and deploys notice

The Shopper Marketing or DTC brand disc appears in the Imfree carousel

The brand disc toggles to the Imfree compass that allows members to manipulate and scale time and space with all daily disc offers displaying dynamically according to offer and engagement parameters

Interacting with the offer displays a full screen presentation of the promotion or engagement content which can also be games, video and other rich interactive media

Reconciliation of the offer deploys a single use code which reconciles the member profile, and transaction at point of purchase

Haptic reconciliation of the successful transaction deploys into the member history and account

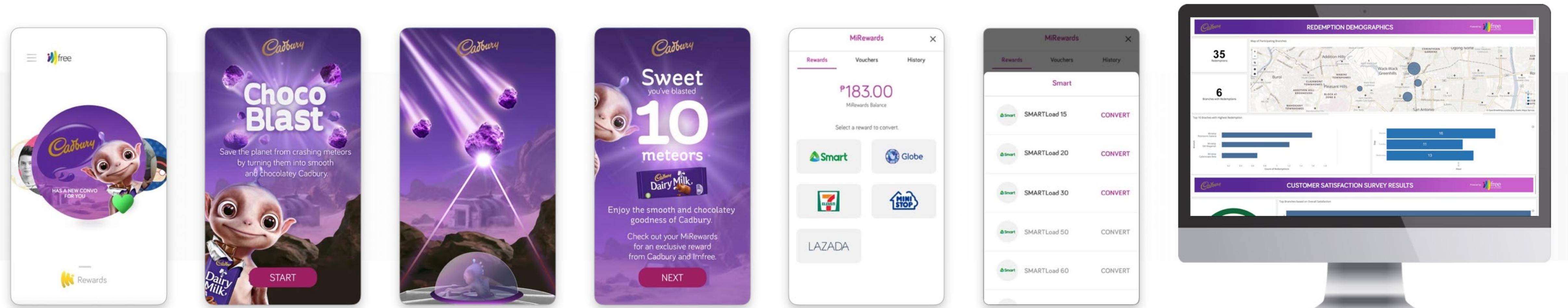
Member data and transactions are reconciled in near real time at Imfree and on client dashboards. The AI CMS automatically reconciles the member value and sets to deploy the most appropriate subsequent brand offer



Imfree AI reconciles member decisions to continuously optimize Lifetime Customer Value.

User Experience – Brand Engagement and Influencing Disposition Rewards

Brand Discs engage members with intensely personal and deeply immersive content creating intimate brand relationships



Imfree recognizes the member (Who), their brand disposition, (What) proximity to location (Where) and time (When) and deploys a Brand Engagement disc into their carousel

The Brand Engagement deploys to the member. These can be games, videos, surveys or other rich media

At the completion of the engagement the reward currency is deployed into the member MiRewards wallet

The MiRewards wallet is a repository for sought out value which can be transacted in real time for mobile load (Data) and Shopper Marketing and DTC vouchers

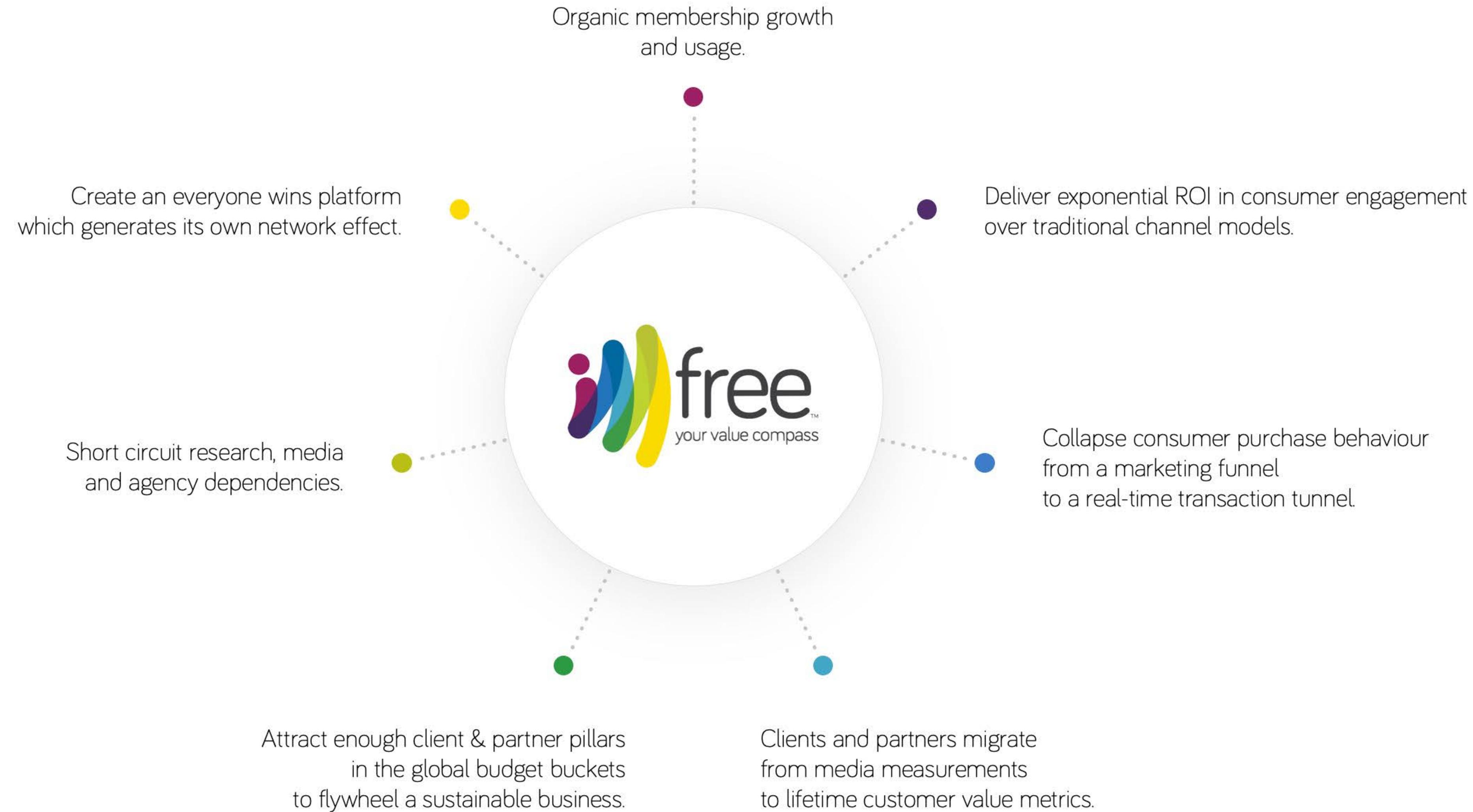
Members can convert their currency into immediate Load, subscriptions, or transactions with partners

Member data and transactions are reconciled in near real time at Imfree and on client dashboards. The AI CMS automatically reconciles the member value and sets to deploy the most appropriate subsequent brand offer.



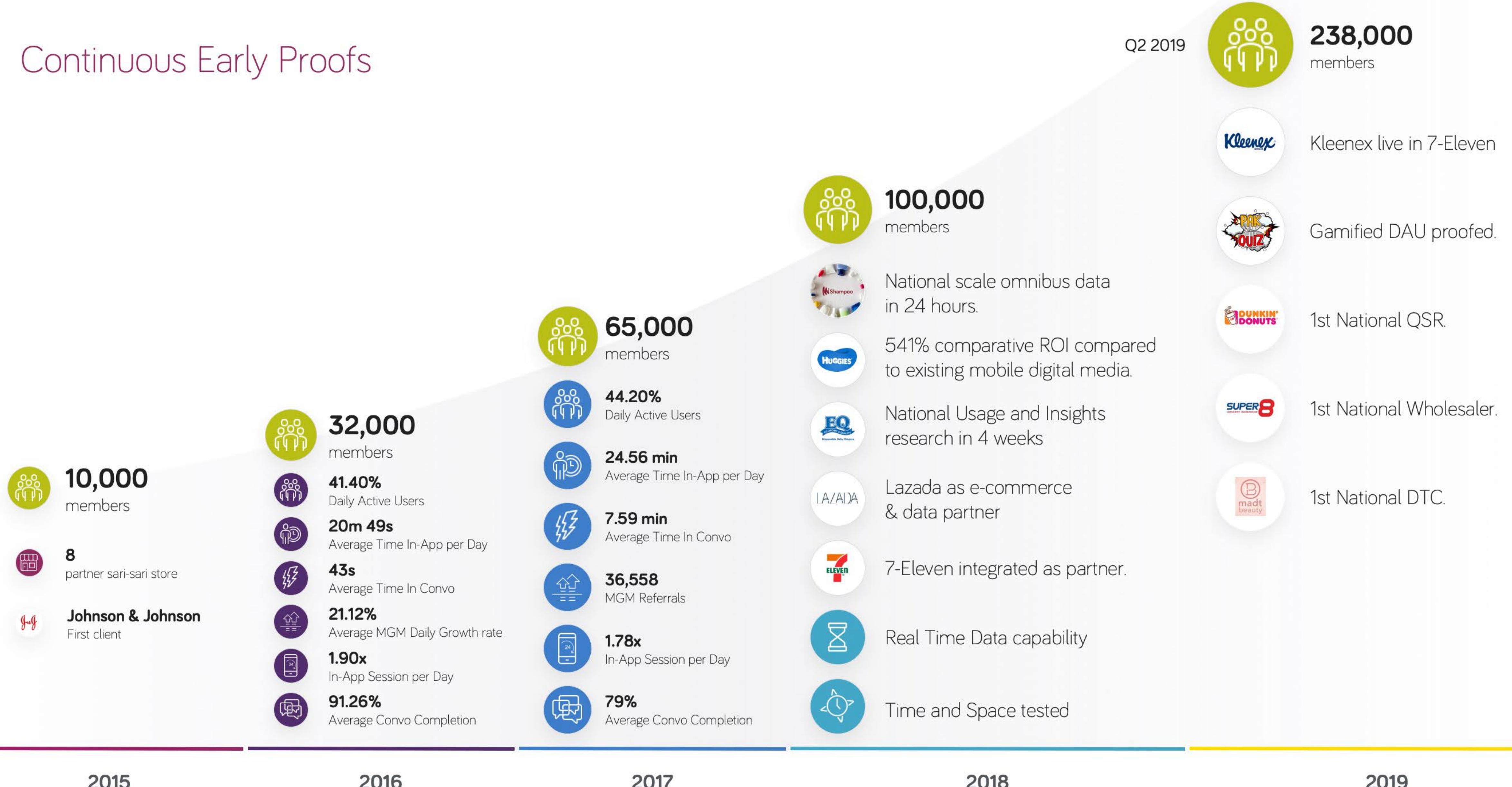
Imfree has in-house creative resource to remove the dependency of brands on external agencies and costs to develop material.

Seven Key Sustainable Proof Points



Continuous Early Proofs

Q2 2019

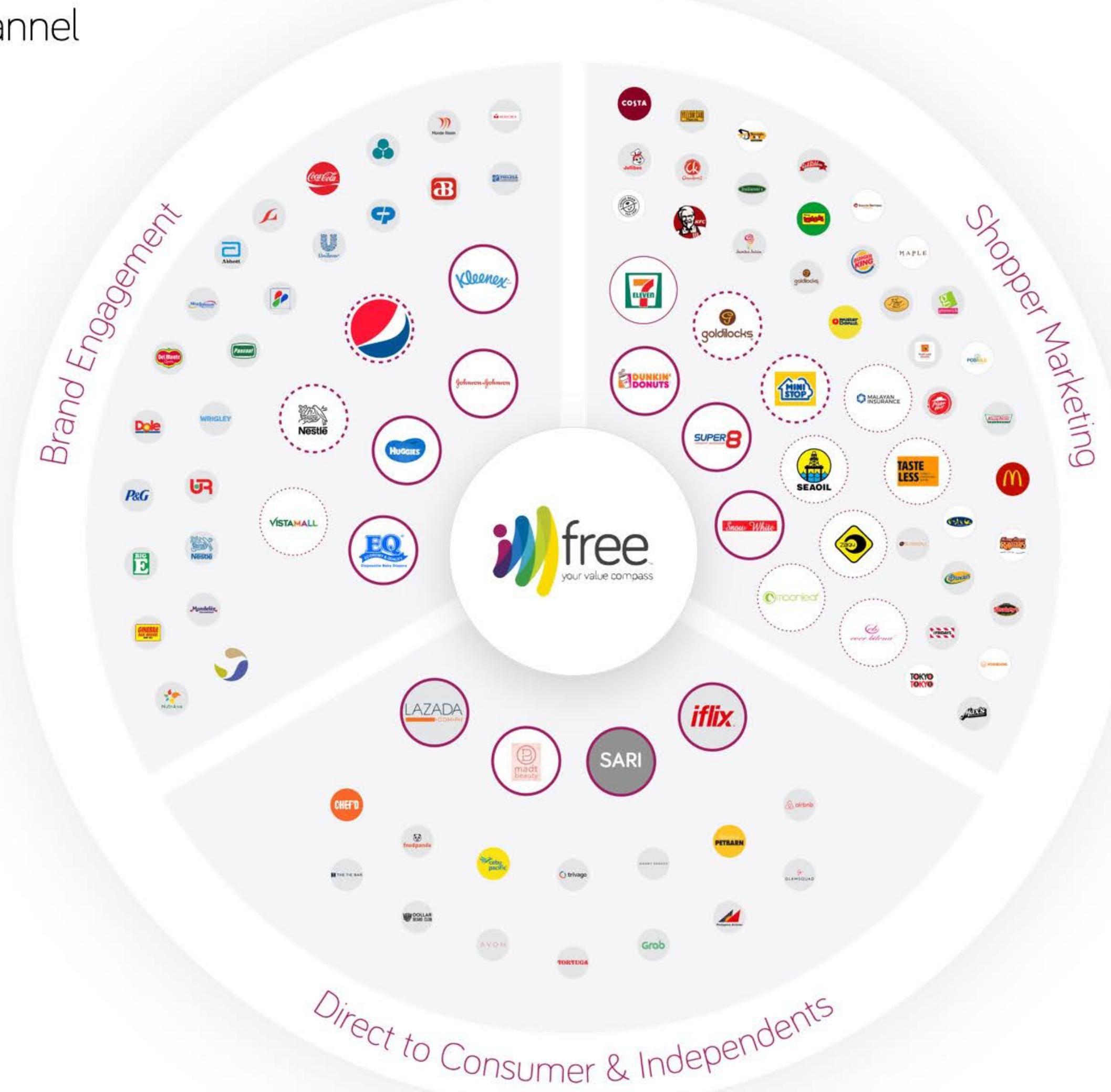


4 years of genuine operation and real commercial proofs.

Humanity-led Industry Disruption - 2019

Imfree short circuits the aggregated channel chaos as the only solution that solves and integrates the problem for all three marketer categories and budgets.

\$3 Trillion struggling to generate direct ROI



\$600 Billion Global Budgets underserved by new technology

LEGEND

- Active client/partner
- - - Committed client/partner
- - - - Pipeline client/partner

\$450 Billion aligning to shifting consumer behavior

Big, Multi National brands are migrating toward us and getting active on the platform with real time ROI.

Modelled on metrics that matter

Granular control and indexing of the metrics that drive success.

MODEL

Increased density



Increased diversity



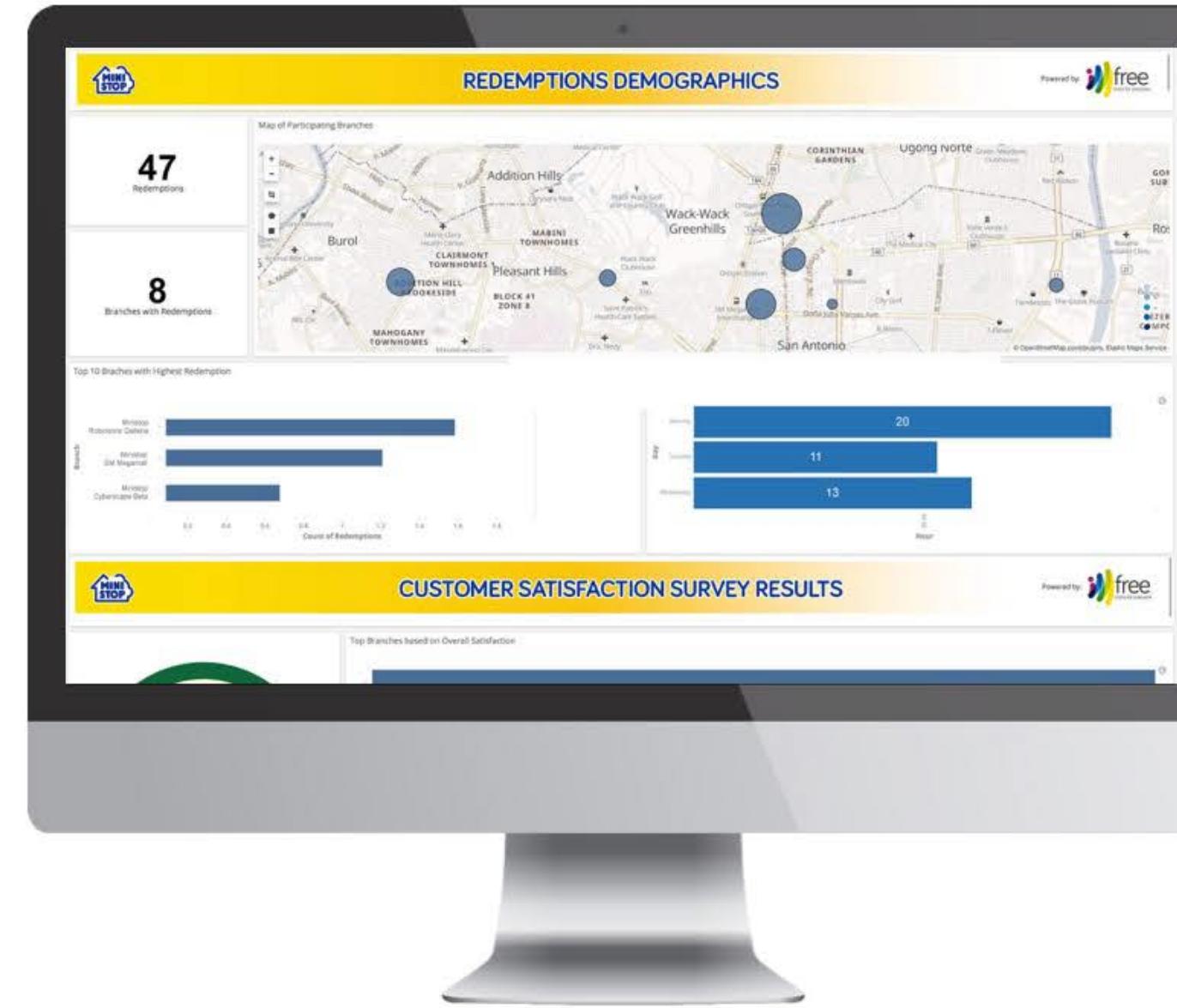
Increased value



Increased ROI



Network effect



Merchant Dashboard



Singularity Dashboard

Deep data science that quantifies and visualises from 'Mass to Me' in near real time.

Imfree Key Success Factors & Proof Points

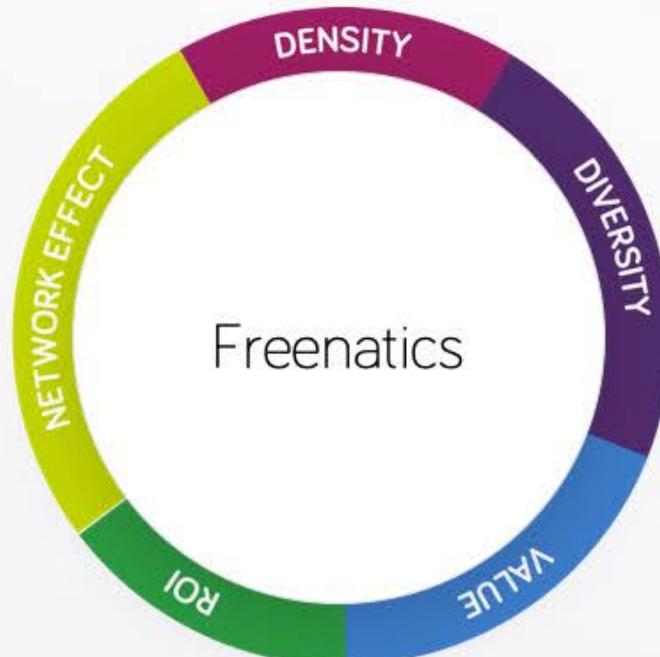
Metrics model data predicts Imfree Key Ratio's formula to execute sustainable network effect, path to profitability and self funded growth investment



- Acquire a diversity and geographical density of members at mass media scale whom represent the richest nationally weighted audience of the broadest demo and psychographic groups

- 2019 growth to +1,000,000 members maintaining current growth KR's of 30% per month

- Enter the big Three with Facebook and Google with Hyper-targeted scale and deep real time unique user transactional data.



- Focus on the high value/volume segments of committed users to unlock data and Customer Lifetime Value models

- Approx. 10% membership
- Approx. 10x average customer value
- Q2 setting at Unique weekly active users

- Proof the shift from traditional media metrics to Customer Lifetime Value with Real Time ROI



- Deliver an inventory that entrenches member Usage and Attitude so Imfree can generate yield from DAU and create velocity for Brands

- Minimum Viable Discs 4 per week for total member base
- Desired Disc for Freenatics targeted at 2 per day to achieve CLTV Measures
- Optimise conversion and transaction rates

- Proof transactional velocity of time and space to crush the Marketing Funnel and create the first Real Time Purchase Tunnel

Network Effect Formula

Metrics model data predicts Imfree Key Ratio's formula to execute sustainable network effect.

BUILD & TEST

- Team
- Platform
- Brand Partners
- User Application
- MERCHANTS



2015 - 2018

CASH POSITIVE BUSINESS
DECEMBER 2019

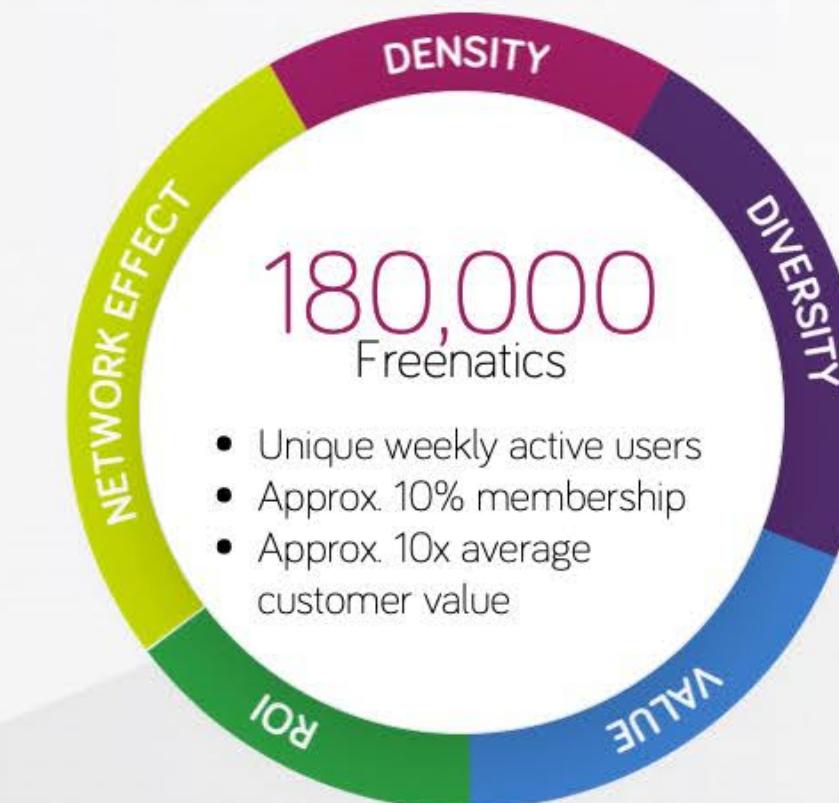
OPPORTUNITY

- More brands
- More Discs
- More Markets
- Viral Adoption

RISKS

- Talent Capital
- Structural Disruption
- Multi National Client Adoption

60%
gross margin business



SELF-FUNDED GROWTH
INVESTMENT Q2 2020

'BLITZSCALING'

NORTH AMERICA

SINGAPORE

APAC

Disconomics

Cost Per Action (CPA)
\$0.045 *

**CONSUMER BENEFIT**

\$0.0381

COST OF GOODS SOLD

\$0.0036

MARGIN

\$0.00329

Margin 48%

Cost Per Transaction (CPT)
\$0.0137 *

**CONSUMER BENEFIT**

Voucher

COST OF GOODS SOLD

\$0.0093

MARGIN

\$0.0044

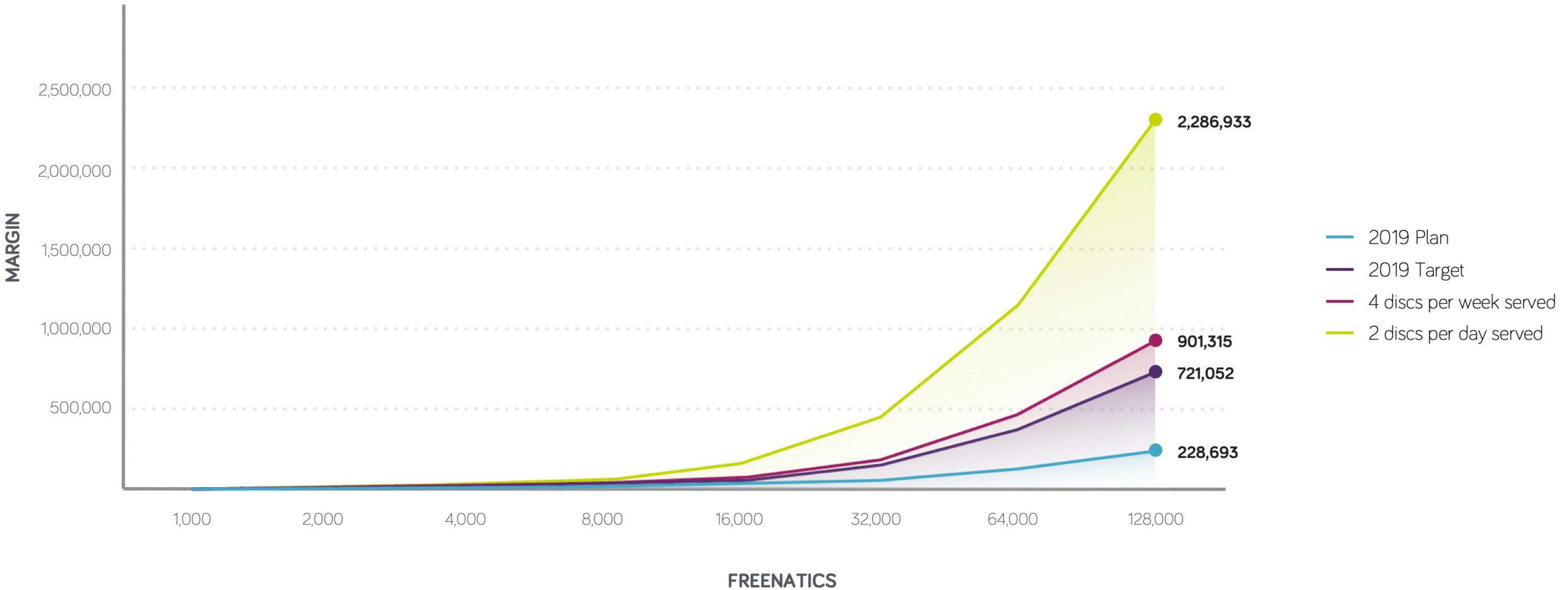
Margin 32%

* Pricing at Freemium Discount

World first conversion from Traditional Media metrics to genuine Measurable ROI metrics and proofed at 541% more effective than existing combinations of mobile and media solutions verticals

Disconomics

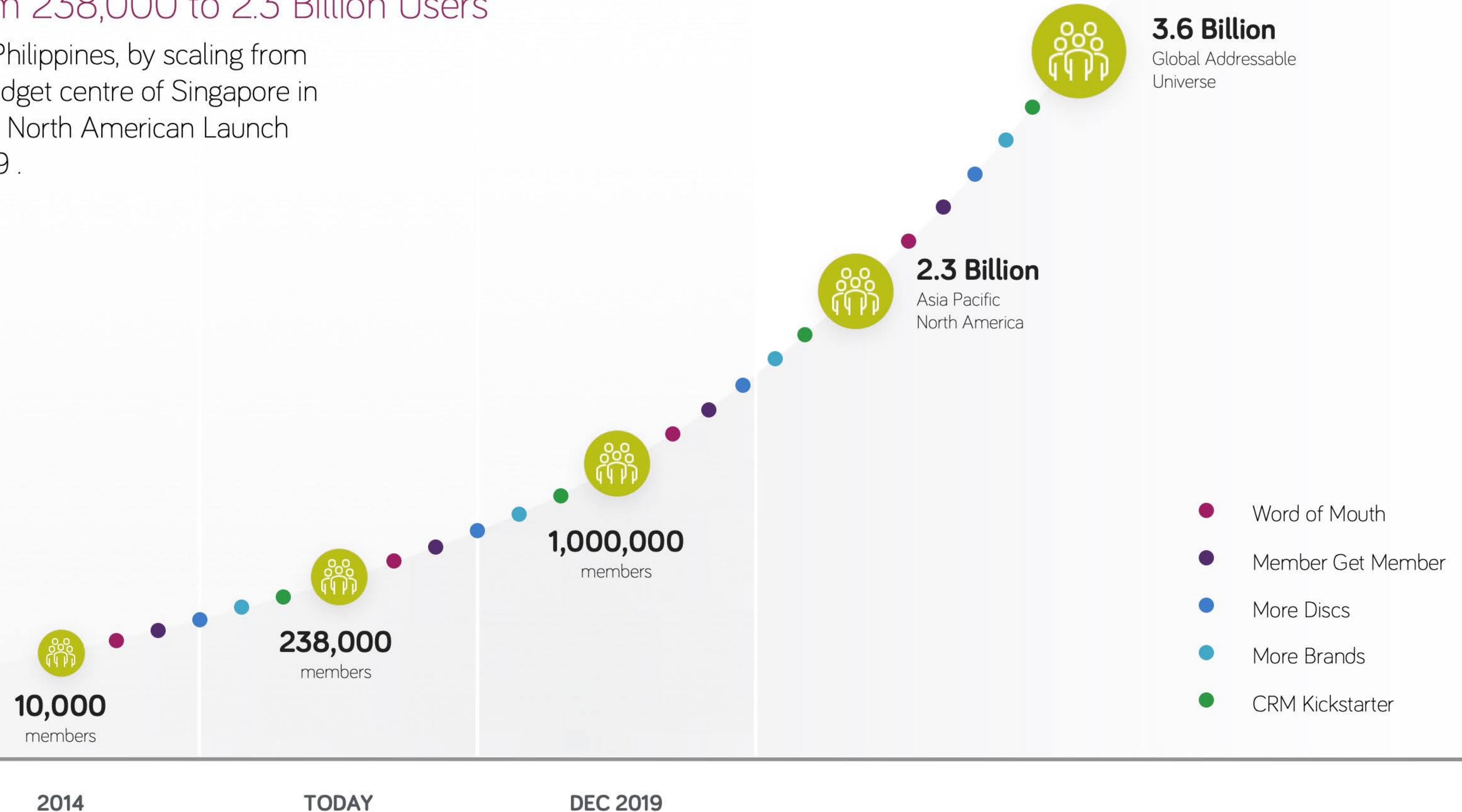
CPA on Brand Engagement, Shopper Marketing and DTC



By increasing the rate of deployment for each disc on the platform,
potential to increase member action up to 10x

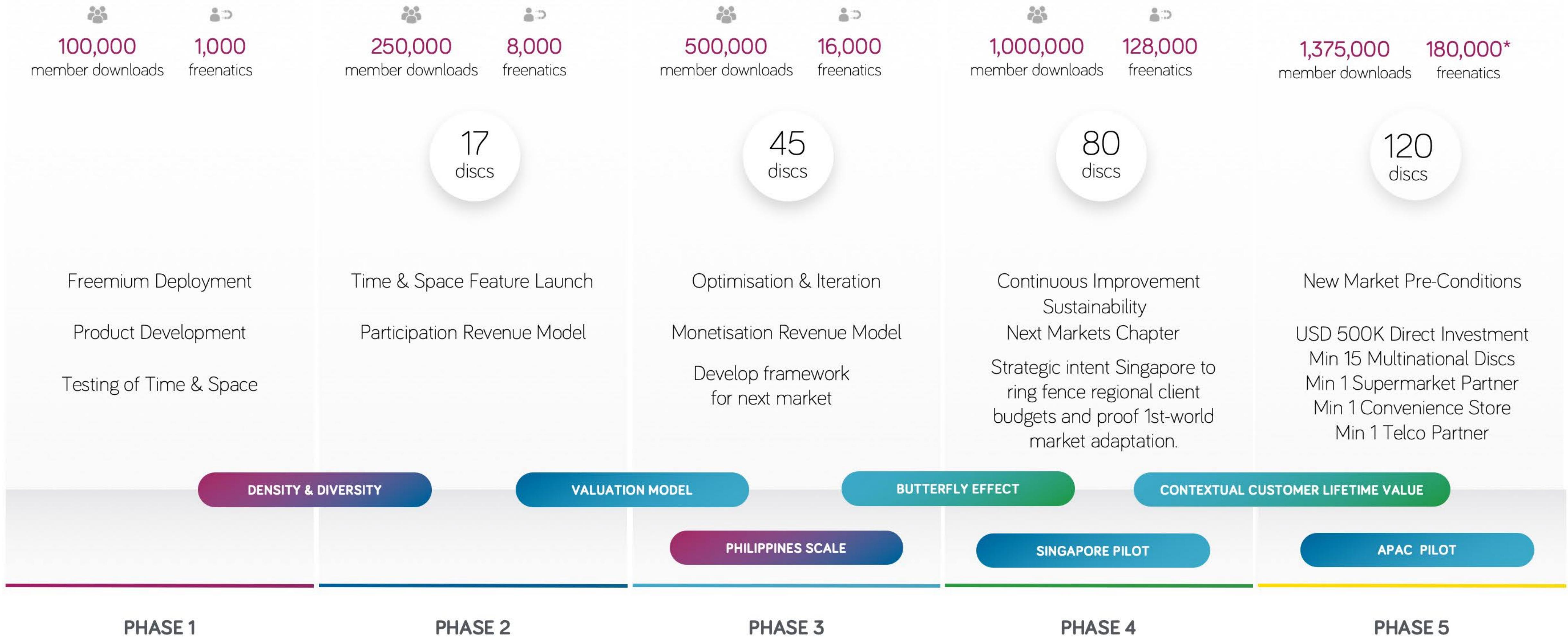
Scaling from 238,000 to 2.3 Billion Users

Proofed in the Philippines, by scaling from the Regional Budget centre of Singapore in September and North American Launch November 2019 .

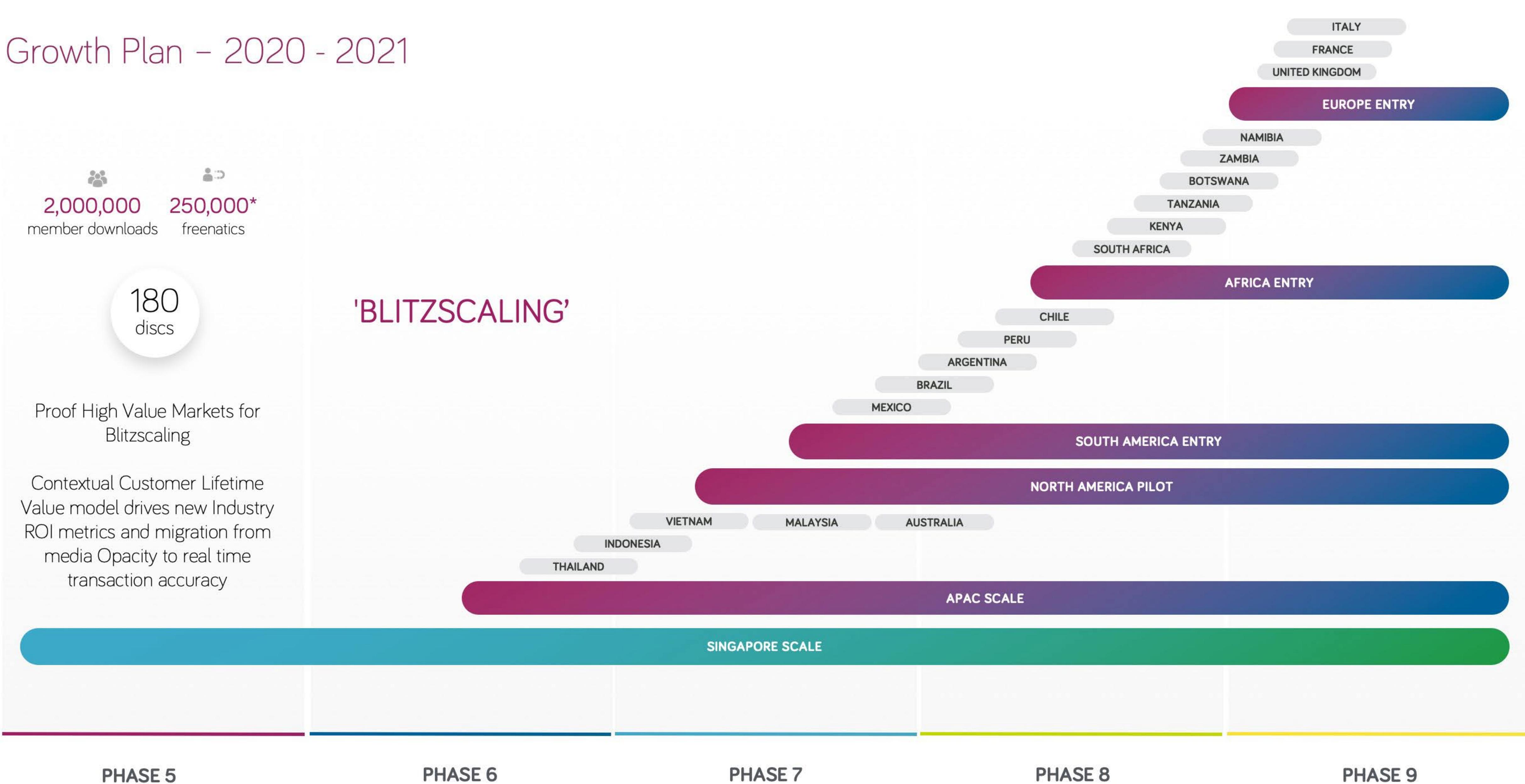


Proven metrics to drive scale now starting to become systemic and sustainable

Growth Plan - 2019



Growth Plan – 2020 - 2021



Smart Heads and an Aggressive Lean Body

Deliberate decision to locate a global leadership team into the local Philippine market has delivered an 10x+ scale and skill cost efficiency multiplier vs Silicon Valley



David Bell
CHAIRMAN OF THE BOARD



Cris Dawes
CEO & CRO



Timothy Lemmon
CHAIRMAN OF THE BOARD
OF ADVISORS



Drew Deeb
CFO



Nicole Hizon
COO



Jen Bungay
CPIO

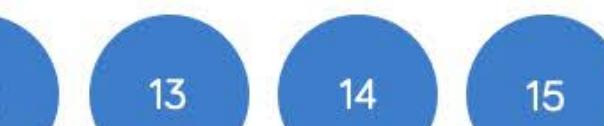
FINANCE AND ACCOUNTING



COMMERCIAL



PRODUCT AND INNOVATION



ENGINEERING AND DELIVERY



DEVOPS



PRODUCT EXCELLENCE



OPERATIONS



CREATIVE PRODUCTION



\$8 million positively invested over 4 years to build an insanely scalable product and hyper efficient team.

The Imfree Growth Story

Founded in 2015 by Cris Dawes (Former EVP of Asia Pacific for IPG) and David Bell (Former Chairman and CEO of IPG) to solve a big pain point for humanity.



A to Exit

Well engineered for an A to Exit event
on first mover multiples and the only solution
to a \$1 trillion global epidemic.

Consumer-controlled industry disruption that attacks
all 3 budget buckets to be a \$1 Trillion solution.

Established and proven team supported
by key influencers and advisors
with a consensus on success.

Pivotal value point in Q4 for Series A 2019
at significant multiples.

Fast and agile business in a box model
with low risk market inflection points
for rapid blitzscaling by 2020.

Conservative metrics forecast 100% monthly
growth for 36 months.

\$8 Million and 4 years positively invested
to accomplish 7 proofs of product market fit.

90% likely to be cash positive by end of Q4
2019 and self-funding growth by Q2 2020.





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