



Making the world a happier place.

The Opportunity

- Acquire shares in an early stage happiness related social platform which already has significant traction
- Highly shareable content designed to engage and generate repeat traffic
- Massive global market opportunity, offers outstanding growth potential
- My Happy Limited has confirmed SEIS status
- Typical exit multiples running at 10 times revenue, My Happy has target exit at £30m+

Maximum Offering **£150k**

Highlights

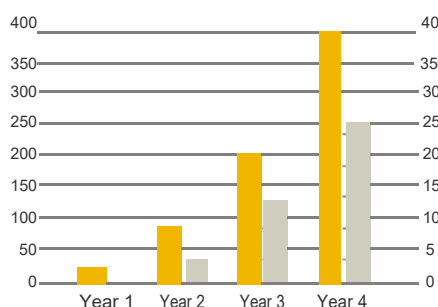
- Management team with experience of driving consumer distribution and sponsorship with successful exits.
- Solid business model driven by 4 widely used revenue streams to address an exciting and under tapped market opportunity.
- 250,000 social media followers, 60,000 downloads, 5,500 pre-reg online sign-ups the vast majority organic - and an early strong traction worldwide.

Projected Financial Analysis (£000s)

Year	1	2	3	4
Revenue	10	331	1,442	4,313
Gross Profit	10	272	1,105	3,221
Operat. costs	85	236	948	1,999
Operat. profit	(75)	36	157	1,223

Members at year end (000s)

Unique visitors at year end (millions)



My Happy is designed to bring together a community of people who want to be happier. An engaging digital news platform with quizzes, tests and a full range of viral, original or user-generated content, My Happy aims to become **the** happiness reference worldwide.



My Happy has already attracted over 250,000 social media followers, 60,000 iOS application downloads, and 5,500 pre-reg sign-ups on myhappy.com. All this without an advertising spend.

Our community has also expressed interest in more content from My Happy, and their digital habits point to big opportunities beyond mobile apps.

In Q1 2018 My Happy will launch a new web application based platform. Accessible to all. On any device. My Happy will generate revenue streams from advertising, affiliate commissions, merchandising and subscriptions to supplements.

My Happy 2018: Key Features & Benefits

My Happy members will be offered free content:

- Articles and blogs by highly followed influencers, and guest editors, covering:

- Mindfulness
- Anxiety
- Personal development
- Exercise
- Nutrition

- Personality assessment and ongoing tests, scientifically validated

- Extended image galleries and related content
- Opportunities to design My Happy products and sell them in our store

In Development

- TED style video area with streams of experts, professionals and social media influencers
- SAAS model targeting the corporate market
- International content and communication



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