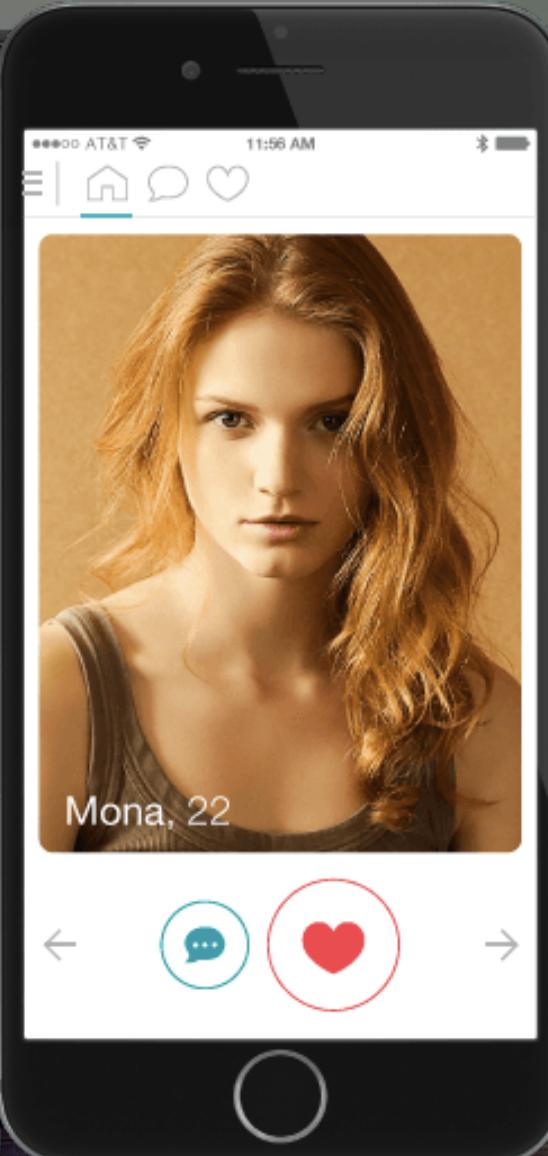
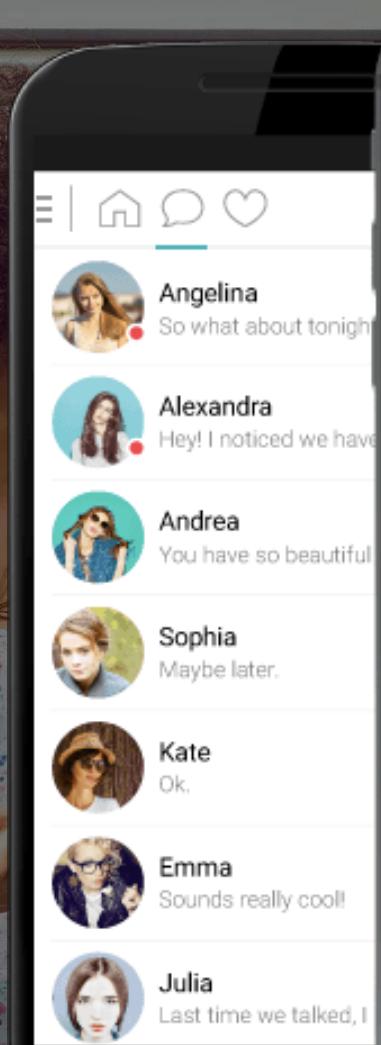




mint

Meet people nearby

AUGUST 2016
STRICTLY PRIVATE AND CONFIDENTIAL



Mint Dating App: Everybody's Got a Chance

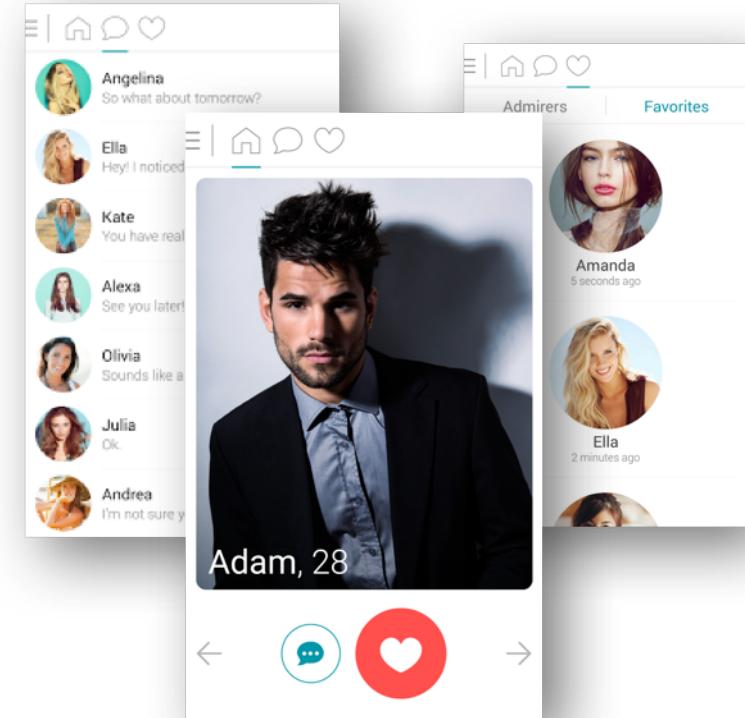
Mint is a new dating app that solves the problem:

- it's hard to start new conversations with people you like

Mint provides features highly valued by our users, removing barriers for meeting new people:

- + Chat with anyone nearby, no match required
- + See who liked you, like them back if feel the same
- + 'Active now' mode to eliminate the wait

400'000 downloads on iOS and Android within 7 months



Team with Global Social Network Experience

Mint is managed by the team that founded and managed Ask.fm, a global Q&A based social network with 150+ million users. Ask.fm was sold to IAC/InterActiveCorp in Aug 2014.



Ilja Terebin
CEO
Co-founder of Ask.fm



Oskars Liepins
Product
Co-founder of Ask.fm



Valery Leushin
CTO
Ex- Engineer at Rubylight
[partner of Ask.fm]



Mark Terebin
Product
Co-founder of Ask.fm



Klavs Sinka
UX/UI
Ex- UX/UI Lead at Ask.fm



Girts Tihomirovs
CFO
Ex- CFO at Ask.fm

+ iOS Developer [x2], Android Developer, System Administrator, QA Engineer, Social Media Specialist [x2]

Product Highlights



iOS app released Dec 2015



Android app Apr 2016

Available in 40 languages



60'000 new users per month



15K DAU, 100K MAU

1 million sessions

13 million screenviews

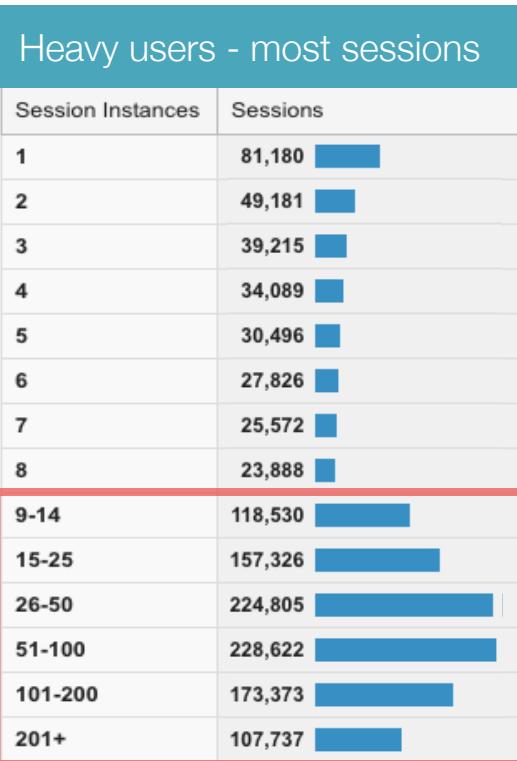
3 million likes

3 million messages

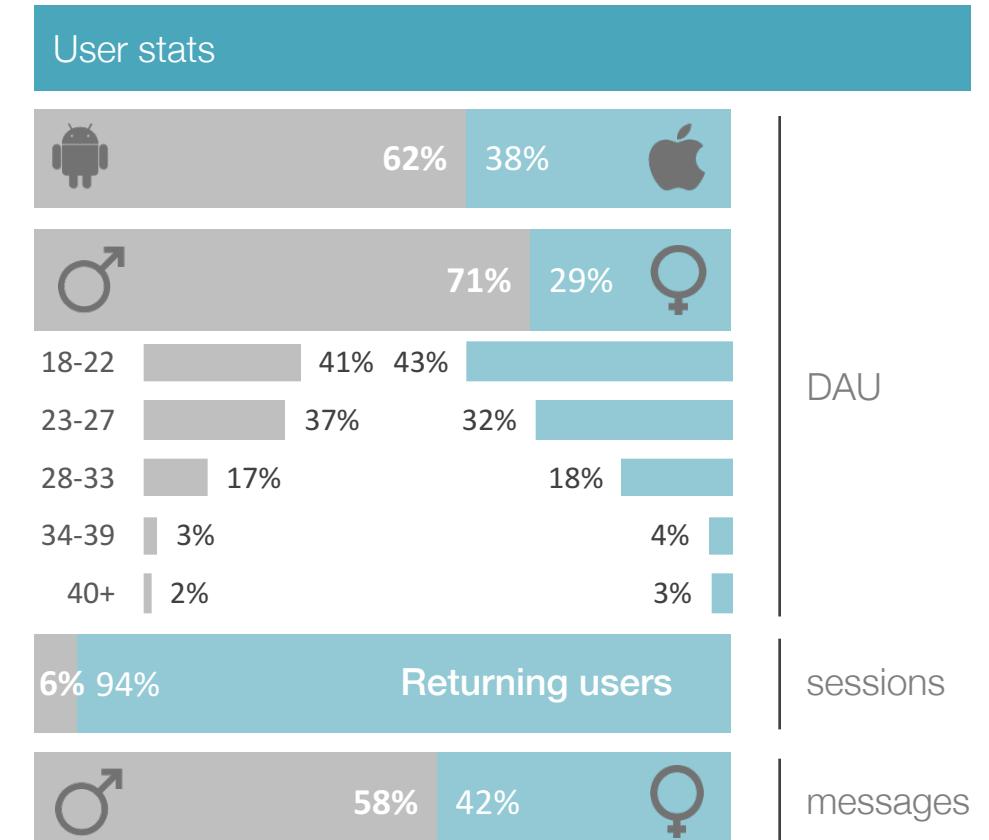
per month

Source: Google Analytics, AppAnnie, Mint user data, July 2016

Engaged User Base

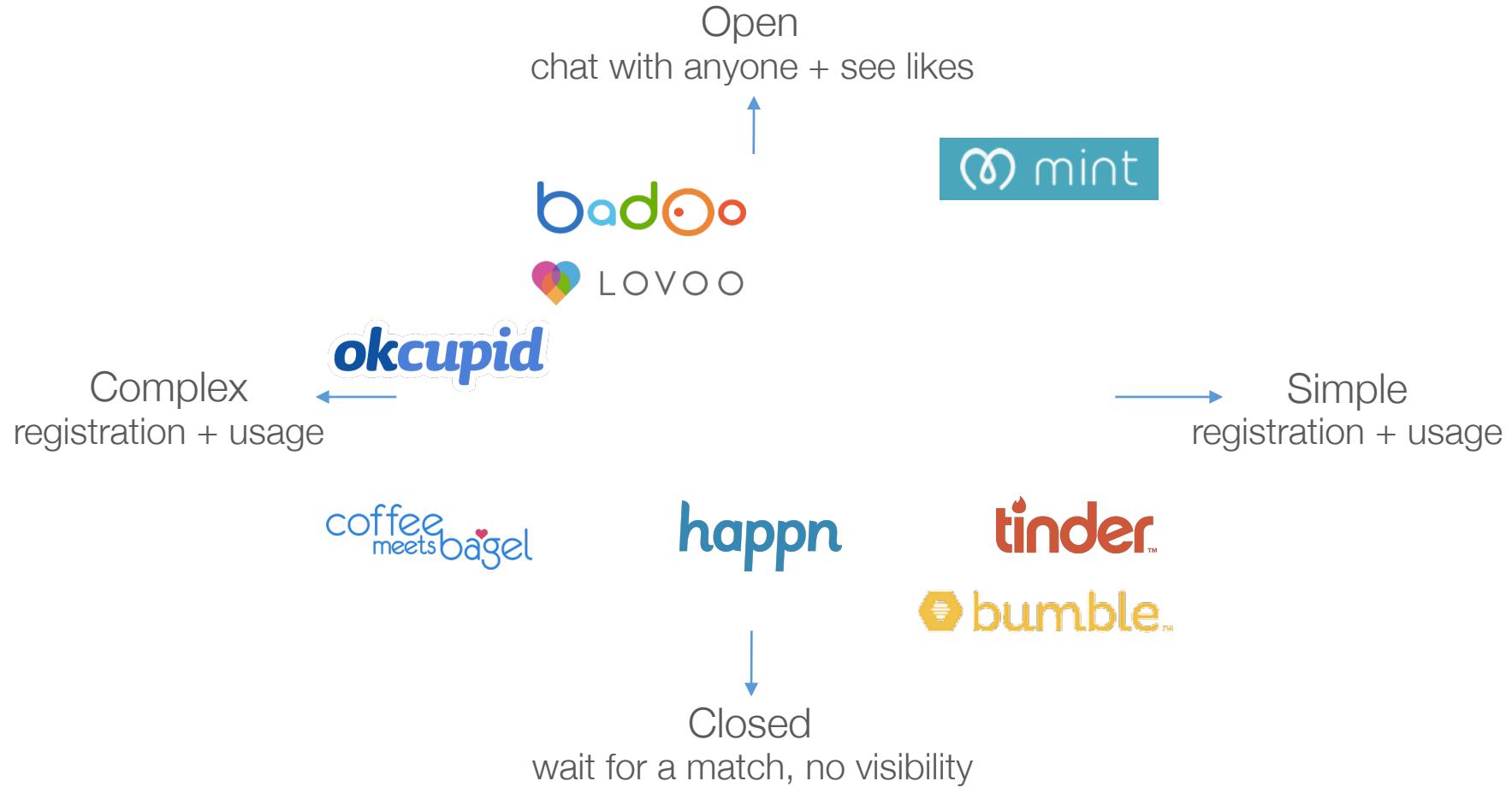


..and 80% of user sessions are <1 day apart

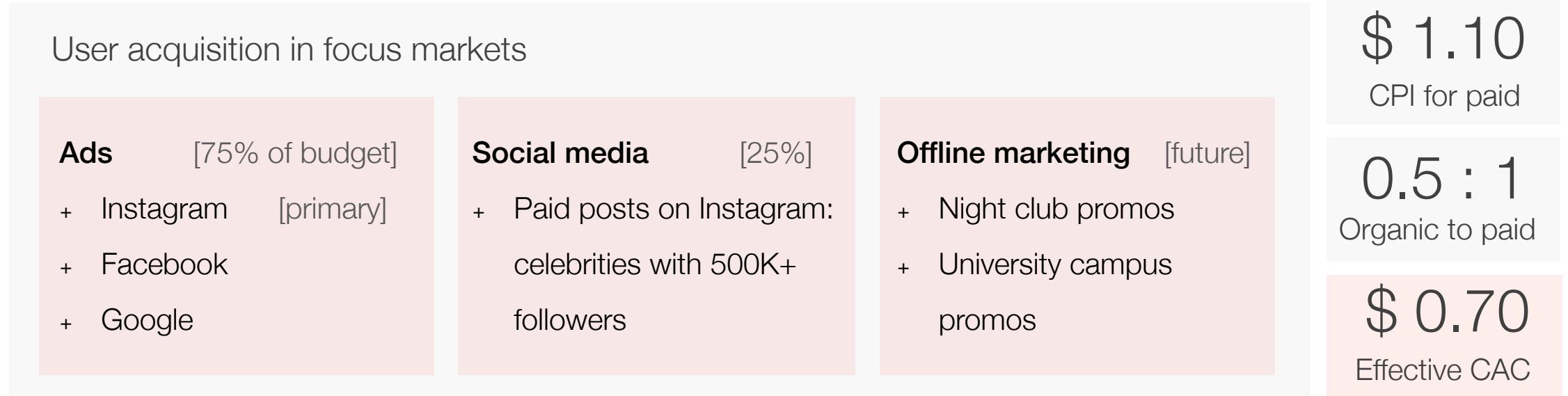


Source: Google Analytics, Mint user data, July 2016

Competition



Growth Strategy



Planned Business Model

Premium subscription

- + Unlimited chats *
- + See your admirers *
- + Unlimited swipes



Advertising

- + Native ad formats
- + Sponsored content

* Currently testing in limited markets

Financials

Current burn rate

$$\begin{array}{rcl} \$120K & = & \$70K + \$50K \\ \text{per month} & & \text{fixed costs} \quad \text{user acquisition} \end{array}$$

Goal in 12 months

5M registrations in focused local markets
to confirm long term CAC and monetization potential

Investment needed

\$4 million

Company Facts

Mint LLC, incorporated in Latvia

Feb
2015

13 full-time employees

Founders' investment

\$1 million

Shareholder structure

Mint founders /
core team

| 100%

Balaclava Lab, LLC

| 100%

Mint, LLC

Contacts

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