

***Support your team live
with your friends
AS AT STADIUM***

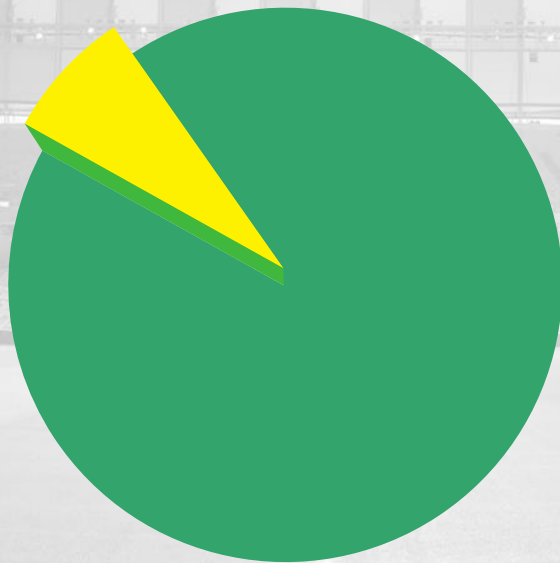


Where **FANS ARE**

5%

IN THE STADIUM

*200K. people
per day of L1**



95%

IN FRONT OF THE TV

*4M. people
per day of L1**

** L1: French League / LFP & Médiamétrie sources*



What ***FANS WANT***



***Give my opinion
and be considered***



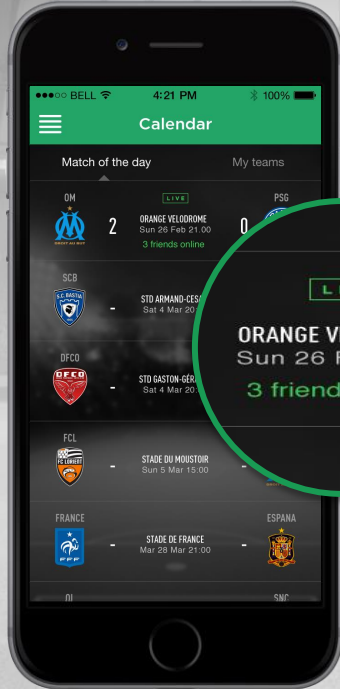
***Share my reactions
with my fans friends***



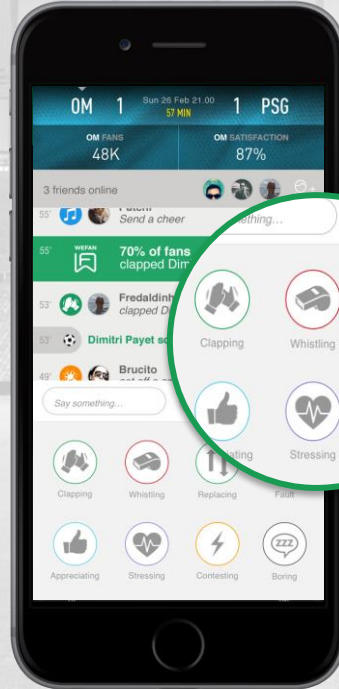
***Feel the roar of the crowd
in real time***



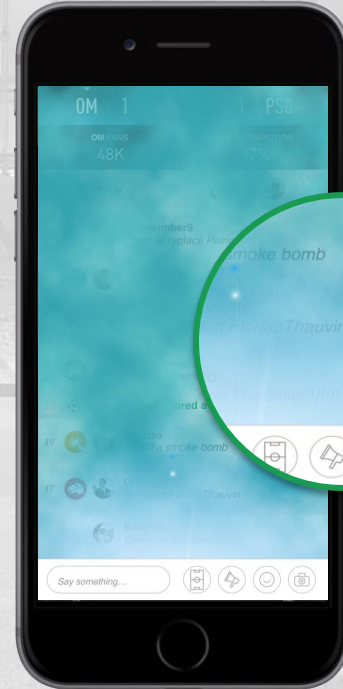
*The 2ND screen that **ENGAGE FANS IN REAL TIME***



*Access the team calendar
you are on*



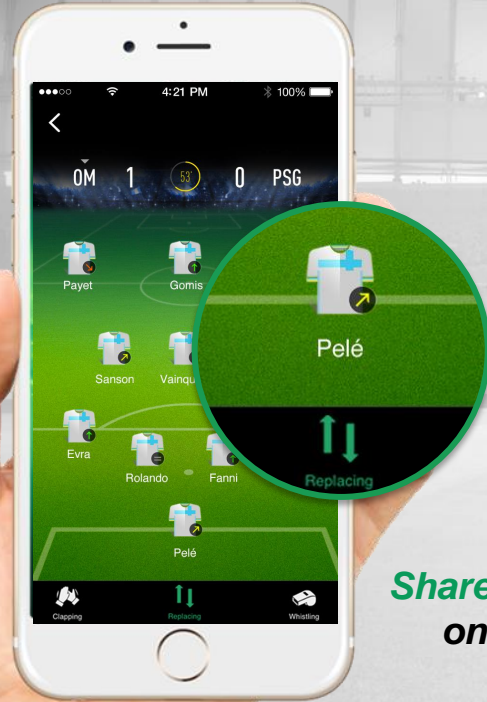
*Comment & interact live
with your friends*



*Express your emotions
as at stadium*



A new exclusive content of **FANS BEHAVIORS DATA**



*Share your opinion
on your team*



*Digital
content*



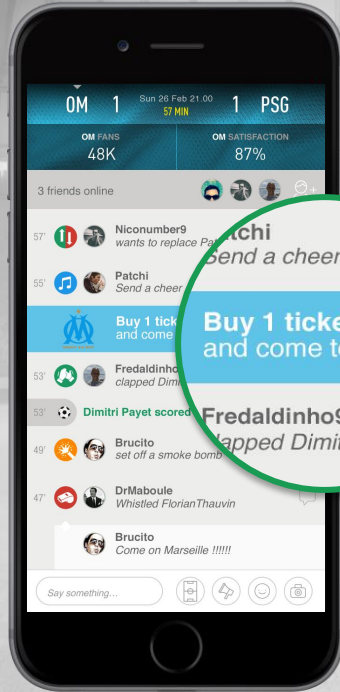
*Stadium
content*



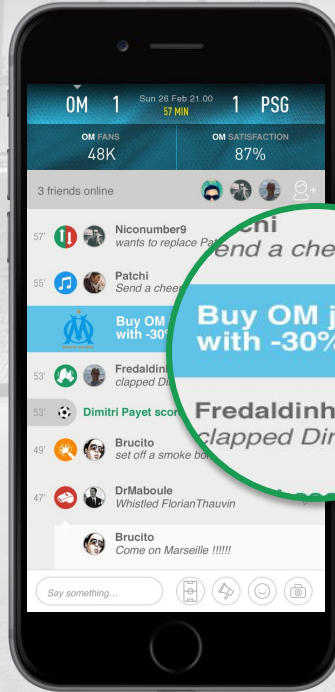
*Media
content*



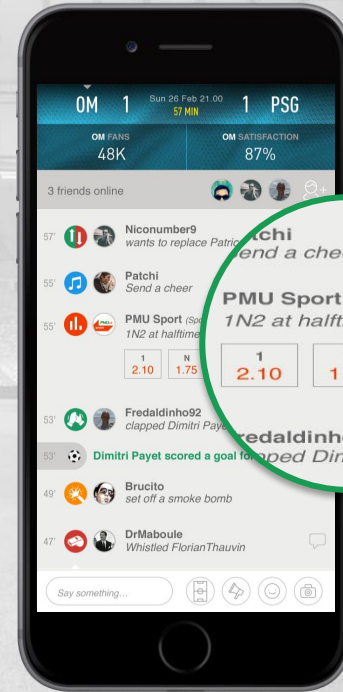
A profitable fan experience with **LIVE M-COMMERCE** (PUSH 4 LEAD)



Ticketing



Merchandising

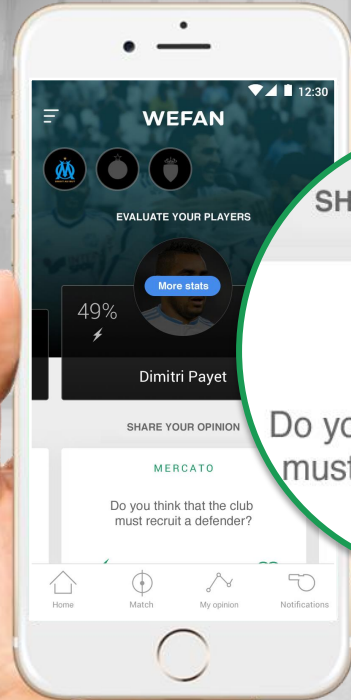


Betting



Catch & keep fans online

OFF LIVE (V2 - END OF 2017)



SHARE YOUR OPINION

MERCATO

Do you think that the club
must recruit a defender?

Access real-time feedback and reaction from your community

Check out fans answers to questions about your team's news

Give your opinion every day on your team, players and club.

Vote every day for your favorite player and team's performance

Predict on future matches



Competitive **ADVANTAGES**



1ST TO MARKET

Dedicated & contextualized to fans



FAN TO FAN COM^o

Fun & interactive fan experience



REAL TIME TECHNO

Optimized for live comment & interactions



1ST FRM* TOOL

Access to fans opinion & satisfaction



FREE FOR FANS

Easy to use & free to access



1ST FAN BEHAVIOR DATA

Geolocated & analyzed fan data provider

**Fan Relationship Management*



Sport in 2nd screen

THE FUTURE OF TV

4 M⁽¹⁾TV viewers
per day of L1**1.7 M**radio listeners
per day**RMCSPORT****77 %⁽²⁾**viewers use
a second screen
in front of the TV**Google****1.5 M**downloads
of the application**CANAL**
Football
App**2.5 M**subscribers to
sports channel**beIN**
SPORTS**15 M**average audience
for each match of the
French team at the
2014 World Cup**WEFAN**
STARTMARKET**27 M**facebook fans
who follow the news
of the L1 Teams**facebook****2.3 M**social interactions
per World Cup
match**FIFA**

⁽¹⁾ On 4.2 million spectators per day of L1 – Source LFP/ Médiamétrie 2016

⁽²⁾ Google Study Results "Sports fans and the second screen" - June 2016



Performance

EURO 2016 METRICS



MAU: 3 932 (97,40 %)
(Monthly Active Users)



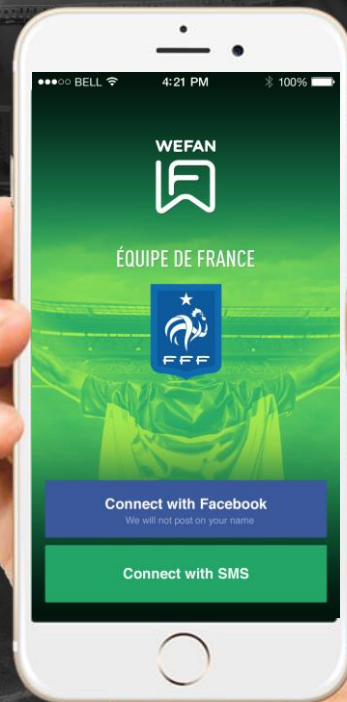
WAU: 1 252 (31 %)
(Weekly Active Users)



DAU: 367 (9%)
(Daily Active Users)



Active live use: 16 min
(Duration of 90 minutes)



A sustainable model of 5 INCOME OPPORTUNITIES



ADVERTISING

Men/ Women
15/45 years
Geolocated



DATA & STATS

Media
Clubs
Leagues
Stadiums
Advertisers
Data providers



IN APP

In-app purchases
(actions pack)



M-COMMERCE

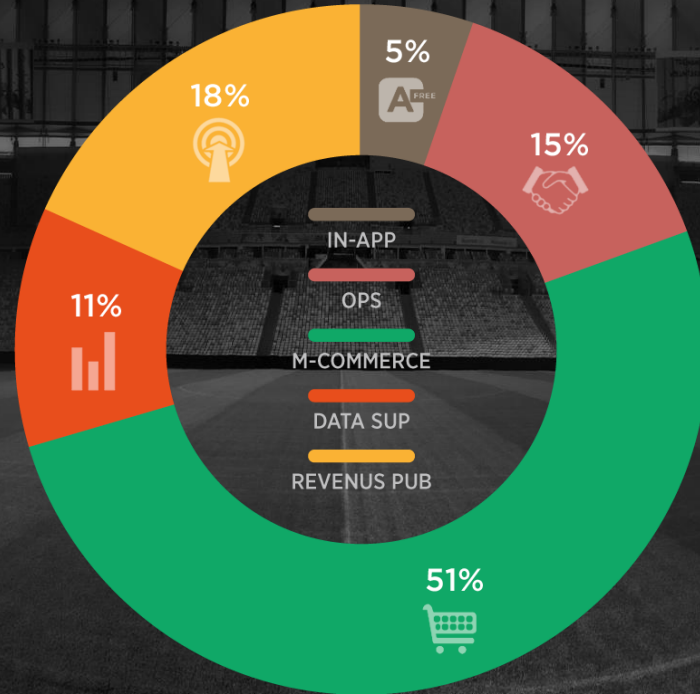
Betting
Ticketing
Rewarding
Merchandising



B2B PART.

Push 4 Lead
(ticketing/ merch.)
for clubs, leagues and
big event (Euro and
World Cup)

Forecasting of *INCOME DISTRIBUTION*





Where *WE GO*

TODAY

WEFAN Foot V1 IOS
Launch May 2016 (Euro)

League 1
Champions League
World Cup 2018 (Qualif.)

1st fundraising



TOMORROW

WEFAN Foot V2
Android and multi devices

Top 5 European Foot
Championship

World Cup 2018 & 2019

WEFAN Rugby



2019

2nd fundraising

WEFAN on the 5 major
US sports

WEFAN Foot in China

PARIS 2024 Olympic G.

BECOME THE LEADING MESSAGING APP FOR FANS OF ALL MAJOR SPORTS WORLDWIDE



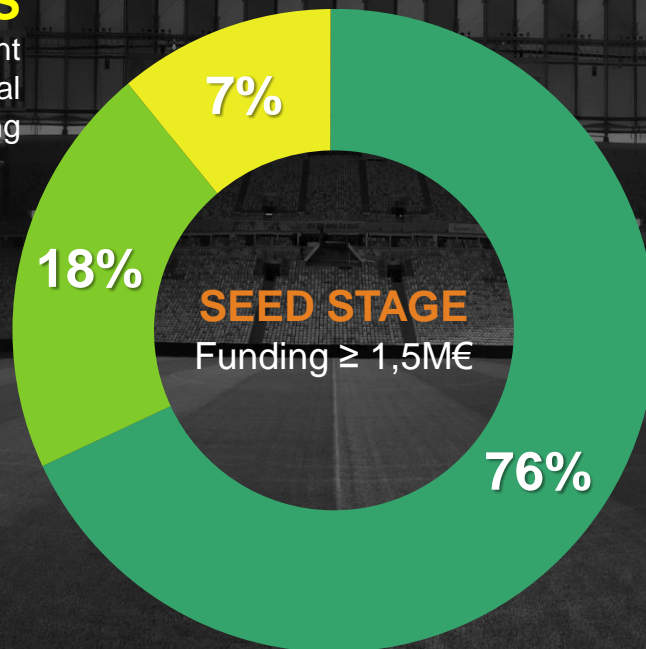
Investment *PROCEEDS*

OVERHEADS

Rent
Legal
Admin + Accounting

MARKETING

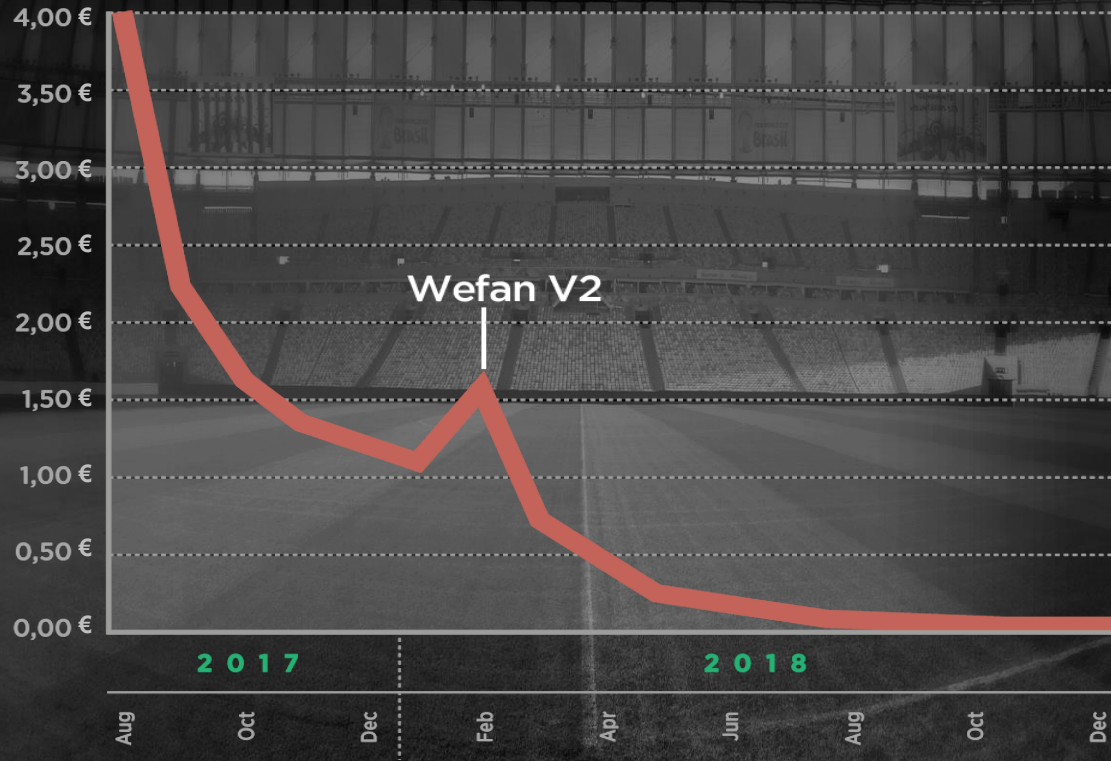
Targeted Facebook campaigns
App booster campaigns
Tactical marketing operations
Promotional events



WORKING CAPITAL

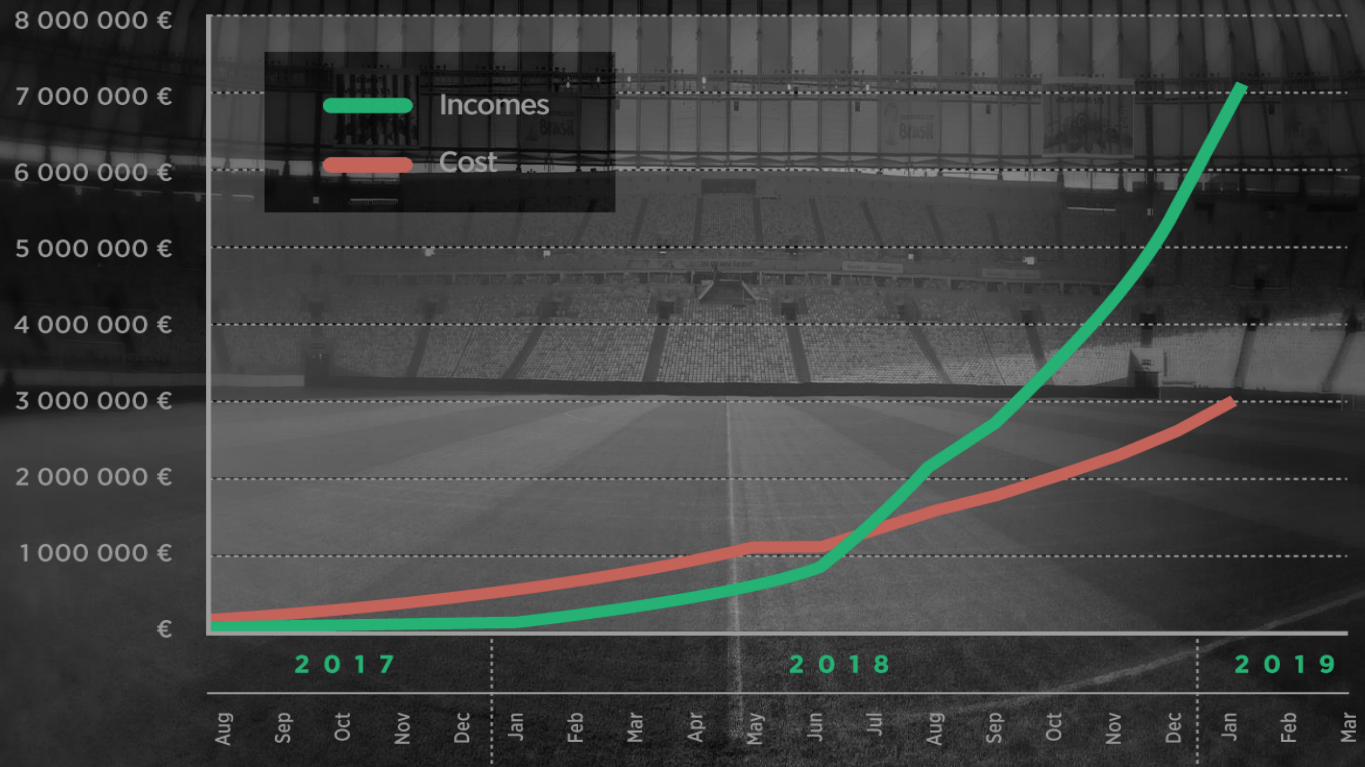
WEFAN Android and 2.0 dev.
WEFAN multi-device dev.
Ongoing backend
Business dev. (EU & US)
Partnerships dev. (reward)
Advertising sales mgt.

Evolution of USER ACQUISITION COST



Cash flow

FOR THE NEXT 2 YEARS



Exit **STRATEGIES**

1 BTOB BUSINESS MODEL

Increase white label (club) and Software Development Kit (SDK for app) sales

2 ACQUISITION

Types/ Categories of potential companies that could acquire us

3 FINANCIAL BUYER

Generate excess cash flow that could make it attractive to financial buyers to generate a return



TEAM WEFAN



ENTREPRENEUR WITH SUCCESS

Bruce VIBERT
CEO

I created my first company in 2002 by launching a fashion Brand distributed at the international. As entrepreneur, I founded 3 companies: SU75 (Fashion Brand), Urbrand (Advert. Agency) and Wefan.

My specialties are creation, strategy and leadership. I'm a fan of sports, my dream: Combine my passion with my lifestyle.



ENTREPRENEUR SINCE +10 YEARS

Julien GALVEZ
BD & PARTNERSHIPS

Holder of a master's degree in International Business from the Toulouse Business School, I took over the consulting company that I worked for, to create In 2009, 4SConsulting: An international consultancy and coaching agency.

Passionate of challenges and sport, I joined Bruce to launch Wefan: A life project to make it a huge success!

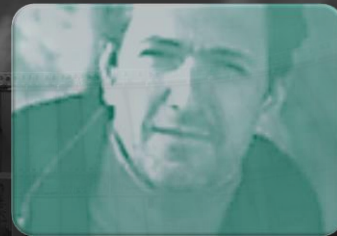


ART DIRECTOR FOR +15 YEARS

Ratana BOUN
DESIGN & UX

After 11 years as Artistic Director at Ogilvy, I joined Bruce in 2010 to create the advertising agency Urbrand.

Passionate about the world of digital and new techno, I decided to use my vision and my creative knowledge to make Wefan a unique project by its app and UX design. An innovative challenge where I can express all my creativity.



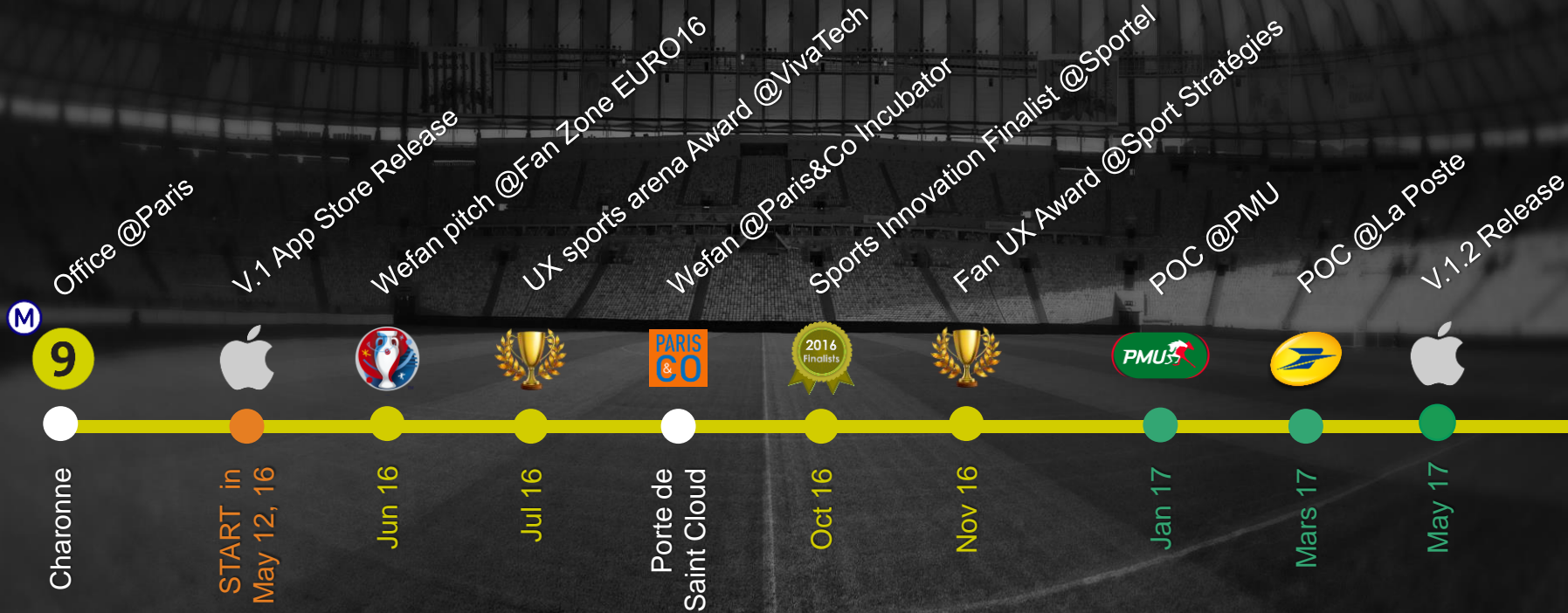
ADVERTISING & COM° EXPERT

Nico TODESCO
CM & MKG

I have acquired a solid experience for more than 10 years in the field of advertising and communication, in the broad of sense.

Fascinated by sport and its economic ecosystem, my ambition has always been to integrate and work in this environment to use my skills. In this way, I see Wefan as a lifetime project.

Wefan FACTS





Support your team **AS AT STADIUM**

Your contacts:

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