



MOKO SOCIAL MEDIA

COMPANY OVERVIEW AND STRATEGY
Investor Presentation - September 2016

Overview

- MOKO product portfolio
- The market opportunity
- User engagement
- Monetization strategy

About MOKO

- MOKO provides the leading apps for US college and high school sports communities
- The US student market is highly attractive with annual discretionary spending totalling more than \$160b
- MOKO has built an exclusive foothold and continues to grow organically and through innovation
- MOKO is now poised to monetize its position by attracting brands, businesses and advertisers
- MOKO has reduced costs & is reviewing its capital needs & strategic options to leverage the significant foothold developed in the lucrative college & high school markets



Innovative Apps

MOKO has developed a portfolio of innovative sports management apps



REC*IT, an award-winning sports management app for colleges



Big Teams powered by REC*IT, for high school sports management



REC*IT FITNESS, a college campus fitness app



REC*IT Plus, a “white label” subscription product targeted at recreation centre administrators



- Enables college recreation directors and students to engage in all aspects of intramural sports programming—team registration, building, scheduling and communication

BigTeams



- REC*IT platform extension that enables high school athletic directors/coaches to coordinate athletic team members, rosters, and stats, while letting students/parents check schedules, scores, and standings

REC*IT Fitness



- Leverages the REC*IT platform to help college recreation directors and students organize, browse and share on-campus personal fitness classes and activities

REC*IT Plus



- Next product under development
- A paid for app targeted at recreation centre administrators
- Can be customised to assist with recreation centre facility and program management ('bespoke')
- Revenue generation from subscriptions
- Expected to lead to “mandating” – where students are required to use MOKO apps
- Beta version available Fall 2016 to select school partners

The Market Opportunity

- US student market is highly attractive, with significant discretionary spend
 - College students - US\$163 billion p.a.
 - High school students - US\$91.1 billion p.a.
- Niche market attractive to advertisers
 - High discretionary spend in key markets
 - Establishes foothold early in consumer life cycle
 - College students within, or will enter, higher socio-economic brackets

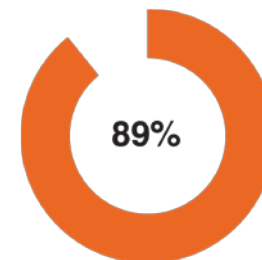


Reach Through Sports

- Recreational sports are the most popular campus activity
- MOKO's products capture students through sports
 - 75% of US students use on-campus rec centers, facilities or programs in a given year
 - Of those who use rec centers, 80% participate in campus rec programs and/or activities at least once a week



... of college students participate in campus rec sports or use rec facilities and services at least once a week, and



... of those students spend at least 30 minutes per session in the rec centre.

Exclusive Access

- MOKO has exclusive agreements with the largest college and high school sports data providers in the US
 - IMLeagues agreement provides access to >10m¹ students at 1,250² colleges - more than 50% of the US college student population
 - Big Teams agreement provides access to 3,400+³ high schools - more than 13% of the US high school population

¹Aggregate number of enrolled students per college/university from the MOKO Social Media CRM Database. Enrolment numbers per college/university entered from college/university or Wikipedia page. Total market size taken from [Statistic Brain Research Institute](#).

² IMLeagues (total number of colleges/universities) in their database as of February 24, 2016. Some schools are still in the “onboarding” process and will be live between now and Sept 2016.

³ BigTeams LLC.

Critical Mass of Users

- Significant market penetration
 - REC*IT has had over 752,000 first launches ('user acquisition')
- Ongoing growth
 - 480,000 first launches in 2016 - an increase of 114%
 - 125 colleges added in the six months to 30 June 2016
- Strong engagement
 - Average of 9.87 screen views per session, up 32% from 7.5 the previous year

¹ Statistics supplied from Adobe Analytics on August 30th 2016

Unique Position

- MOKO's products don't compete with other social media sites
 - MOKO's products are complementary to Facebook, google etc
- MOKO's products are useful utilities – provide information and essential organization tools for students
- MOKO's products are aligned – used by administrators and students
- No other major operator in these markets

MOKO at a Turning Point

- First stage
 - Establishing critical mass of users and product acceptance
- Current stage
 - Extending product range to include paid apps
 - Entrenching and “mandating” products
 - Moving to monetization - focus on revenue generation

Monetization Strategy

- MOKO's strategy is to maximize the value of its asset – its exclusive market reach to advertisers and brand marketers – by
 - Using free products to build a substantial user base in a clearly defined market
 - Creating supplementary paid subscription products that generate revenue and result in mandated use
 - Leveraging off these products to provide multilayered marketing campaigns to to advertisers and brand marketers
 - Revenue sharing with the colleges/universities to entrench products and boost value
 - Integrating mobile payments into all the mobile products to become a payment processor between students & the college/universities

Multi-Layered Marketing

- MOKO generates revenue from advertisers and brand marketers by integrating their marketing into MOKO products, through
 - Sponsorship
 - Rewards
 - Social Engagement
 - Students can earn points for engaging with sponsor on social media
 - Data Capture
 - Acquisition of email/SMS data for a sponsor's targeted audience
 - Advertisements
 - Native/Premium mobile ad units
 - Retargeting of students on third-party websites or social media platforms for sponsored campaign

Recent Example

- July 2016 - first integrated marketing partnership with – a major global franchise restaurant group:
 - Paid marketing campaign drove awareness and purchase of the group's products and included in-app promotions and discounts as well as on-site events at select colleges
 - REC*IT's in-app click-through rate was four times higher than campaigns conducted through other similar digital media platforms
 - MOKO is currently in direct talks with brands across categories including athletic apparel, consumer packaged goods, isotonic drinks, entertainment and insurance

MOKO In The News

- Forbes – [When It Comes To Higher Education, Small Sports Are Big Business](#) – August 30th 2016
- Synopsis – [MOKO & Competitor Group Complete RunHaven Deal](#) – August 16th 2016
- SportsBusiness Journal - [MOKO Social Media announce deal for CGI to acquire RunHaven](#) – August 16th 2016 -



CYNOPSISMEDIA



STREET & SMITH'S
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Summary

- MOKO has an innovative suite of products and exclusive access to an attractive market
- MOKO has established a critical mass of users with high engagement and numbers continue to grow
- MOKO has a clear monetization strategy under way



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www.mokosocialmedia.com