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| <p><b>TGN Game Communities Inc (THEGAMENET)</b><br/>887 Great Northern Way<br/>Vancouver, BC, V5T4T5 Canada<br/>+1.778.881.7654<br/>info@thegamenet.com<br/><a href="http://www.thegamenet.com/">http://www.thegamenet.com/</a></p> <p><b>Funding</b><br/>\$150k external funding<br/>\$100k in revenue, current growth rate to \$1.8M in 2 years<br/>Seeking seed round of \$250k for preferred shares convertible to common shares</p> <p><b>Use of Proceeds</b><br/>Product development</p> <ul style="list-style-type: none"> <li>• Wiki platform</li> <li>• Toolbar platform</li> <li>• Integrate Stratics.com communities</li> <li>• Game API (broadcast live in-game stats to web and mobile)</li> </ul> <p><b>Sales and marketing</b></p> <ul style="list-style-type: none"> <li>• Virtual currencies</li> <li>• Game revenue shares</li> <li>• Ads</li> </ul> <p><b>Revenue Forecast</b><br/>2010: \$.1M<br/>2011: \$.6M<br/>2012: \$1.8M<br/>2013: \$3.6M<br/>2014: \$5.4M</p> <p><b>Financial Highlights</b><br/>TGN started in June 2009 with \$12.61 monthly revenue, followed by \$914 in July, then \$2,684, \$4,130, \$4,878, \$6,893, \$11,478 and \$18,537 in January 2010.</p> <p>In February 2010, we began building IP and platforms that will be licensed to 3rd parties and consumed internally to create end-user services like "Create your own toolbar" and "Create your own wiki", generating new revenue streams.</p> <p><b>Competitive Advantages</b></p> <ul style="list-style-type: none"> <li>• Revenue share with end-user content creators</li> <li>• Leverage hundreds of thousands of gamer fans time</li> <li>• Best target gamer demographic: males 18-34</li> </ul> <p><b>Competitive Landscape</b><br/>We compete with Curse.com, a 5-year-old company with \$10 million annual. Curse and TGN are the only two that create communities as a professional service as of this writing.</p> <p>Curse focuses on databases and forums. TGN focuses on toolbars and videos. We both focus on wikis.</p> <p><b>Key Executives</b><br/>George Vanous, CEO<br/>ex-Microsoft Windows Live architect<br/>george@thegamenet.com<br/>+1.778.881.7654</p> <p>Havind Sehmi, Chair of Board of Advisors<br/>ex-Revenue Wire CEO<br/>havind@thegamenet.com<br/>+1.250.472.0357</p> | <p><b>Accomplishments</b><br/>Partnerships with EA, Sony, Funcom and other top game companies for revenue shares and ad contracts (Sony purchased a \$9,000 CPM 30-day ad-buy on May 5, 2010)</p> <p>We attract a million absolute unique visitors every month, predominantly 18-34 male gamers, and in the last three months, we installed 100,000 game toolbars, launched 10 game wikis and produced 50 original YouTube videos.</p> <p>Our users (gamers) have written thousands of wiki articles and uploaded hundreds of game videos voluntarily. In this way, we leverage the most successful game brands by partnering with and developing communities for the best online games.</p> <p><b>Opportunity</b><br/>The next 12 months will see the most concentrated launch of multi-million dollar budget MMOs in the history of computer games, and TGN is positioned to deliver the 18-34 male gamer target demographic.</p> <ul style="list-style-type: none"> <li>• 2010 Summer: StarCraft 2, Lord of the Rings F2P, Lego Universe</li> <li>• 2010 Fall: World of WarCraft Cataclysm, Final Fantasy 14</li> <li>• 2011 Spring: Diablo 3, Star Wars The Old Republic</li> </ul> <p><b>Product and Specifications</b><br/>Our IP is in the wiki, toolbar and video platforms we develop and the content we produce for top games like StarCraft 2 and FarmVille.</p> <p><b>Market Size</b><br/>Revenues from online games will reach \$11.5 billion by 2011, a 25.2% compound annual growth since 2007. Gaming will be a \$68 billion business by 2012 and is outpacing growth from other entertainment sectors like movies and music.</p> <p>TGN benefits directly from this growth without any of the development or marketing costs associated with creating games.</p> <p><b>Sales and Channel Strategy</b><br/>Google drives the majority of our users. Because of the breadth of content in our wikis and forums, our websites rank in the top page of organic Google search results for common game searches.</p> <p>We also establish partnerships with game companies. Our partnerships with EA (Electronic Arts), Funcom and Frogster include revenue share deals and ad contracts, such as a 20% Runes of Magic revenue share with Frogster and a \$10 per new Age of Conan user ad contract with Funcom.</p> <p><b>Management Team</b><br/>CEO George Vanous, ex-Microsoft responsible for all of Windows Live shared controls</p> <p>Creative Director Maryann Ohki: 20 years graphic design and marketing experience in print, media and web</p> <p>Dev leads: Two senior ex-Microsoft developers, Andy Ou SDET from mobile and Tim Chen 10-year SDE.</p> <p>Chair of Board of Advisors Havind Sehmi, ex-CEO of Revenue Wire</p> |
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