



DISCLAIMER - FORWARD LOOKING INFORMATION

This presentation contains proprietary non-public information regarding KuuHubb Inc. (“KuuHubb” or the “Company”) and is furnished on a confidential basis. Under no circumstances are its contents to be reproduced or distributed to any person, the public or the press. Securities legislation in any province or state prohibits such reproduction or distribution of information. The information contained herein has been prepared for the purpose of providing interested parties with general information to assist them in their evaluation of KuuHubb. Failure to comply with this directive can result in liability under applicable state, provincial or federal law. Each recipient, by accepting delivery of this presentation, acknowledges that this presentation, which can be made available to you upon request, contains information that is confidential and non-public, and agrees that all such information shall be kept in strict confidence by such recipient and neither used for such recipient’s personal benefit nor disclosed to any third party for any reason. The recipient acknowledges that if he, she or it is resident in Ontario they are an “accredited investor” within the meaning of applicable Canadian securities law. This presentation is for informational purposes only and is not an offer to buy or sell the securities of the Company, nor has the Securities and Exchange Commission or any state, provincial or territorial regulatory authority determined if this Summary is truthful or complete.

Any representation to the contrary is a criminal offense. The Company makes no representation or warranty, express or implied, and assume no responsibility for the accuracy, reliability or completeness of the information contained in this presentation.

The securities described herein have not been and will not be registered under the United States Securities Act of 1933, as amended (the “U.S. Securities Act”), or the applicable securities laws of any state of the United States and may be offered and sold in the United States only in reliance upon an exemption from the registration requirements of the U.S. Securities Act and in accordance with any applicable securities laws of any state of the United States.

Certain information contained in this presentation constitute “forward-looking information”. Such information reflects the Company's current views with respect to future events which is subject to inherent risks, uncertainties and numerous assumptions. No representation or warranty, express or implied, is made by KuuHubb as to the accuracy or completeness of such information or any other written or oral communication transmitted or made available to a reader of this presentation. Nothing contained in the presentation is, or shall be relied upon as, a promise or representation, whether as to the past or the future performance of KuuHubb. Any estimates, forecasts or projections contained herein (including those concerning estimated project costs, capital expenditures, revenues, EBITDA, debt service coverage ratios and income enhancements) have been prepared by, and are based on information currently available to, KuuHubb and involve significant subjective judgments and analysis and, accordingly, no representation is made as to its completeness or attainability. There is significant risk that assumptions, predictions and other forward-looking information will not prove to be accurate. Undue reliance cannot be placed on forward-looking information as a number of factors could cause actual future results, conditions, actions or events to differ materially from expectations, estimations or intentions expressed in the forward-looking information. None of the Company or any of its affiliates or associates or its directors, officers, employees, agents, shareholders or advisors undertakes to update or otherwise revise or correct any inaccuracies which become apparent in this presentation or other information supplied to a reader of this presentation. KuuHubb’s financial projections are inherently speculative and may prove to be inaccurate. The financial projections provided herein have been prepared in good faith based upon the estimates and assumptions made by management. However, projections are no more than estimates of possible events and should not be relied upon to predict the results that KuuHubb may attain. The projections are based upon a number of estimates and assumptions, and no independent accountants or other third party experts have expressed an opinion or any other form of assurance on these projections. These assumptions may vary from the actual results. Any variations of actual results from projections may be material and adverse.

KuuHubb is an early-stage publicly listed company and an investment in the Company or its projects, directly or indirectly, is speculative due to the nature of the Company's business and its stage of development. There is no assurance that the Company will be able to successfully complete any of its planned growth initiatives. Any person who invests in the Company or its projects, directly or indirectly, must rely heavily upon the ability, expertise, judgment, discretion, integrity and good faith of the management of the Company. Any person who invests in the Company or its projects, directly or indirectly, must be able to bear the economic loss of their entire investment.

Recipients of this presentation are bound by confidentiality and agree that all of the information contained herein is of a confidential nature, that they will treat it in a confidential manner, and that they will not, directly or indirectly, disclose or permit its affiliates, agents, representatives, employees, officers or directors to disclose any of such information and that they will use the presentation and any related information only to evaluate KuuHubb and for no other purpose. If requested by the Company, the recipient will return this presentation and any other material relating to KuuHubb which the recipient may have received without retaining any copies or extracts thereof. Any information that consists of analysis, compilations, designs, studies or other documents that contain such confidential information shall be destroyed by the recipient.

✕ COMPANY OVERVIEW

ABOUT US

Kuuhubb is a publicly listed mobile game development and publishing company, targeting the female audience with bespoke mobile experiences.

MISSION

Become a top player in the highly scalable space of women's mobile gaming.

VISION

Kuuhubb creates games and apps that will have our female audience relax, express and entertain themselves every day.

Through our games and partnerships with select developers, we explore new lifestyle trends that can be converted into games and apps which will bring value to our user community and shareholders.

QUICK FACTS



+50M
all time App
downloads.



+100M
quarterly
sessions.



≈10M
quarterly active
users.



+ \$3M
quarterly gross
revenue

*Q4 (Oct-Dec 2018)

✕ WHY KUUHUBB FOCUSES ON FEMALE LIFESTYLE GAMES & APPS

- ✕ There is a **shortage of apps and games** that are appealing to the female audience.
- ✕ Mobile games are almost equally appealing to men and women.
52% of men and **48% of women play mobile games.**
- ✕ Women are more open to completing their **first mobile purchase.**
- ✕ Female audiences **cost less to acquire.**

66%

of the female
online
population in
the U.S. are
gamers.

WHY DO WOMEN PLAY GAMES?



Entertainment

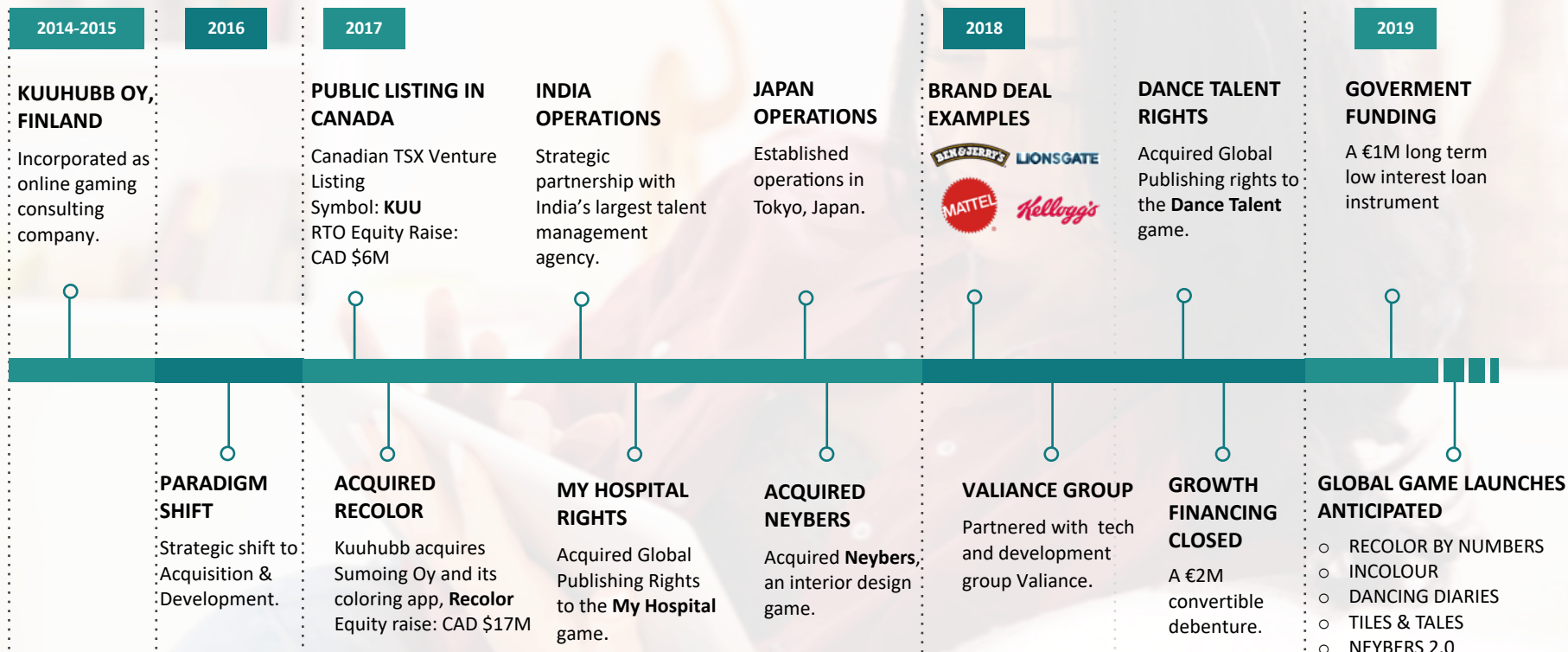


Stress
reliever

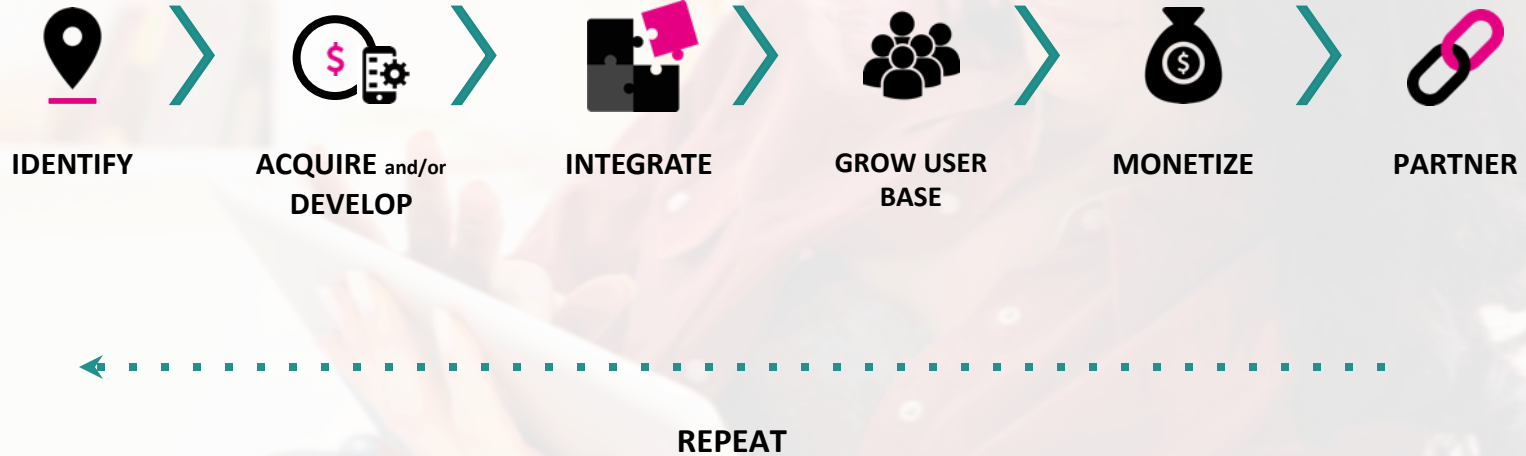


Restful
moments

✕ CORPORATE HISTORY



✕ OUR GROWTH STRATEGY



KUUHUBB PORTFOLIO

Recolor

Recolor by Numbers

Incolour

My Hospital

Dance Talent

Tiles & Tales

Neybers



RECOLOR
LIVE COLORING APP

About

The highest quality coloring app in the world with +3000 unique images.

The largest and most active in-app coloring community with over 10 million images posted.

Demographics

Approx. 85% female and 15% male.

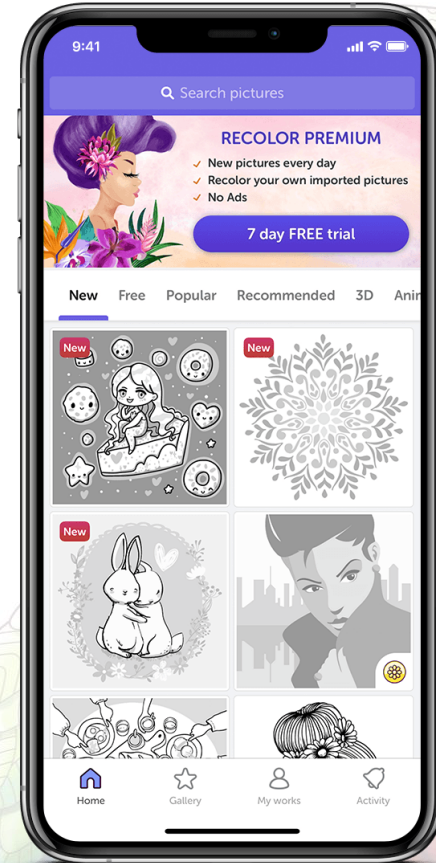
The majority of the users are between 18-45 years old.

Special features

You can upload and color your own pictures.

Unique filters and effects to finetune your colorings.

World class brand collaborations.



✕ RECOLOR

EXAMPLES OF BRAND CAMPAIGNS

Brands have recognized the value of brand campaigns that we feature to our users.

Average active engagement with branded content (i.e. coloring time) of custom illustrations is **11 minutes**.



BRAND CAMPAIGN RESULTS

60.7M BANNER IMPRESSIONS

3.3M UNIQUE BANNER IMPRESSIONS

383,000 CLICKS

356,700 COLORING TASKS

11min AVERAGE COLORING TIME

104,300 SHARES IN RECOLOR APP

Source: Recolor App metrics. One month campaign average results.

✕ **RECOLOR BY NUMBERS**
SOFT LAUNCH
Q1 2019

About

The latest trend of coloring, color by numbers is a quick way of being creative by choosing a number and matching the color.

Unique “loop coloring” based on proven Recolor content instead of pixels.

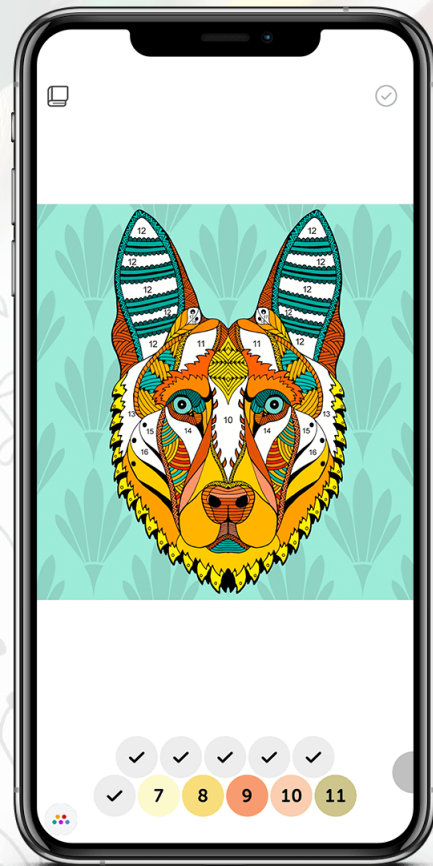
Demographics

Based on the existing apps on the market 25% of users of similar apps are men.

It appeals to a younger audience. On average approximately 40% of users are under 25 years old.

Market potential

Competitors like Unicorn and Colorfy number coloring apps are making approximately 3M USD per month each.



About

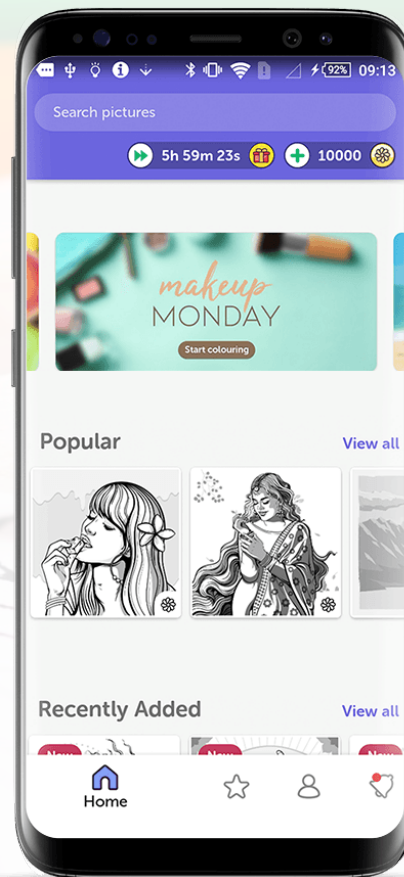
Incolour will be a stand-alone app with global access. It utilized the best functionalities and learnings of our Recolor app. With the localized Indian content we get the attention of the Indian market, both local and abroad, in addition to millions of fans of Indian illustration around the world.

Demographics

Approximately 85% women. The majority of the users are between 18-45 years old.

Market potential

Currently +800,000 downloads with test marketing budget. Acquisition cost is low: CPI \$0.05-\$0.15.
India is the second largest market in the world in terms of Android app downloads.





MY HOSPITAL SIMULATION GAME



About

World's healthiest game! Cure your way through the quirkiest and funniest diseases in My Hospital - the ultimate simulation game. Design, manage and maintain your own medical center!

Demographics

Approximately 85% women.

Special features

Weekly events and competitions.

Highly intuitive user experience



✕ **TILES & TALES**
SOFT MATCH 3 & STORYTELLING
LAUNCH
Q3 2019

About

Matching Stories is the first game to combine casual match3 with visual novel-like stories, a unique mix of two massively successful genres.

The game is targeted at 25+ year old women who enjoy relaxed and immersive gaming experiences.

Demographics Projections

Approximately 85% women. The core audience's projected age is +25

Market potential

Since 2013 match3 games have generated billions of revenue on a yearly basis, e.g. Playrix has generated revenues of 1.3 billion with only two match 3 games.



X DANCE TALENT
SOFT MATCH 3 GAME
LAUNCH
Q1 2019

About

Combines the very popular match3 gameplay with a unique 3D dance narrative meta game.

In Dancing Diaries players take the role of manager of a female dance enthusiast, whom they lead through a dance career, from first dance steps to performing in the tournaments around the world.

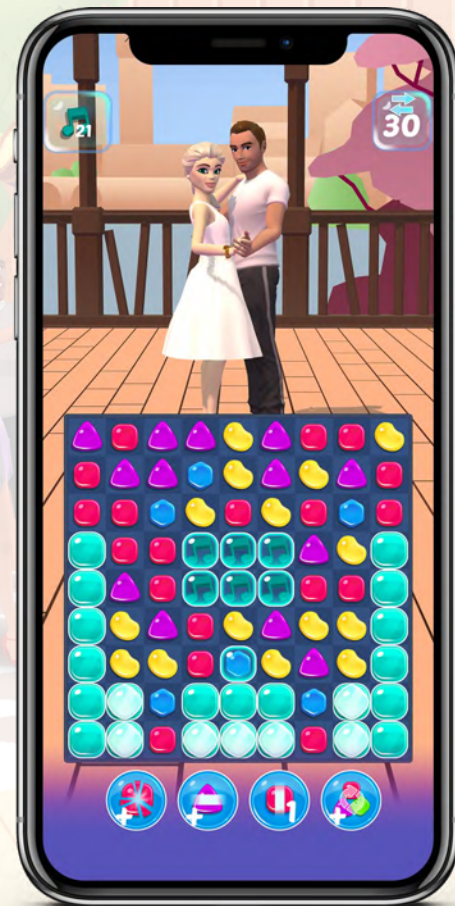
Demographics

Approximately 80% women.

The majority of the users are between 18-45 years old.

Market potential

The match-3 gameplay genre has proven to be appealing to the users. The best performing apps (e.g. Candy Crush) generate approx. 50M USD monthly revenues.



✕ **NEYBERS v2.0**
SOFT INTERIOR DESIGN GAME
LAUNCH TBD

About

Neybers 2.0 will offer a new and simple way to play with interior design. Whether you want to create a dream home, a magazine photoshoot or tell a story, Neybers lets you decorate rooms using a vast range of modern and stylish products from real brands and designers.

Demographics

Approximately 90% women.

Market potential

Interior design category has a huge potential. E.g. Design Home has +30 downloads and \$5M monthly revenue. With Kuuhubb improvements in gameplay, we see a massive revenue opportunity.



✕ PRODUCT PORTFOLIO ROADMAP

Within 2019, Kuuhubb plans to commercially launch 4 new products that will drive its growth in terms of revenue, MAU, value per MAU and support a higher company valuation.



Dance Talent
SOFT LAUNCH



Recolor by Numbers
SOFT LAUNCH



My Hospital
NEW FEATURES & IMPROVEMENTS



Recolor
NEW FEATURES & IMPROVEMENTS



Incolour (India)
SOFT LAUNCH



Dance Talent
COMMERCIAL LAUNCH



Recolor by Numbers
COMMERCIAL LAUNCH



My Hospital
NEW FEATURES & IMPROVEMENTS



Recolor
NEW FEATURES & IMPROVEMENTS



Tiles & Tales
SOFT LAUNCH



Incolour (Global)
SOFT LAUNCH



Dance Talent
NEW FEATURES & IMPROVEMENTS



Recolor by Numbers
NEW FEATURES & IMPROVEMENTS



My Hospital
NEW FEATURES & IMPROVEMENTS



Recolor
NEW FEATURES & IMPROVEMENTS



Neybers 2.0
SOFT LAUNCH



Tiles & Tales
COMMERCIAL LAUNCH



Incolour (Global)
COMMERCIAL LAUNCH



Dance Talent
NEW FEATURES & IMPROVEMENTS



Recolor by Numbers
NEW FEATURES & IMPROVEMENTS



My Hospital
NEW FEATURES & IMPROVEMENTS



Recolor
NEW FEATURES & IMPROVEMENTS

Q1 2019

Q2 2019

Q3 2019

Q4 2019

✕ GLOBAL FOOTPRINT



TEAMS OVERVIEW

HELSINKI GAME CENTER

More than **30 experts** with strong backgrounds in game development.

GAME ARTISTS
GAME PROGRAMMERS
UX/UI DESIGNERS
ILLUSTRATORS
PRODUCERS AND PRODUCT MANAGERS

AMSTERDAM PUBLISHING

Team of **8** user acquisition, live-ops and data science experts.

USER ACQUISITION EXPERTS
APP MARKETING EXPERTS
DATA SCIENTISTS
COMMUNITY MANAGERS
CUSTOMER SUPPORT

ZAGREB TECH & DEV CENTER

20 technology experts primarily focused on Recolor apps portfolio.

SYSTEM ARCHITECTS
BACKEND PROGRAMMERS
NATIVE APP DEVELOPERS
PRODUCTS DEVELOPERS
UX/UI DESIGNERS

TORONTO KUUHUBB INC.

Management team of **5 people**.

CORP CFO
LEGAL TEAM
TSXV COMPLIANCE
IR

MUMBAI TEAM INCOLOUR

Team of **5 artists and producers**.

PRODUCT MANAGER
GAME ARTISTS
PRODUCERS

TOKYO TEAM JAPAN

Team of **4 artists and producers**.

PRODUCT MANAGER
GAME ARTISTS

✕ KUUHUBB PUBLISHING TEAM

Kuuhubb Publishing is offering a full-stack publishing solutions.

USER ACQUISITION

Conceptualization, Production and Testing of Creative Assets, Campaign Optimization, Store Management, Platform Relationship Management and Reporting

LIVE OPS

Localization, In-game Promotions, Community Management, Store Reviews, Social Media, Customer Service

DATA SCIENCE

Business Intelligence, Virtual Economy Design, Player Segmentation, Churn Prediction, Engagement Analytics

OUR PUBLISHING MODEL

At Kuuhubb we believe in the power of data. Our decisions are data driven and there is only one rule:












LTV > eCPI

THE LIFETIME VALUE OF EACH USER ALWAYS HAS TO BE BIGGER THAN EFFECTIVE COST TO ACQUIRE IT.

✕ COMPANY VALUATION

Global Social Apps Comparables

As visible from the table below, comparable apps are trading on average (excl.FB) at a multiple of US\$52/MAU.
 KUU trading at a significant discount to its peers.

	SOCIAL MEDIA					MOBILE GAMES					
											
	FACEBOOK FB-US	SPOTIFY SPOT-US	SNAPCHAT SNAP-US	TWITTER TWTR-US	SINA WEIBO WB-US	GLUU GLUU-US	ZYNGA ZNGA-US	STILLFRONT SF-OME	NEXT GAMES NXTGMS-FI	G5 ENTERT. G5EN-OME	KUUHUBB KUU-CA
Mkt Cap (US\$B)	\$408B	\$23B	\$7.4B	\$26B	\$14B	\$1.2B	\$3.5B	\$353M	\$21M	\$145M	\$34M
MAU	2.2B	180M	376M*	335M	431M	25M	87M	4.2M	1.1M	8.2M	3.9M
Value/MAU (US\$)	\$186	\$129	\$20	\$78	\$33	\$47	\$40	\$83	\$19	\$18	\$8.7
Average value/MAU										\$65	
Average value/MAU excl.FB										\$52	

*SNAP only provides DAU, 50% DAU/MAU ratio assumed.

Source 11/2018: SensorTower, Apple App Store, Google Play Store

✕ KUUHUBB SHARE STRUCTURE

TSX-V Stock Symbol	KUU
Share Price	\$0.61 (April 15, 2019)
Market Capitalization	CAD \$33.8M
Basic Shares Outstanding	55.5M
Fully Diluted	65.1M
Hi/Low	CAD \$2.35/\$0.275

OWNERSHIP

INSIDERS & MANAGEMENT	30%
FIDELITY	15%
EUROPEAN FAMILY OFFICES	30%
CANADIAN BROKERS	15%
RETAIL	10%

As per April 2019

✕ WHY INVEST IN KUUHUBB?

STRONG PRODUCT PORTFOLIO

In 2019 Kuuhubb anticipates expanding its portfolio from 2 to 6 revenue generating products, all addressing the most popular game segments for female audience. This focus will enable us to create synergies, cross promote between our apps and acquire users at no cost within our ecosystem.

UNIQUE GROWTH STRATEGY

Discover, acquire, develop, integrate, grow user base, monetize and partner. Kuuhubb's growth strategy will enable the company to find the next billion dollar hit game or App.

FEMALE AUDIENCE FOCUS

Female gamers as an audience are still under-served and the market is growing fast. Kuuhubb has established a highly experienced game development team in Helsinki, to develop new female targeted games and apps in-house to further improve the existing products.

FINNISH GLOBAL GAMING KNOW-HOW

Kuuhubb has an international team of 70 professionals in the fields of management, finance, business development, user acquisition, publishing, production, game development, graphical art, content, customer service, live operations etc.

Kuuhubb is led by co-founder and CEO, Jouni Keränen, a Finn who is fluent in Mandarin-Chinese and has over 18 years of international game and app industry experience, with particular in-depth knowledge of the online games industry and market in China and elsewhere in Asia- areas of focus for Kuuhubb in its business plans going forward.

KUU vs Comparables

KUU's 3.9M MAUs

The Global Social App comparables (excl.FB \$186) are trading on average at a multiple of **\$52/MAU**.

Source 11/2018:
SensorTower, Apple App Store, Google Play Store

✕ THE RISKS

HYPER COMPETITIVE MARKET

The mobile app space is extremely competitive with many players of all sizes. As Kuuhubb invests and builds out its portfolio of digital mobile assets, it could increasingly put the company in the cross-hair of meaningfully larger and better funded companies.

ADDITIONAL CAPITAL MAY BE REQUIRED TO FULLY EXECUTE ON THE GROWTH STRATEGY

Kuuhubb continues to operate at a loss with a target to reach breakeven exiting 2018. As such, the company may require additional capital to fully execute its defined growth strategy. Further, Management's inability to execute on its strategy could lead to going concern risk.

REPEATABLE SUCCESS UNEASY TO ACHIEVE

The reality is that consumers are fickle and holding on to their attention on a longer-term basis is not an easy task. The company's inability to retain users across its existing mobile apps would have significant negative impact on its financial performance.

STOCK LIQUIDITY

The stock is thinly traded which is a risk for short-term oriented investors.

✕ MANAGEMENT TEAM

Experienced team of people who have **built, grown and sold** mobile gaming companies.



JOUNI KERÄNEN, CO-FOUNDER & CEO

20 years in international business management, including +10 in Asia. Previously held senior positions at Sulake (Habbo) T Dispatch Ltd., Apple Toon Inc. and iLemon Group Inc.



CHRISTIAN KOLSTER, CO-FOUNDER & CIO

+25 years in international investments, from early stage companies to public listings. Previously served as managing director of C&M Capital and Lago Invest.



ARSI ROSENGREN, CFO KUUHUBB OY

Over 12 years in corporate finance and business development roles in gaming, technology, equity funds, media, SaaS and biotechnology industries.



PASI PIIPPONEN, COO

15 years of management experience in the games, media and marketing sectors. Previously held the positions of COO at Dingle Oy and of the Senior VP at Sulake (Habbo).



KRISTOFFER ROSBERG, GM APPS & GAMES

A tech executive with 19 years in start-ups and corporate environments who created and executed multiple global mobile digital business strategies in Nokia, JIPEQ and his own ventures.



MARCO SANDRINI, CTO

A software professional with over 20 years experience in wide spectrum of technologies, from embedded software to TLC components, from mobile applications to B2B systems.

CONTACTS

FINLAND

Kuuhubb Oy
Kalevankatu 12
00100 Helsinki

CANADA

Kuuhubb Inc.
25 Adelaide Street East, Suite 1417
Toronto ON
M5C 3A1
Canada



JOUNI KERÄNEN, CEO

jouni@kuuhubb.com

+358 40 590 0919



CHRISTIAN KOLSTER, CIO

christian@kuuhubb.com

+358 500 404 714



BILL MITOULAS, INVESTOR RELATIONS

bill@kuuhubb.com

+1 416 479 9547