



**KUUHUBB IS A PUBLICLY
LISTED COMPANY FOCUSING
ON MOBILE GAMES AND
ESPORTS.**

KUU-TSXV



ABOUT US

Kuuhubb is a publicly listed company focused on **mobile games and apps**. Our games and apps target female audience with bespoke mobile experiences.

Our presence, investment and knowledge in esports enables us to bring emerging casual mobile esports to our apps and games portfolio.

MISSION

We create games and apps that help our female audience relax, express, and entertain themselves every day. We explore new lifestyle trends that can be converted into games and apps and offer our audience unforgettable gaming and esports experiences.

VISION

BECOME A TOP PLAYER IN THE SPACE OF WOMEN'S MOBILE GAMING AND CASUAL ESPORTS.

INDUSTRY FACTS

MOBILE GAMES AND APPS are software programs used on mobile devices.

MOBILE GAMING GENERATED \$68.5B REVENUES IN 2019.

MOBILE GAMING WILL GENERATE \$95.4B REVENUES IN 2022, GROWING WITH A CAGR OF +11.3%.

OF ALL MOBILE GAME REVENUES, 80%, OR \$54.9B, WILL COME FROM SMARTPHONE GAMES.

ESPORTS is competitive video gaming at a professional level.

ESPORTS REVENUE WILL EXCEED \$1B IN 2019.

GLOBALLY, ESPORTS AUDIENCE WILL GROW TO 453.8M IN 2019.

IN 2018, 737 MAJOR EVENTS GENERATED \$54.7M IN TICKET SALES.

ESPORTS VIEWERSHIP IS ESTIMATED TO SURPASS TRADITIONAL NORTH AMERICAN SPORT LEAGUES.

CORPORATE HISTORY



KUUHUBB OY, FINLAND

Incorporated as online gaming consulting company. Founded by Jouni Keränen and Christian Kolster.

PUBLIC LISTING IN CANADA

Canadian TSX Venture Listing Symbol: **KUU**;
RTO Equity Raise: CAD: \$6M

EQUITY RAISE: CAD \$17M

Fidelity invested 50% of the amount.

ACQUIRED RECOLOR

Acquired Sumoing Oy and its coloring app, **Recolor**.
Grew Recolor from \$100k/mth to \$1.8M/mth revenues.

INITIAL ESPORTS FUNDING

As a part of our long-term strategy to gain esports industry knowledge and expand into casual esports mobile games, KuuHubb invested in esports organization “**CR4ZY**”.

INDIA OPERATIONS

Strategic partnership with India’s largest talent management agency to launch Incolour app.

COOPERATION WITH GLOBAL BRANDS

Recolor signs partnerships and launches campaigns featuring content promoting globally recognized brands.



MY HOSPITAL RIGHTS

Acquired Global Publishing Rights to the **My Hospital** game.

CODECACAO PARTNERSHIP

Partnered with mobile development center to onboard 15 developers at 1/3 cost of development in Helsinki.

DANCING TALENT RIGHTS

Acquired Global Publishing rights to the **Dancing Talent** game.

BUSINESS ACTIVITIES LIMITED BY BOARD DISPUTE

Disagreement with legacy members of BoD delayed financing and crucial decisions. *With no funding and limited UA budget, after great results in 2017, Recolor declined through 2018.*

GROWTH FINANCING CLOSED

A €2M convertible debenture signed.

TEAM GREW TO APPROX. 80 PEOPLE

In three years KuuHubb team grew from two founders to approximately 80 people.

PROXY BATTLE RESULTING IN A NEW BOARD OF DIRECTORS

Continued disagreements in the BoD resulted in a proxy battle which led to a new BoD.

GOVERNMENT FUNDING

A €1M long term low interest loan instrument closed with Finnish funding agency for Business innovation.

1.1M FINANCING CLOSED

A €1.1M non-dilutive debt financing closed.

KUUHUBB AG, SWITZERLAND

Incorporated as KUUHUBB esports center to pursue our casual mobile gaming plans.

ACQUISITION OF CODECACAO

Our existing development partner.

GLOBAL GAME LAUNCHES ANTICIPATED

RECOLOR BY NUMBERS (commercial launch)
DANCE TALENTS (commercial launch)
TILES & TALES (soft launch)
INCOLOUR (soft launch)

CASUAL FEMALE MOBILE ESPORTS GAME

Development started.

NEW MEMBERS OF THE BOARD OF DIRECTORS

Disagreements with legacy BoD members in 2018 significantly affected business performance of Kuuhubb (and especially Recolor App); legacy Board members resigned in early 2019 and were replaced by a new BoD.

New Board is comprised of a seasoned team with **extensive mobile gaming, tech and capital market experience.**

In addition to the existing Board members, **Jouni Keränen** and **Christian Kolster**, new members are **Garner Bornstein**, **Elmer Kim** and **André Lüdi**.

GARNER BORNSTEIN

Founder and CEO of Breethe, a meditation lifestyle app, which has grown to several million users. Serial entrepreneur with a track record of creating successful companies in the world of disruptive technology. Previously co-founded Airborne Mobile, one of North America's first mobile content developers and publishers which was sold in 2005 to Cybird Co. Ltd., a publicly traded Japanese mobile content publisher.

ELMER KIM

Executive with over 25 years of investment and technology industry experience. Currently the CIO of the Hyatt Bangia Family Office in Toronto and President of Uclid Inc., a privately held investment and consulting company. Previous roles include: VP of Growth Equity at the Business Development Bank of Canada, Managing Director of Roynat Equity Partners, Co-Founder of Whitecastle Private Equity Partners.

ANDRE LÜDI

Over 30 years of experience in the financial sector, both in investment and private banking. Currently a Senior Partner and Board Member of ACT Asset Management AG. Previous roles include: Founder and managing partner of an asset management company, member of the Aquila Group, Wealth Manager at UBS AG and VP Bank Ltd., Precious metals and foreign exchange trader for different banks in Basel, Geneva and Toronto.

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.



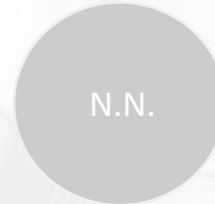
ARSI ROSENGREN, CFO KUUHUBB OY

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



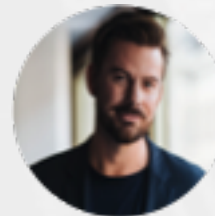
PASI PIIPPONEN, COO

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).



N.N., GM ESPORTS

Ongoing negotiations with high-level esports executive with deep knowledge of the industry.



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.

OUR BRAND ASSETS

KUUHUBB OY

Our games & apps portfolio includes 6 titles; 3 commercially launched, 3 in soft-launch (testing prior to commercial launch):

COLOURING APPS: RECOLOR, INCOLOUR, RECOLOR BY NUMBERS

GAMES: MY HOSPITAL, TILES AND TALES, DANCING DIARIES.



KUUHUBB AG

Kuuhubb AG will serve as a home base for Kuuhubb's esports, enabling us to become a top player in the space of women's mobile gaming and casual esports.



WHY FEMALE LIFESTYLE GAMES & APPS

There is a **shortage of apps and games** that are appealing to the female audience.

60% of women who play games daily find that only **30% of games are made for female**.

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**.

Source: <https://newzoo.com>

66%

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

WHY DO WOMEN PLAY GAMES?



Entertainment



Stress reliever



Restful moments

HOW WE WILL ACHIEVE OUR VISION

“BECOME A TOP PLAYER IN THE SPACE OF WOMEN’S MOBILE GAMING AND ESPORTS.”

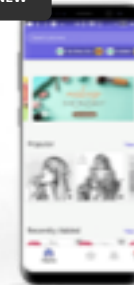
2019

1

EXPAND OUR PORTFOLIO OF COLOURING BOOKS

We utilized our Recolor knowledge and its technology infrastructure to develop two new colouring apps: **RECOLOR BY NUMBERS**, new colouring game to be commercially launched in October 2019; **INCOLOUR**, Android version of Recolor app, targeting the Indian market, to be commercially launched in 2020.

NEW

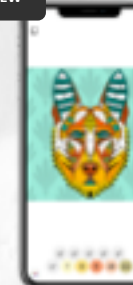


INCOLOUR

Utilizes Recolor features and infrastructure to address worldwide Indian population.

Commercial Launch 2020

NEW



RECOLOR BY NUMBERS

New app addressing growing trend of number-colouring apps on the market.

Commercial Launch Oct/2019

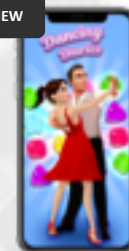
2

EXPAND INTO MATCH-3 GENRE

In 2019-2020 Kuuhubb will enter the most popular genre in female games - match3, with its 2 new games: **DANCING TALENT**, a match3 with 3D dance narrative game launching in early 2020 for which we acquired global publishing rights in 2018; **TILES AND TALES**, our in-house developed new title that combines match3 with interactive storytelling, launching end of 2019.

Not only are we addressing two most popular female games genres with these games, but **we are building a match-3 engine that will enable us to quickly evolve to similar concepts of match3 + meta games and expand to casual female mobile esports.**

NEW



DANCING TALENT

Combines popular match3 genre with a unique 3D dance narrative meta game.

Commercial Launch Q4 2019

NEW



TILES AND TALES

First game on the market to combine massively popular match3 genre and visual novel-like stories.

Commercial Launch Q1/2020

BUILD MATCH-3 BATTLE ROYALE, CASUAL MOBILE ESPORTS GAME

MATCH-3 GAME GENRE

2 MOST POPULAR MATCH-3 GAMES HAVE BEEN IN TOP 15 GROSSING iOS APPS IN US FOR MORE THAN 12 MONTHS.

MAJORITY OF MATCH-3 PLAYERS (78%) ARE WOMEN.

Kuuhubb will utilize match-3 engine developed for its Tiles & Tales game to build this new title.

Existing in-house technology significantly decreases necessary resources and time to market.

MATCH-3 BATTLE ROYALE

Kuuhubb is using the in-house developed match-3 engine for Tiles & Tales game to build the first game on the market to combine immensely popular match-3 genre with Battle Royale game mode and create a unique casual female esports title.

BATTLE ROYALE GAME MODE

2 MOST POPULAR BATTLE ROYALE GAMES HAVE BEEN AMONG TOP 15 GROSSING iOS APPS IN US FOR MORE THAN 12 MONTHS.

BATTLE ROYALE IS THE MOST WATCHED AND FASTEST GROWING MOBILE ESPORTS SEGMENT.

Battle Royale is a multiplayer elimination game, survival game mode, in which players compete against each other until there is a last-player-standing.

Up to 30% players of the most popular Battle Royale titles are women and there is no Battle Royale game on the market primarily targeting female audience.

MATCH ROYALE, FIRST CASUAL MOBILE ESPORTS GAME FOR WOMEN

First mobile Battle Royale game on the market to combine Match-3, the most popular female gaming genre, with multiplayer survival game mode.

Up to 100 players compete against each other over a specific period of time until there is only the best match-3 player left in the game. Game environment is a shopping mall, primarily female theme, which enables engaging and integrated brand exposure for brand partners.

Monetization:

- In-app items to enhance the game performance.
- Tournament tickets.
- Sponsorships and brand partnerships.

DEVELOPMENT TIME: 10-15 months*

*Development time for this type of game is minimum 2 years, but since we already have an in-house developed match-3 engine, we can significantly reduce development time needed.

LAUNCH TARGET: Q4 2020



HOW WE WILL GROW USER BASE

PAID ADVERTISING

ROI positive paid advertising and high quality ASO (app stores optimization) will grow our user base. In addition to paid advertising, our key channels will include influencers, cross promotion within our portfolio and brand partnerships.

INFLUENCERS NETWORK

44M people are subscribed to Youtube's **top 10 female gamers**.

More than 30% gaming audience on YT are female, thus the potential of engaging with existing female influencers to grow the userbase of Match Royale is huge.

CROSS-PROMOTION WITHIN OUR PORTFOLIO

Recolor has 4M user accounts and active community with tens of millions images shared. With My Hospital and 4 new titles that we are launching in 2019/2020, our **cross-promotion reach will be significant**.

Based on Recolor-Recolor by Numbers soft-launch cross promotion we have seen that **cross-promotion brings higher quality users** than the paid advertising.

BRAND PARTNERSHIPS

Kuuhubb will **leverage its existing partnerships with global brands** and onboard new global names to reach their communities.

The shopping mall theme of the game will **provide significant in-app exposure to brands** with unlimited promotion opportunities for them.

PROJECTIONS

By early 2020, Kuuhubb portfolio will grow from 2 to 6 commercial female oriented game titles. Then we will utilize our infrastructure and knowledge from running a match-3 game and esports organization to create the first female mobile esports title.

3-YEAR REVENUE DISTRIBUTION AVERAGE

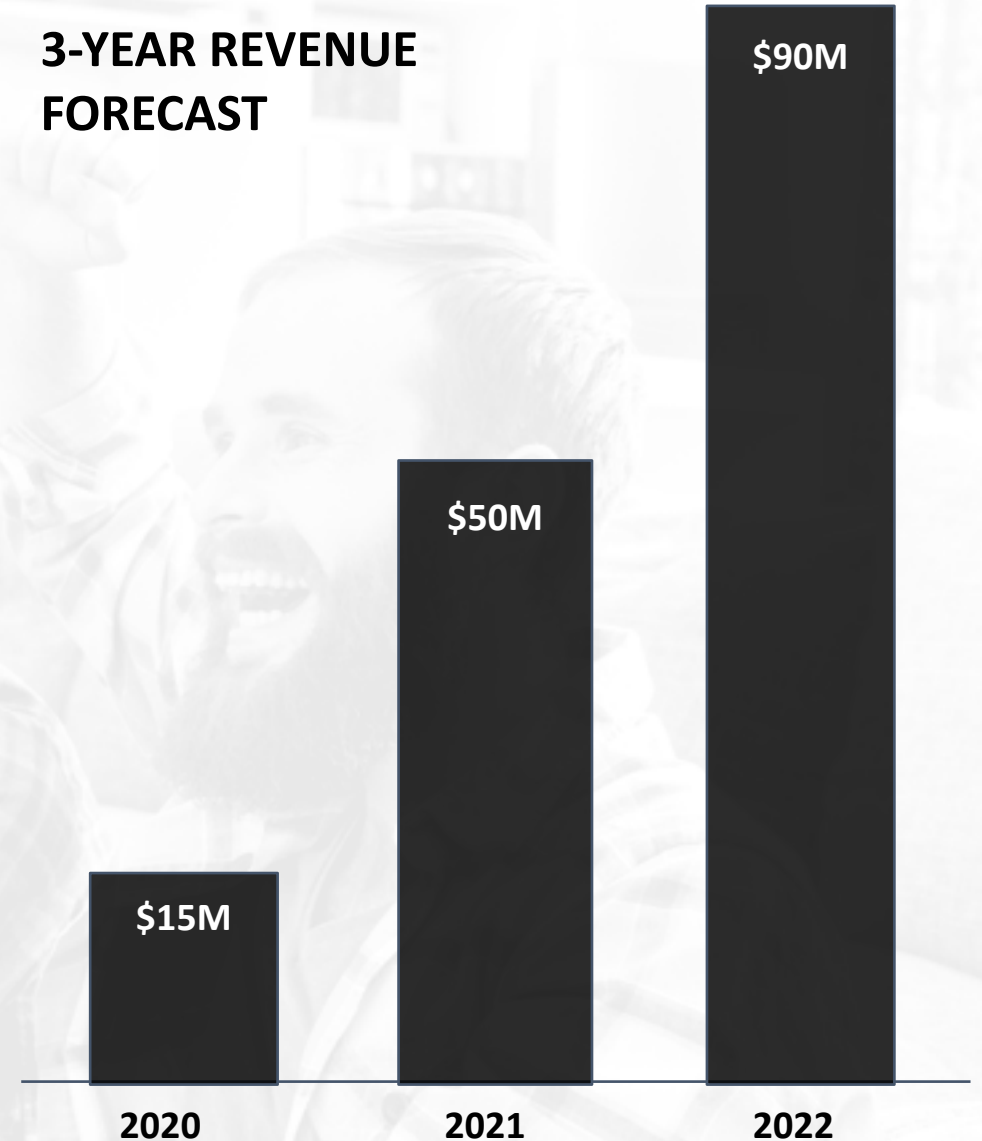
32%

Mobile Games & Apps

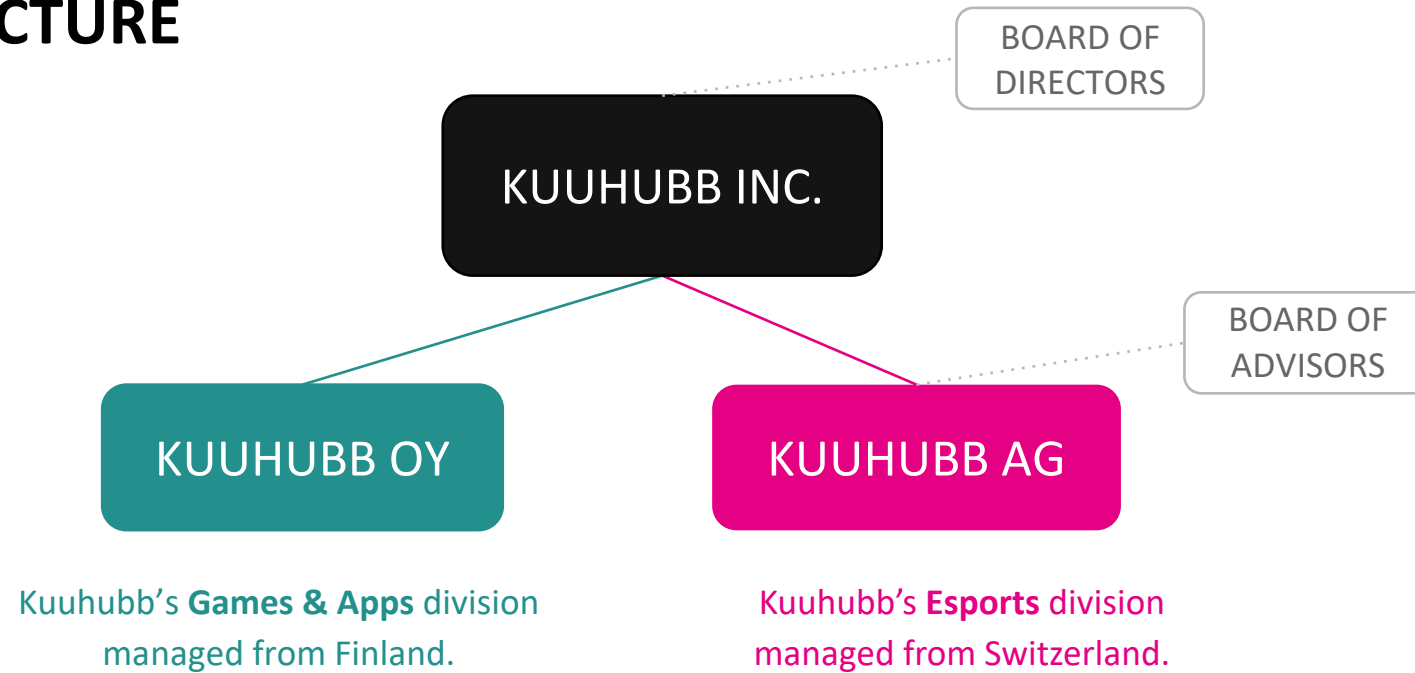
68%

Mobile esports Games & Apps

3-YEAR REVENUE FORECAST



COMPANY STRUCTURE



KUUHUBB BOARD OF ADVISORS

John Lee

Esports executive consultant, keynote speaker and active investor and advisor in gaming and esports startups in US and Asia. Previously held different roles in ESL (the largest esports League in the world), CSO role at ZeniMax Media Ltd and GigaMedia and Managing Director in NC Soft.

N.N. (coming up)

New members will be revealed shortly after completion of agreements.

COMPANY OWNERSHIP

**As per April 2019*

30% INSIDERS & MANAGEMENT
15% FIDELITY
30% EUROPEAN FAMILY OFFICES

15% CANADIAN BROKERS
10% RETAIL

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