

Investor Presentation

JUNE 2018

This presentation may include forecasts, projections, estimates or other information that are forward-looking statements regarding, among other things, the beliefs, plans, objectives, estimates, potential transactions and intention of QYOU Inc. (“QYOU”). While these forward-looking statements represent our current judgment on what the future may hold, they are based on material factors and assumptions, and are subject to risks and uncertainties, that could cause actual results to differ materially from future results. Management believes those assumptions are reasonable. You are cautioned not to place undue reliance on these forward-looking statements.

These statements are made only as of the date of this presentation. Please keep in mind that, except as required by applicable securities laws, we are not obligating ourselves to update, revise or publicly release the results of any revision to these forward-looking statements in light of new information, future events or otherwise. Throughout today’s discussion, we will attempt to present some material factors relating to our business that may affect our forward-looking statements. These forward-looking statements are given as of today’s date. Dollar amounts are expressed in Canadian dollars unless specified otherwise. QYOU seeks safe harbor.

Demographic Focus:

Gen. Z
Millennials

Content Focus:

Premium Short Form Video
esports Gaming

Workflow Focus:

Discover/Create
Develop/Aggregate
Distribute

Distribution:

B2B2C - Available on ~740MM mobile devices (2018)

B2C - 1.0 billion potential audience

Mobile Carriers



Networks



Linear Channels (MVPD, MSO)



DTH, Cable & Satellite

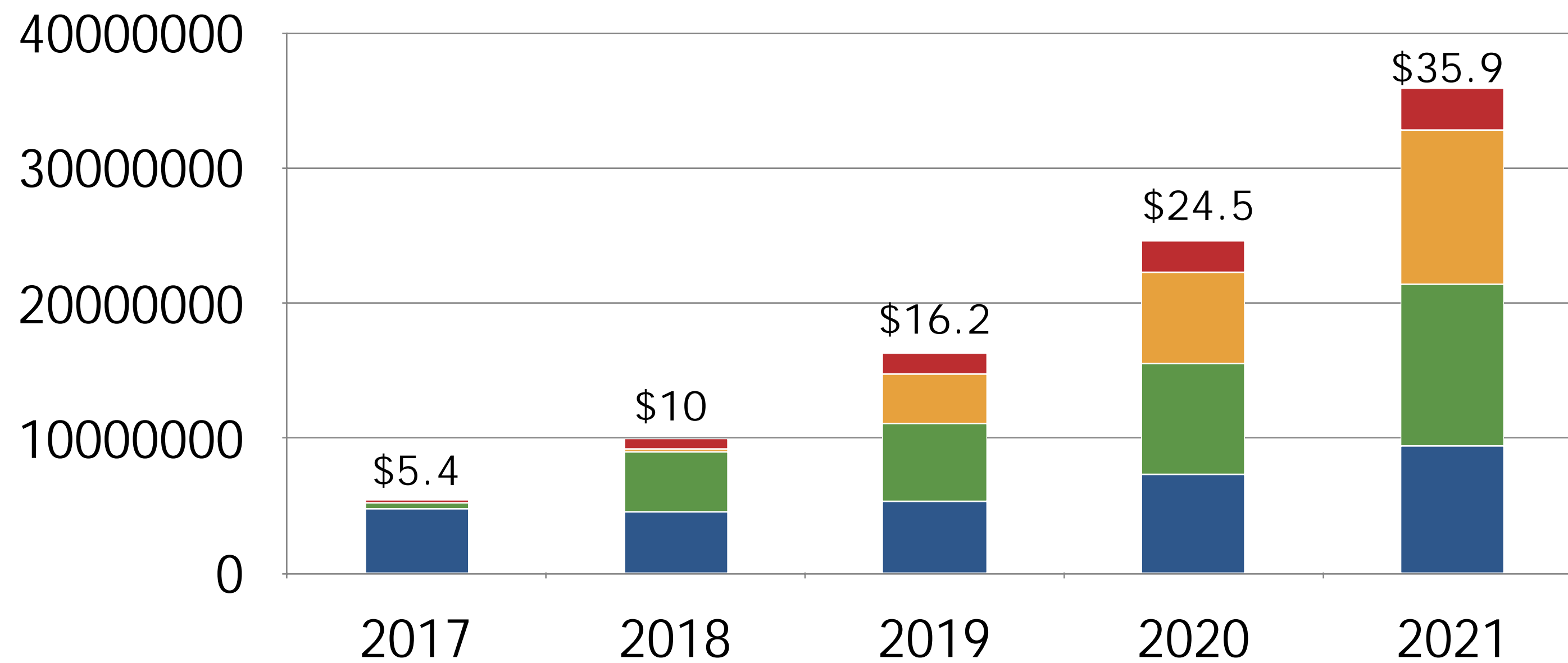


OTT



Revenue Strategy: Hit singles and doubles & be poised for breakout hits (e.g., back-end profits)

Revenues (CAD \$MM)¹:



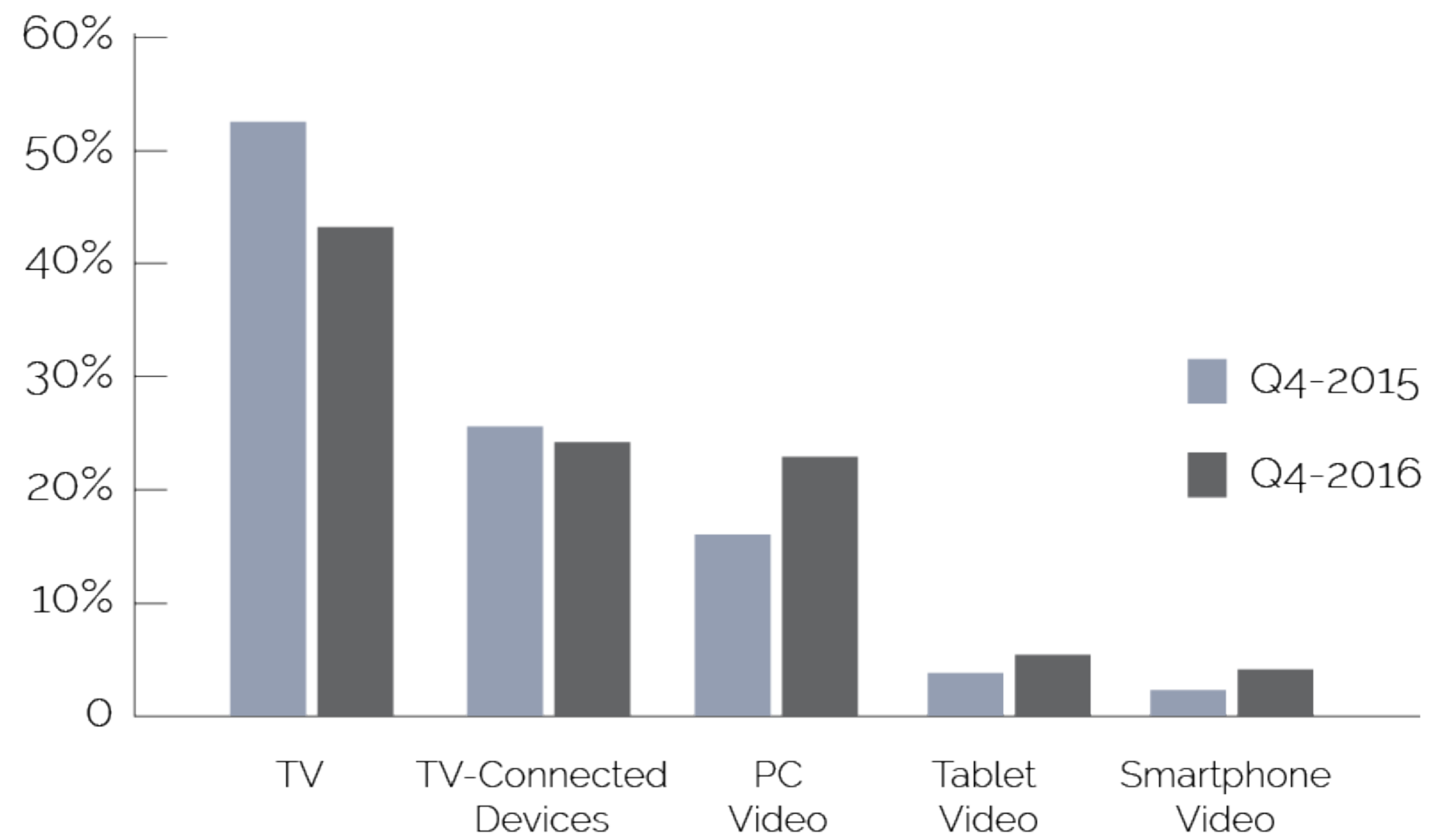
Diversified Revenue Streams	
Revenue Source	Content Examples
Advertising	QYOU India
Licensing	HUD
Subscription	QYOU Channels

■ Linear Channel ■ Programming ■ Mobile ■ Influencer Marketing

Gen Z and Millennials drive our business model

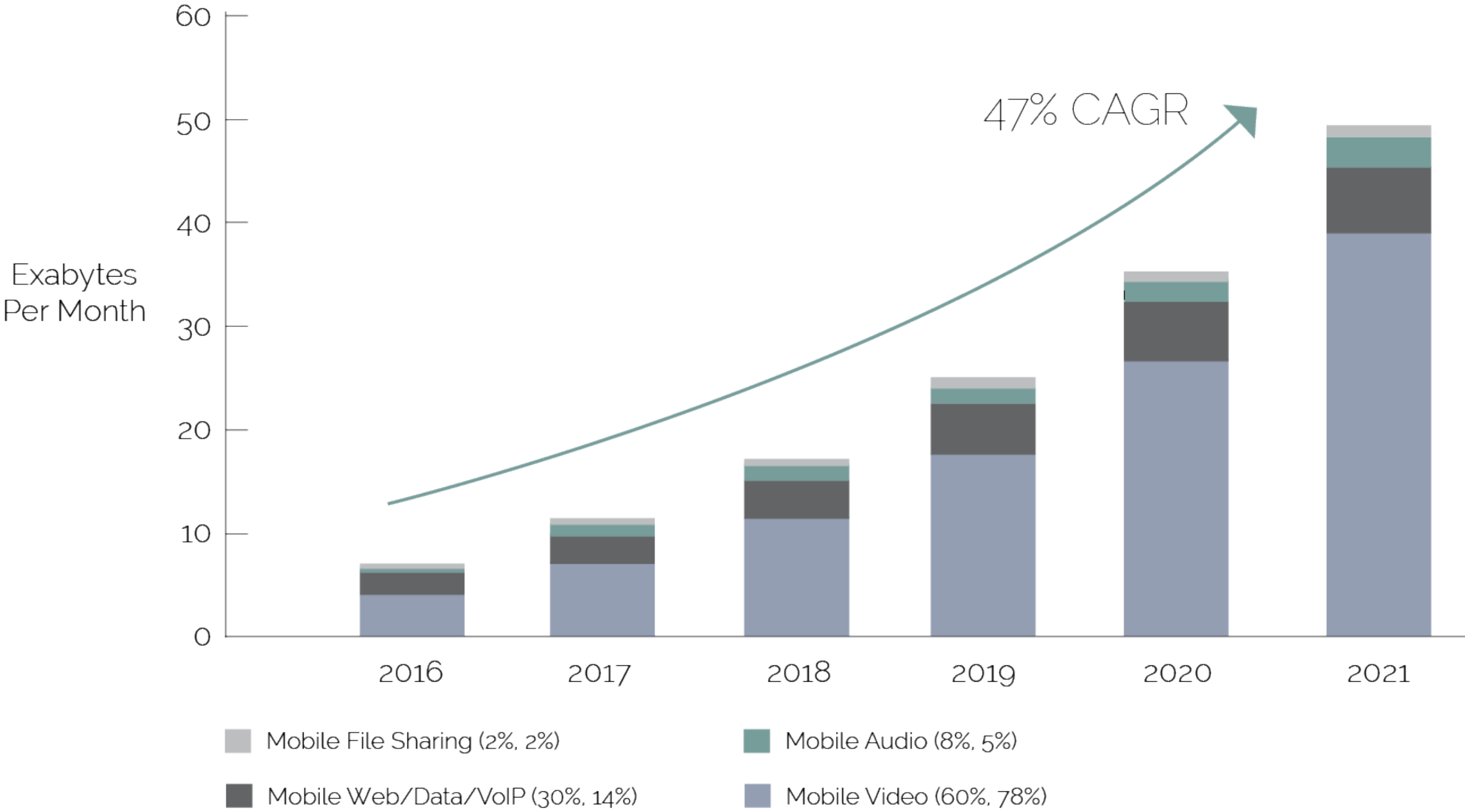
- Gen-Z & millennials continue to move away from traditional TV + want short form, original video across platforms (on any device/screen)
- 18 – 34 year-olds have increased their consumption of video on computers, tablets and phones by 63% in the last year¹
- Video viewing is continuing to move to smaller devices, particularly for < 35 year-olds¹
- Younger generations are spending less time watching traditional TV
- 18 – 24 year-olds are dropping TV viewing by ~41% per day of viewing since 2012 (by ~1 hr. 40 min.)²

Video Viewing Trends by Device
% of Minutes Watched



1. Source: Nielsen data analysis by Marketing Charts
2. Source: Echelon Wealth Partners, November 3, 2017 WOW Unlimited Media Report and Marketing Charts

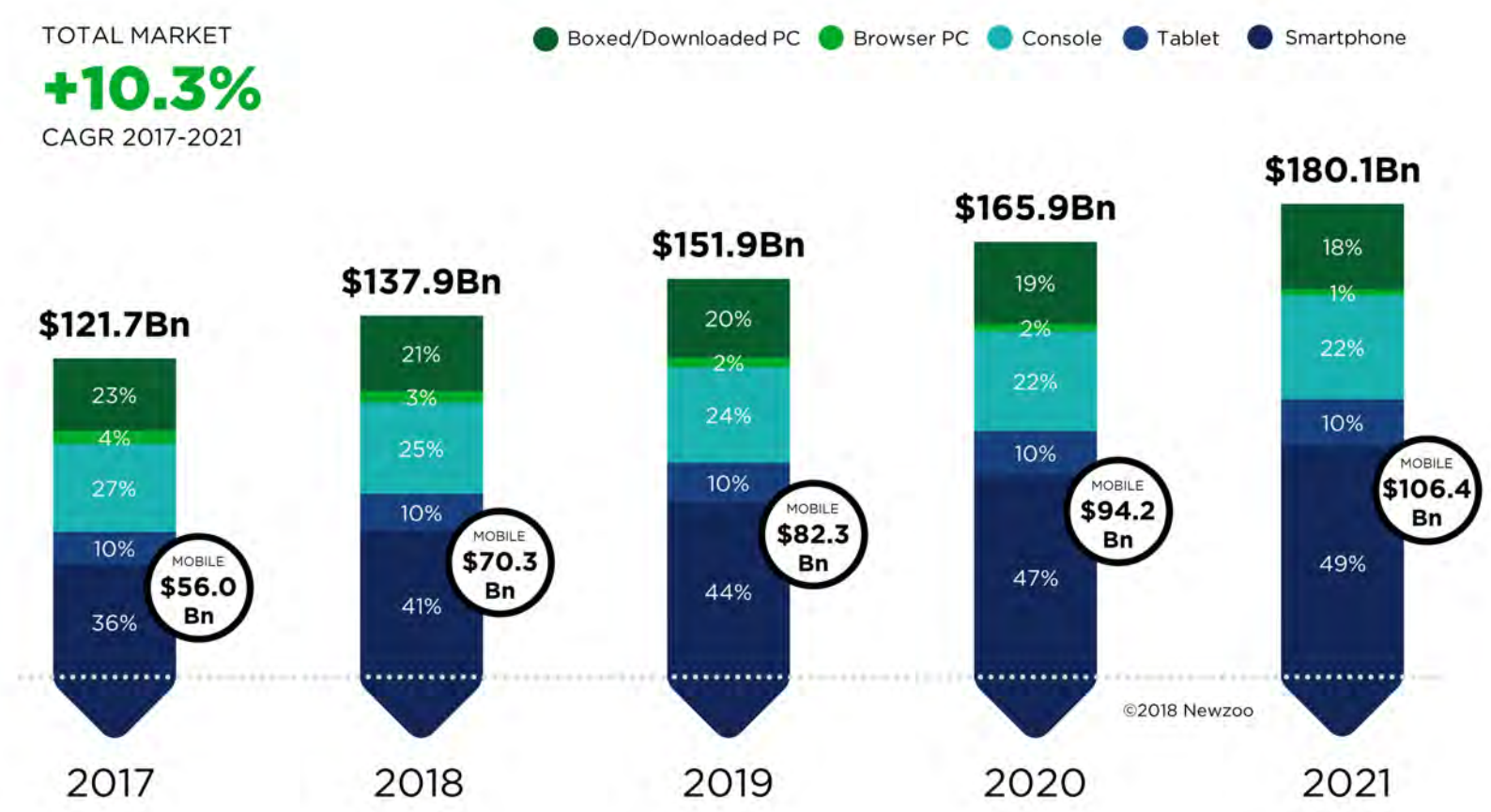
Mobile Video Continues to Experience Explosive Growth



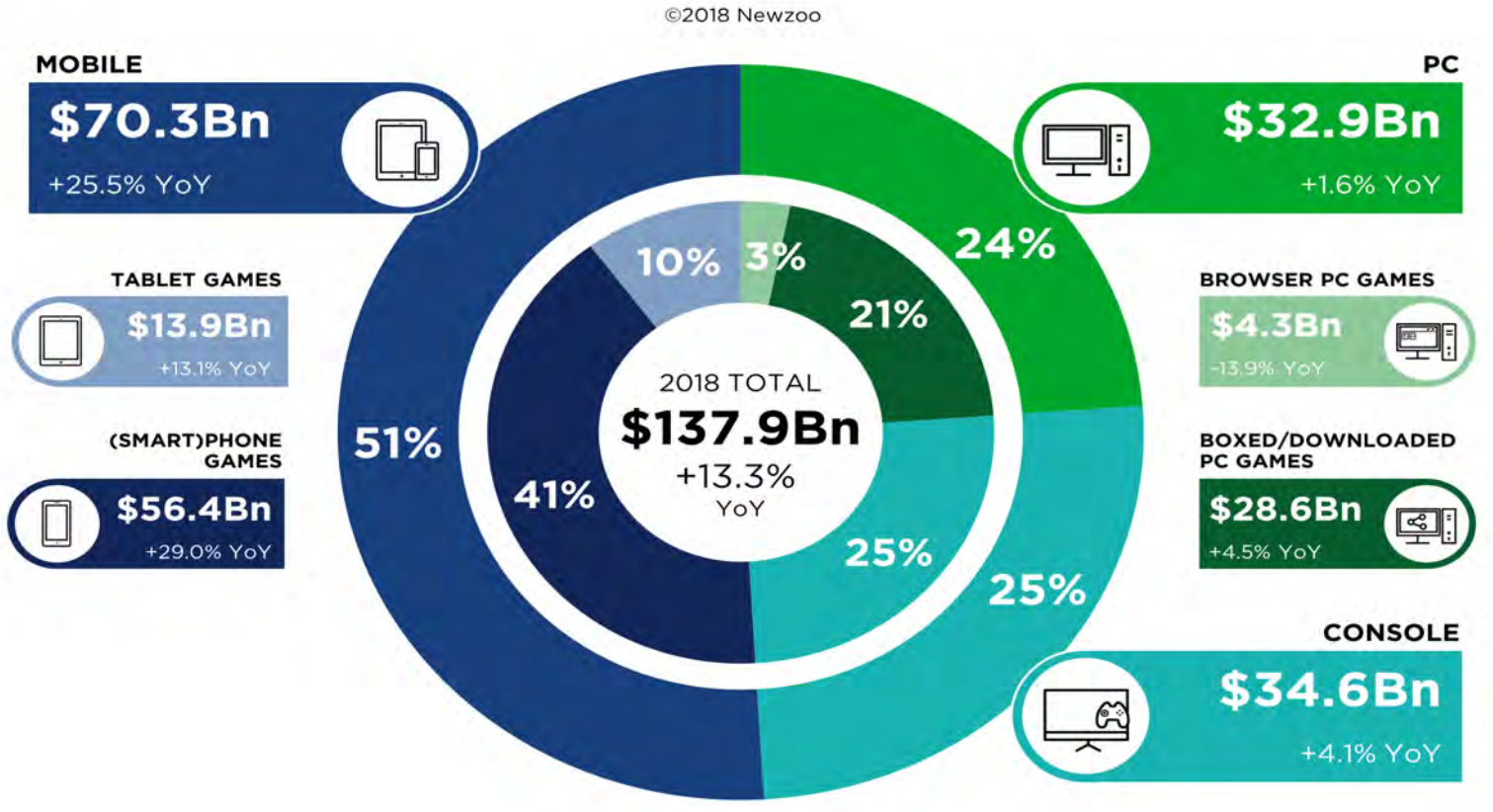
esports is experiencing explosive growth globally

- 22% of millennial men and women watch or play esports
- 303 million people are expected to watch competitive gaming in 2019, up from 213 million in 2016
- A \$138 billion global market, the gaming market grew by 13% in 2018 and is expected to grow at a CAGR of 10% through 2021
- Within the global gaming market, mobile games represent ~ 51% of the total market (2018)
- Top video gaming, live streaming sites (e.g., Twitch) draw up to ~10 million+ active users/day to watch other people play games

2017 – 2021 Global Games Market Forecasts by Segment



2017 – 2021 Global Games Market by Device & Segment



QYOU Launched HUD (Heads Up Daily) on Super Channel in Canada in 2018

- Multi-screen destination for all things related to esports + video game culture
- Timely esports coverage + evergreen content with longevity & repeatability, licensable rights over multiple years
- Studio locations in Toronto, Canada + Culver City, California
- 250 hrs. of content per year (Mon. – Fri.) + 50 hours for repackaged recaps of the daily show (weekends)
- Distribution with Sony AXN channels in 12 Eastern European territories
- WPT distribution agreement expected to drive rapid sales expansion



Expanding our custom programming globally

- QYOU curates, licenses and packages premium digital content primarily for YouTube
- QYOU increasingly offers localized, in-country language content - e.g., Dutch, Polish, Bhasa, Malay, Tagalog, Punjabi, Hindi, Gujarati, and Tamil
- QYOU often builds original formats to showcase the aggregated content









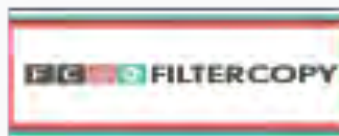


QYOU has Amassed a Massive Footprint in India

- QYOU India is available to 204 million consumers today (mobile handsets & via satellite TV) and will be available to approx. 737 million by year end
- QYOU India features Indian on-air talent and more than 1/3 of content is indigenous
- Ad sales to kick off in Q3 2018
- Ad supported revenue share between QYOU and distribution partners

QYOU 2018F India Consumers: ~737MM

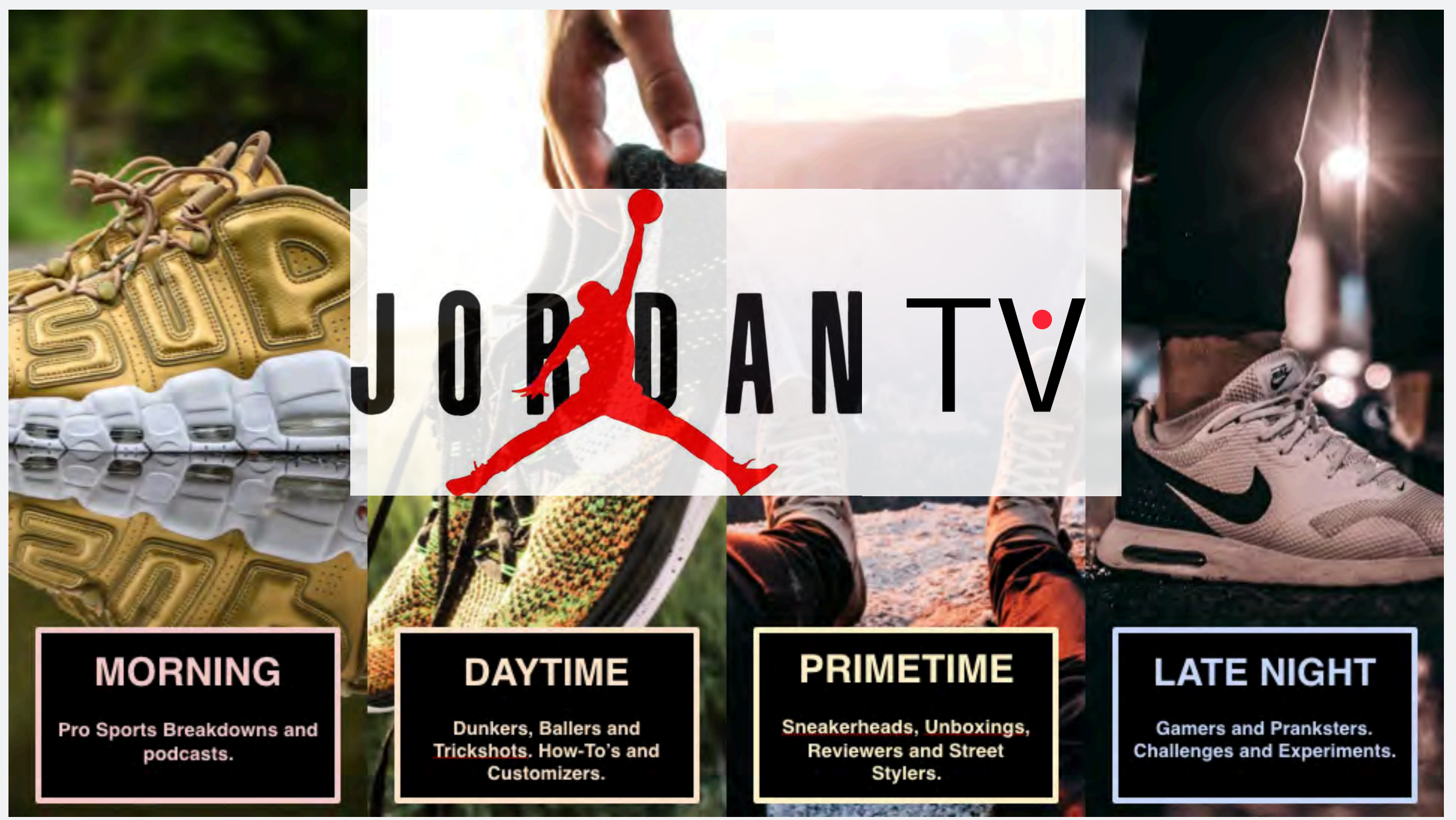
- TATA SKY DTH (Satellite): 18MM (LIVE)
- JIO TV: 186MM (LIVE)
- Airtel DTH (Satellite): 14MM (6/30/18)
- Airtel mobile: 285MM (6/30/18)
- Vodafone: 400MM (7/31/18)
- DISH DTH (Satellite): 30MM (12/1/18)
- Hathway (Cable): 8MM (12/1/18)

Sampling of QYOU India Content & Shows

	QYOU INDIA The best of the web from all over India. It's happening here!	1 hour - Ongoing Episodes		GOBBLE TV Cooking "millennial style!" Gobble is everything food. Creating irresistible, high quality food video dishes.	1/2 hour - 10 Episodes
	THE VIBE An authentic lifestyle show with its fingers on the pulse of Indian youth through destinations and experiences.	1/2 hour - 20 Episodes		BEING INDIAN The one-stop shop for all things Indian. India at its quirkiest best!	1/2 hour - 15 Episodes
	NOT FIT Web series that chronicles the adventures of a struggling actor as he tries to make his mark in the entertainment industry.	1/2 hour - 10 Episodes		POPXODAILY Kill boredom with POPxo, your daily lifestyle companion. We churn out videos on life hacks, comedy, travel, fitness and more.	1/2 hour
	FILTER COPY A series about relatable events in everyday Indian life. India's rising comedians produce hilarious and insightful sketches.	1/2 hour - 15 Episodes		AWESOME SAUCE INDIA Snack-sized videos, celebrity chefs recreating recipes with a twist. Awesome Sauce presents food that you will love!	1/2 hour
	DESI HIP HOP TV The best videos from the rising stars of Desi Hip Hop's music scene. Raw. Real. Explosive.	1/2 hour - 30 Episodes			

For OTT and mobile custom networks are part of our future

- Serving brands with access to key communities via:
- 24/7 - always on linear networks
- Custom shows
- Influencer campaigns utilizing talent that are the voice of these communities



JORDAN TV

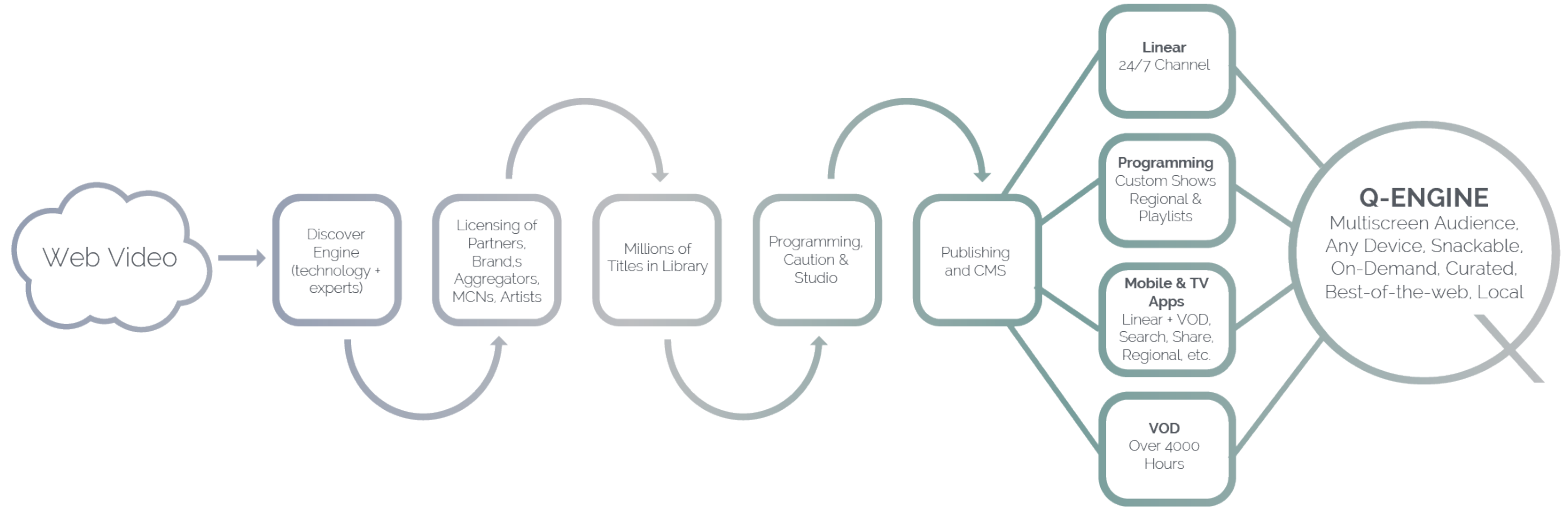
MORNING Pro Sports Breakdowns and podcasts.	DAYTIME Dunkers, Ballers and Trickshots. How-To's and Customizers.	PRIMETIME Sneakerheads, Unboxings, Reviewers and Street Stylers.	LATE NIGHT Gamers and Pranksters. Challenges and Experiments.
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patagonia TV

MORNING Podcasts and light fun	DAYTIME How Tos and Survivals	PRIMETIME Headliners, Top creators, Appointment Viewing	LATE NIGHT Exotic, International, Edgy
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The Q-Engine



Forbes
 APR 17, 2016 @ 11:38 AM 9,590 VIEWS

The Influencer Marketing Gold Rush Is Coming: Are You Prepared?

ADWEEK

Improved Social Media Metrics Boost the Value of Influencer Marketing to Merchants

VARIETY

Survey: YouTube Stars More Popular Than Mainstream Celebs Among U.S. Teens

THE BLOG
THE HUFFINGTON POST

Why Influencer Marketing is not a Hype

05/02/2016 10:12 am ET

FASHIONISTA

FASHION AND BEAUTY BRANDS ARE INVESTING MORE IN INFLUENCER MARKETING THAN EVER

When it comes to plugging new products and building credibility, companies are spending whatever they can to get in on the action.

ALYSSA VINDAK KLEIN • JAN 26, 2016

YouTube

Why are YouTube stars so popular?

With millions of subscribers, top YouTubers such as Zoella have huge, passionate audiences. Here's a handy guide to help you understand their popularity

Stuart Dredge
 @stuardredge

Wednesday 3 February 2016 23:59 AEDT

511 Shares 287 Comments

Save for later



theguardian

Zoella's girl-next-door status is a key part of her appeal to fans. Photograph: Dominic Lipinski/PA

SOCIAL MEDIA INFLUENCERS TURN FOLLOWERS INTO DOLLARS

60 Minutes meets a group of young social media stars, who are neighbors in one Hollywood building where they make videos and earn big paychecks

2016 OCT 23 BY BRITMCCANDLESS

COMMENTS FACEBOOK TWITTER STUMBLE MORE

Forbes Entrepreneurs

SEP 10, 2014 @ 12:03 PM 70,208 VIEWS

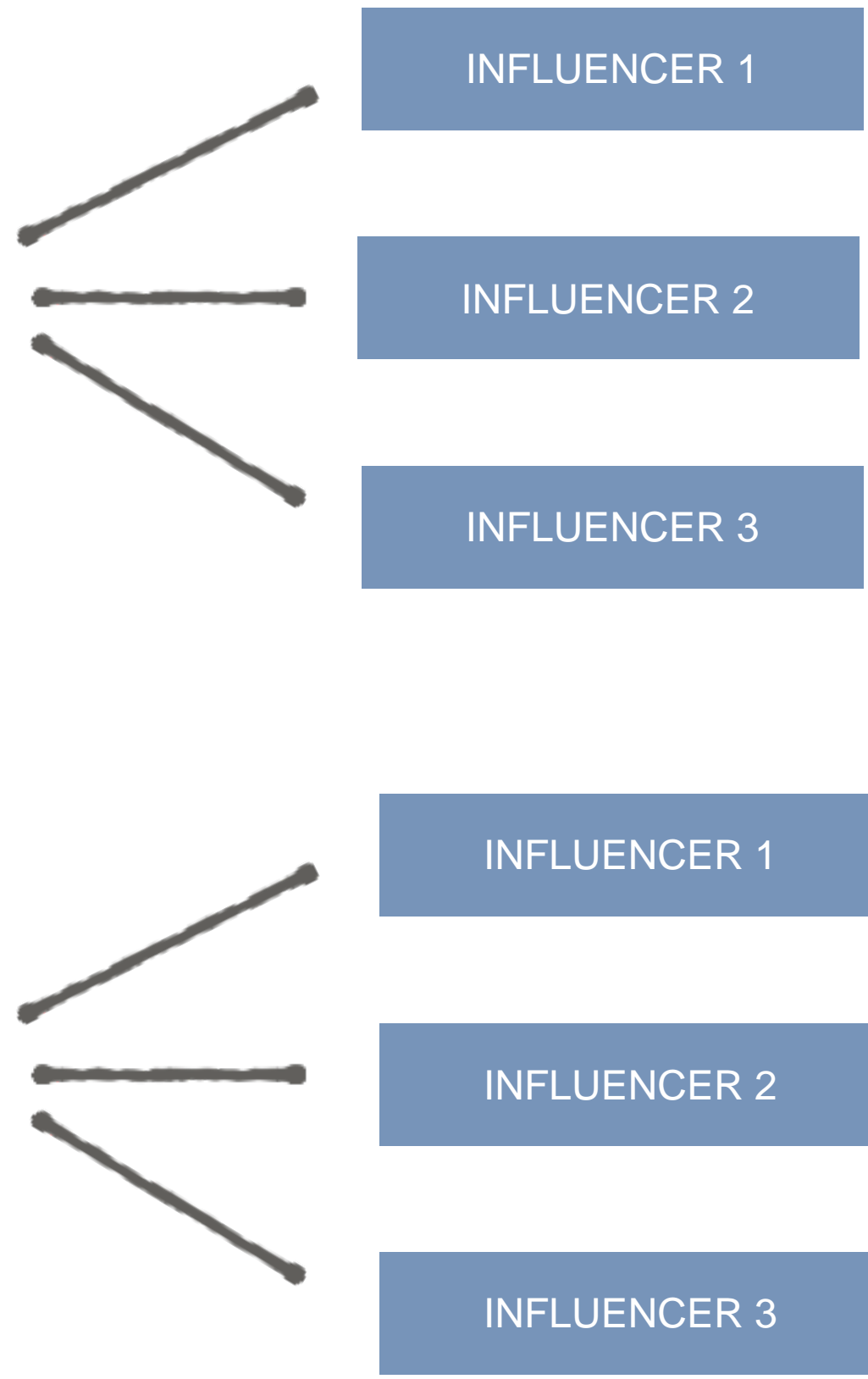
The Explosive Growth Of Influencer Marketing And What It Means For You

The Little Black Book of Billionaire Secrets



1. We start by getting to know your brand's personality and your campaign objectives.

2. We determine which online communities have best fit and then deep dive into influencers with great engagement within those communities



3. We maximize campaign reach and impact via executing multiple integrations targeting key communities in the online video/social media eco-system.

4. Programs can be scaled and optimized based on delivery of predetermined KPIs (i.e., video views, commerce sites, social actions, etc.)

CLICK FOR QYOU



CLICK FOR QYOU INDIA



CLICK FOR HUD





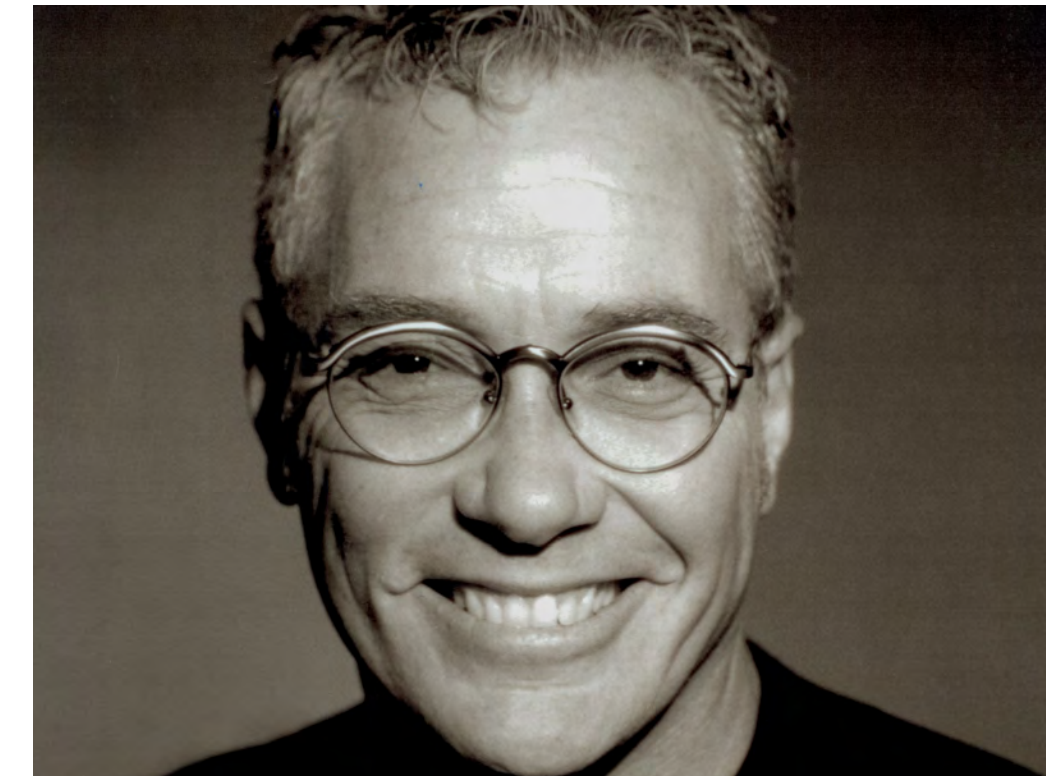
G. Scott Paterson
Chairman

- Director & Chairman of Audit Committee, Lionsgate
- Former Chairman, Toronto Venture Exchange
- Former Chairman & CEO, Yorkton Securities



Curt Marvis
CEO

- President, Lionsgate Digital
- Co-Founder & CEO, CinemaNow
- MTV lifetime Achievement Award Winner



Les Garland
Co Founder

- Co-founder of MTV
- Co-founder VH1
- Co-founder The Box (MTV2)
- President of Atlantic Records

QYOU Media Inc,					
5-Year Plan					
	2017	2018	2019	2020	2021
REVENUES					
Linear Channel	\$ 4,816,409	\$ 4,528,101	\$ 5,308,930	\$ 7,379,372	\$ 9,452,578
Programming	435,579	4,422,607	5,754,004	8,173,214	11,928,922
Mobile		304,987	3,697,096	6,784,728	11,374,663
Influencer Marketing	235,726	761,952	1,523,904	2,222,360	3,174,800
TOTAL REVENUE	5,487,714	10,017,647	16,283,935	24,559,674	35,930,962
	- 0	- 0			
OPERATING EXPENSES	- 0	- 0			
Content and production costs	3,245,716	5,034,836	8,195,056	11,643,148	17,129,740
Sales and marketing	2,082,108	1,997,683	2,169,474	2,437,454	2,808,371
Salaries and benefits	1,927,537	2,705,381	3,331,429	4,424,975	5,680,335
Legal and consulting	2,378,036	1,997,812	2,085,858	2,187,833	2,311,668
General and administrative	946,517	1,074,922	1,595,152	2,009,653	2,606,305
Bad debts written off	114,561	- 0			
TOTAL OPERATING EXPENSES	10,694,475	12,810,634	17,376,968	22,703,063	30,536,418
EBITDA	(5,206,761)	(2,792,987)	(1,093,034)	1,856,611	5,394,544

- **Next generation global media company positioned to effectively capitalize on current & future trends**, including demographics with strongest potential for growth in video content demand (Gen. Z and Millennials)
- Extensive content library that include **short form videos & esports** (a rapidly growing trend among millennial demographic)
- **Global distribution**, with prominent B2B2C and B2C distribution partners
- **Uniquely positioned to scale** and to capture growth from global, mobile video movement among younger generations (e.g., India)
- **Seasoned management team with track record of success** in executing big vision strategies + long-term history

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