



**KUUHUBB IS A PUBLICLY LISTED
COMPANY FOCUSED ON MOBILE
GAMES AND CASUAL ESPORTS
TARGETING FEMALE AUDIENCE.**

JANUARY 2020

KUU-TSXV



ABOUT US

Kuuhubb is a publicly listed company focused on **mobile games and apps**, targeted at a **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 have 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.

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.

INDUSTRY FACTS

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.

WHY FOCUS ON WOMEN AS A TARGET GROUP?

63% of mobile gamers are female and only 30% of games are appealing to women.

Female audience costs less to acquire and is 79% more likely to make an in-app purchase.

CORPORATE HISTORY



KUUHUBB OY, FINLAND

Incorporated as online gaming consulting company. Founded by Jouni Keränen.

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.

MY HOSPITAL RIGHTS

Acquired Global Publishing Rights to the **My Hospital** game and launched it as first KuuHubb's game.

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 the esports organization Valiance, an esports community and tournament platform.

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 big global brands.



CODECACAO PARTNERSHIP

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

DANCE TALENT RIGHTS

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

BUSINESS ACTIVITIES LIMITED BY BOARD DISPUTES

Disagreements in 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 FIGHT RESULTING IN A NEW BOARD OF DIRECTORS

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

GOVERNMENT FUNDING

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

€1.7M FINANCING CLOSED

A €1.7M non-dilutive debt financing closed.

KUUHUBB AG, SWITZERLAND

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

LAUNCHED RECOLOR BY NUMBERS GAME

Commercially launched new coloring game.

CASUAL FEMALE MOBILE ESPORTS GAME

Development started.

ACQUISITION OF CODECACAO

Our existing development partner.

GLOBAL GAME LAUNCHES ANTICIPATED

DANCE TALENT (commercial launch)

OUR GAMES & APPS



By late 2020 we will have 6 commercially launched titles, 1 in soft-launch phase and 1 in development.

RECOLOR

INCOLOUR

RECOLOR BY NUMBERS

MY HOSPITAL

TILES & TALES

DANCE TALENT

NEYBERS

MATCH ROYALE

CASUAL ESPORTS COMING-UP

Our first 3rd generation game, **MATCH ROYALE**, the first female casual esports title on the market addresses the underserved 200M+ (and growing) female esports enthusiasts. It will drive our growth to becoming a market leader in the space of women's mobile gaming and casual esports.



RECOLOR

“Instagram” among coloring books with **over 5 million registered users** and **55 million published images**.

163,000
DAU

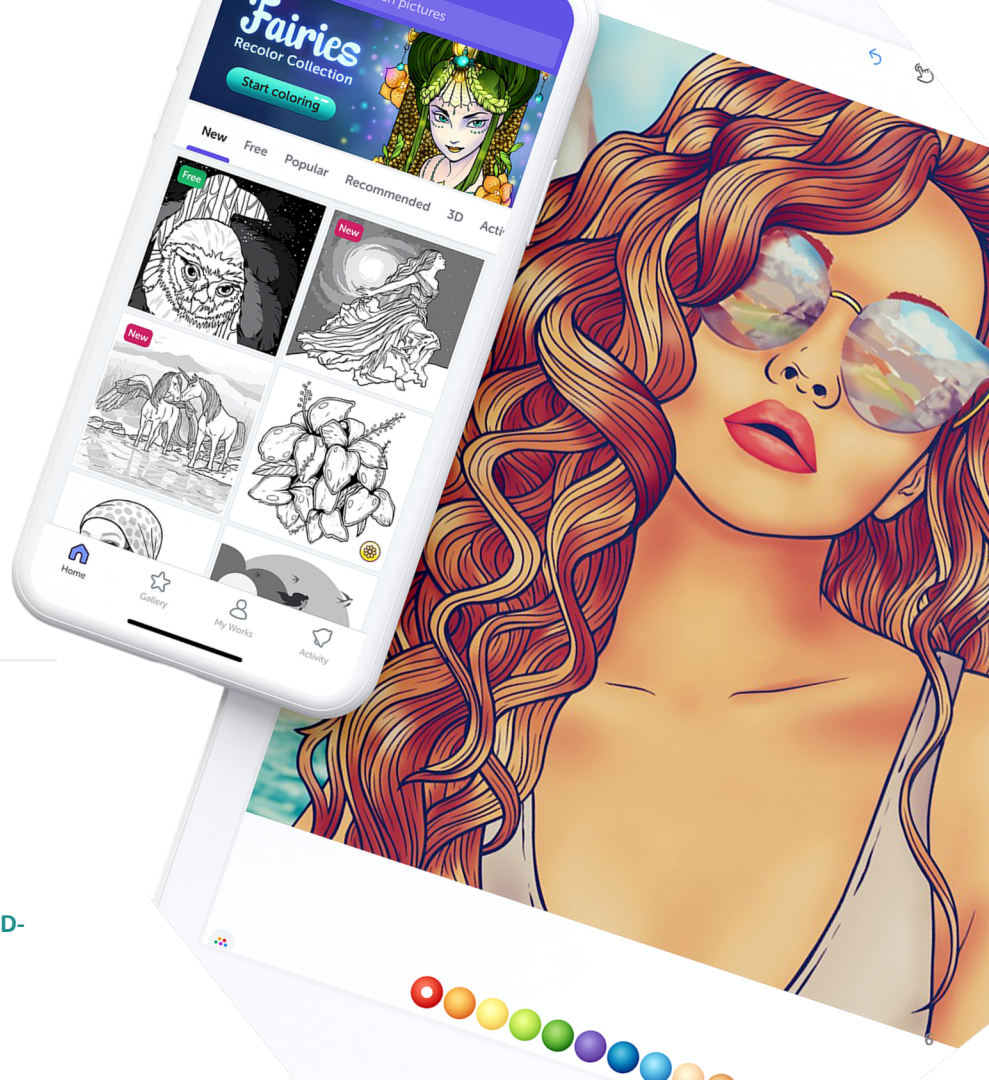
1,600,000
MAU

+50 million
Downloads

\$1.10
LTV

\$0.46
eCPI

2.30%
Install to
trial
conversion¹



THE HIGHEST QUALITY
COLORING APP WITH OVER
4000 UNIQUE IMAGES,
VIBRANT IN-APP
COMMUNITY AND
COOPERATION WITH WORLD-
CLASS BRANDS.



RECOLOR

Recolor is listed in the 7th spot in **Apple's Most Downloaded Free Entertainment iPad Apps** category in the U.S. Other apps in the Top 7 are Disney+, Netflix, Amazon Prime, Hulu, YouTube Kids, and TikTok.

Recolor's strong international success has also resulted in **top chart rankings in 14 other countries** including Australia, New Zealand, Singapore, Hong Kong, Italy, Finland, Norway, and Switzerland.



Source: Apple Inc. iOS Top App Charts (1/10/2020)

iOS Top App Charts

Device
 Country/Region
 Category
 Date

iPad United States Entertainment... Jan 10, 2020

United States - Entertainment 11:00pm UTC-8 (Jan 09, 2020 11:00pm UTC-8)

#	Free	
1	Disney+ Disney	=
2	Netflix Netflix	=
3	Amazon Prime Video Amazon	=
4	TikTok - Make Your Day TikTok Inc	▲ 2
5	Hulu: Stream TV shows & ... Hulu	▼ 1
6	YouTube Kids Google	▼ 1
7	Recolor - Adult Coloring B... Sumoing	=
8	Autodesk SketchBook Autodesk	▲ 1
9	Ibis Paint X Ibis	▼ 1
10	YouTube TV Google	=



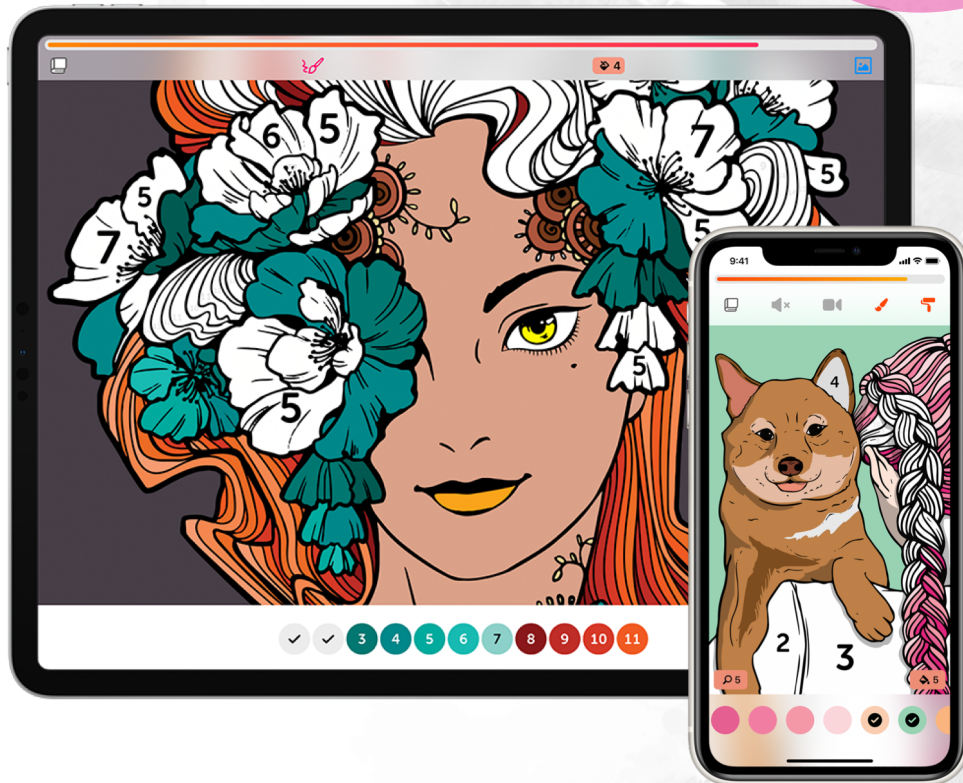
RECOLOR BY NUMBERS

New number coloring app that utilizes Recolor knowledge and technology to bring **new gamified coloring experience** to users.

PRELIMINARY KPI'S

	D1	D7	Time in app	Instal to trial conversion
RBN	30.5%	10.5%	14 min	3.5%
RCLR	32%	12%	14 min	2.5%

Commercially launched in October 2019 in TIER-2 markets. Cross promotion in Recolor app shows great results, similar to those of Recolor and we expect them to perform even better in our TIER-1 markets.





MY HOSPITAL

Simulation game



Simulation game in which you design, manage and maintain your own medical center.

Launched in Q2 2017 and from a life-cycle perspective, this game is at the exiting stage for Kuuhubb.

12M DOWNLOADS LIFETIME
\$7.6M REVENUES 06/2017-09/2019



INCOLOUR

Coloring book



Coloring app based on Recolor infrastructure focused on growing Indian Android market around the world.

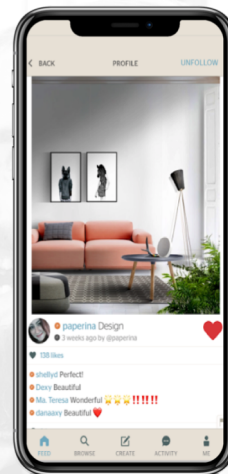
Soft-launched in 2018 with plans to commercially launch in 2020.

CLOSE TO **1M DOWNLOADS**
 MORE THAN **2M IMAGES**
PUBLISHED IN INCOLOUR GALLERY



NEYBERS

Interior design game



Interior design game with which Kuuhubb plans to challenge the market leader in interior design games, "Design Home", game which makes \$9M monthly in revenues.

NEYBERS 2.0 HAS BEEN **DEPRIORITIZED** DUE TO OUR FOCUS ON BUILDING MATCH-3 PORTFOLIO OF GAMES.



TILES & TALES

Match-3 game with novel stories

First game on the market to combine two most popular female genres: casual match-3 with visual novel-like stories. New interactive concept highly appealing to female audience.

ROADMAP & MILESTONES

Prepare soft-launch for Q1 2020.

Add social and competitive layers to the game (interaction between players, clans and competitions).

Add seasonal in-app events and content (e.g. New Year's, Halloween, etc.).

Sign partnerships with additional world-renown writers and novelists.

Build on our existing brand partnerships and create novel's in cooperation with brand partners.

HIGHLIGHTS & MARKET POTENTIAL

LISA BRUNETTE JOINS US FROM THE START - THE MOST ESTABLISHED WRITER FOR VISUAL NOVEL TYPE OF GAMES HAS WRITTEN ONE OF THE FIRST FIVE NOVELS WE WILL LAUNCH THE GAME WITH.

INTERACTIVE STORY-TELLING IS A PART OF ALL TILES & TALES NOVELS.

>\$230M REVENUES

WAS GENERATED IN 09/2019 BY PLAYRIX, PEAK GAMES AND KING.

>\$13M REVENUES

WAS GENERATED IN 09/2019 BY TOP 3 TITLES: STORIES, EPISODES AND CHOICES.



SOFT
LAUNCH
Q1 2020

TILES & Tales



Read Stories and Make Choices



Feel the 



Interact with Scenes

LAUNCH
Q4 2019



DANCE TALENT

Match-3 game with dance narrative

A match-3 game with 3D dance narration based on the existing successful IP “Dancing with Stars”. Kuuhubb acquired global publishing rights for it in 2018 and the game is currently in soft-launch with the plan to commercially launch in Q4 2019.

ROADMAP & MILESTONES

Commercially launch in Q4 2019.

Seasonal in-app events and content.

Add branded content to the shop layer of the game in cooperation with our existing (Lionsgate, Mattel, etc.) and new brand partners.

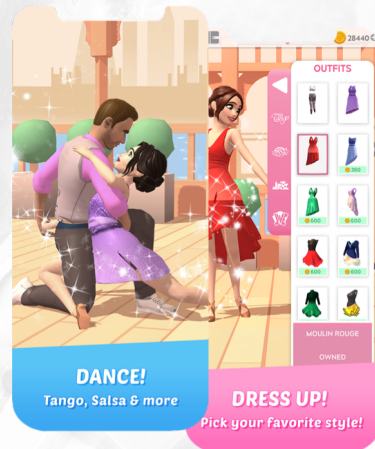
Add social elements and expand the tournament layers of the game.

HIGHLIGHTS & MARKET POTENTIAL

GAME BASED ON A SUCCESSFUL BBC IP
“DANCING WITH STARS”

GLOBAL PUBLISHING RIGHTS ACQUIRED
IN 2018 AND SOFT-LAUNCHED IN Q4 2018.
COMMERCIALY LAUNCHING IN Q4 2019.

4 MATCH-3 GAMES GROSSED >1BN IN
2018: DISNEY TSUM TSUM, CANDY CRUSH
SAGA, PUZZLE & DRAGONS AND
GARDENSAPES.





MATCH ROYALE

Battle-royale match-3

First game on the market to combine match-3 with Battle Royale game mode into a female casual esports title.



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.

Development time **12 months**. Costs of development **\$1.5M**.

HIGHLIGHTS & MARKET POTENTIAL

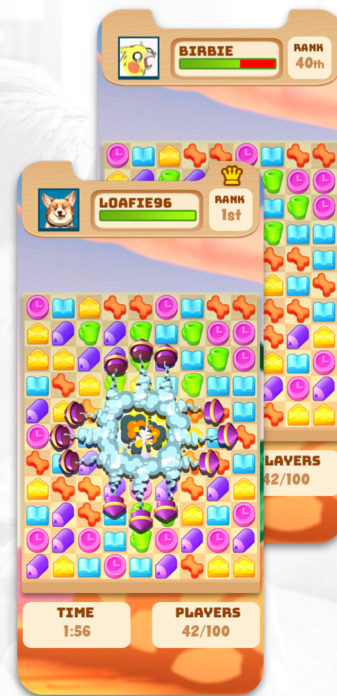
UTILIZES KUUHUBB'S **EXISTING MATCH-3 INFRASTRUCTURE AND ENGINE** FOR SHORTER GO-TO-MARKET TIME.

MATCH-3 GAMES GENERATE MORE THAN **\$5 Bn REVENUES ANNUALLY**.

MORE THAN **>200M WOMEN** WATCH BATTLE ROYALE GAMES WHILE ALMOST **80% OF MATCH-3 PLAYERS ARE WOMEN**.



LAUNCH
2020



HOW WILL WE GROW OUR 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 user base 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.

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.

KuuHubb has more than 80 experts in the fields of management, business development, user acquisition, publishing, game development and design, live operations etc.

KEY PERSONNEL



DRAGANA GUCANIN
CEO RECOLOR



DANIEL POTOCKI
LEAD DEVELOPER
RECOLOR



IRA LUHTANEN
CONTENT TEAM
LEAD RECOLOR



RENO TUKIAINEN
PRODUCT STRATEGIST
& COMMUNITY LEAD
RECOLOR



LAURA HÄMÄLÄINEN
LEAD DATA SCIENTIST



CHARLES SUNG,
CFO KUUHUBB INC.



CARLOS VAZQUEZ
LEAD GAME
PROGRAMMER



PETRA HIETANIEMI
QA LEAD



ALICJA DRODZYK
UA MANAGER



PETRIK SANDBERG
TEAM LEAD



**LEONARDO
ALBARRAN**
HEAD OF MOBILE

NEW MEMBERS OF THE BOARD OF DIRECTORS

Legacy Board members resigned in early 2019. New Board is comprised of a seasoned team with **extensive mobile gaming, tech and capital market experience.**

In addition to **Jouni Keränen** and **Christian Kolster**, new members are:



**GARNER
BORNSTEIN**



**ELMER
KIM**



**ANDRÉ
LÜDI**

KUUHUBB STRUCTURE OVERVIEW

Kuuhubb Inc. is listed on the Toronto Stock Exchange (TSX-V) and is 100% owner of Kuuhubb Oy (Finland) and Kuuhubb AG (Switzerland).

Kuuhubb Oy is 100% owner of Recolor Oy which is 100% owner of Codecacao.

KUUHUBB INC.

OWNERSHIP

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

KUUHUBB SHARE STRUCTURE

TSX-V Stock Symbol	KUU
Share Price	\$0.50 (Nov 27, 2019)
Market Capitalization	CAD \$27.9M
Basic Shares Outstanding	55.75M
Fully Diluted	63.5M
52 Week Hi/Low	CAD \$0.71/\$0.25

KEY INVESTMENT HIGHLIGHTS

FEMALE GAMING FOCUS

All our games and apps are addressing underserved and growing female gaming market. Even though 63% of mobile gamers are female and they are 79% more likely to make an in-app purchase than men, it is estimated that only 30% of game titles are appealing to women. *(Source: MediaKix, Venturebeat, Business of Apps)*

GROWING PORTFOLIO

Our portfolio will grow from 3 to 6 revenue generating products in 2020. With new titles we enter two most popular female mobile gaming genres: match-3 and stories.

SCALING WITH CROSS-PROMOTION

Thanks to our clear focus, cross-promotion between our titles generates synergies and quality installs that usually outperform other marketing channels.

INNOVATION IN OUR DNA

Kuuhubb has already with Recolor established itself as an innovative company that builds amazing apps and games which become benchmark for the industry to look up to and learn from.

Our next titles will again bring new concepts to the market that will disturb the female gaming market. For the first time on the market our games will combine successful female game genres (match-3 and stories or battle royale) and create first female casual esports title.

PROPRIETARY GAMING ENGINES AND REUSABLE PLATFORMS

Our game development infrastructure is built by a team of technology and game development professionals with the ability to simply spin-off, replicate and create new titles in the existing genres.

Recolor infrastructure enables us to quickly create new concepts around coloring (such as Recolor by Numbers or Incolour), while Tiles&Tales will be used for any match-3 based titles (e.g. upcoming Match Royale esports title).

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