



FANLOGIC OVERVIEW

December 14, 2017

Next Evolution in Driving Brand Awareness and Consumer Loyalty Utilizing Artificial Intelligence, Data Analytics, Blockchain and Tokenization



FANLOGIC BUSINESS STRATEGY

FanLogic is building a holistic end-to-end advertising ecosystem for Brands to enable a one-stop comprehensive solution for customer acquisition, engagement and conversion.

The combination of social, gamification, artificial intelligence for data analytics, programmatic advertising and blockchain/tokenization for loyalty, will usher in a whole new dynamic in the online advertising industry. The company is working diligently at carving out a substantial piece of the \$223 billion global ad spend and capitalize on the double digit projected growth over the next 3 years, as estimated by eMarketer.



MILESTONES SUPPORTING OUR STRATEGY

- partnered with online concierge leader Venuelytics
- signed LOI and is looking to integrate Easter Egg's XFER blockchain
- launching FanLogic Connect SaaS product in February 2018
- negotiations commenced to acquire AI marketing software platform
- exploring partnership with programmatic advertising company
- appointed business influencer for targeted connectivity with large brands (advisory role)
- appointed a blockchain expert (advisory role)
- secured a dataexpert

Fanlogic is driving enhanced consumer interactions with brands by way of a disruptive and innovative loyalty model utilizing blockchain and token incentivization. We are ushering in the next evolution of loyalty by enabling consumers to swap and share loyalty offers by accessing a fan/brand network. The blockchain will validate the loyalty of the offering and the token will be used as a means of value attribution and redemption.

We are currently accelerating the process of building out our blockchain and token model as this will give us first mover advantage as we carve out a whole new niche in the advertising ecosystem.



CAPITALIZATION

TSX Venture Exchange	FLGC	Directors, Officers & Insiders	20,000,00
OTCQB	FNNGF	Issued & Outstanding	56,842,330