



FANLOGIC



Shareholder Update

November 27, 2017

FanLogic Seeks Transformation and Disruption With Enhanced Technology

I am sending out this letter as an update and to thank all our investors for their continued support and belief in FanLogic's future. Management has spent the better part of 2017 refining and enhancing FanLogic's proprietary peer to peer brand referral platform. The company is now positioned to accelerate into its next stage of evolution. The current plan is to deliver the following initiatives in the near to mid term:



- **Launching SaaS**
(software as a service)



- **Adding cognitive artificial intelligence**
for improved and more targeted analytics



- **Integrating Blockchain overlay**
deep analysis with a focus on hyperledger and bringing on a Blockchain expert to our advisory board



- **Engaging a brand ambassador**
we are bringing on a brand industry advisor with a considerable network for introductions to some of the most recognized brands in the world



- **Finalizing a full OTC US listing**
inclusive of DTC eligibility



- **Working on strategic partnerships**
to expand offerings to brands and introducing greater loyalty incentivization



- **Acquiring strategic investors**
the company has started working with strategic investors who not only provide funding but also help in providing a greater degree of business development



- **Redesigning the website**
to be more investor friendly and to better encompass the full spectrum of our technology and multi functional applications



- **Expanding management personnel**
to include experts in Big Data, Blockchain profile, SaaS sales and enhanced levels of customer service



- **FanLogic will be looking at filing provisional patents**
patents to cover the proprietary and novel system and method for brand referral

We have a full pipeline of initiatives currently being worked on and new revenue streams are being pursued. We are looking at layering on potentially disruptive technology that will allow us to distance ourselves further from competitors. Building shareholder value has always been a focus and I believe we are on the right path to achieving this goal.

Respectfully,

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http://FanLogicinteractive.com/pdf/FanLogic_CompanyHighlights.pdf

"Nothing influences people more than a recommendation from a trusted friend... A trusted referral is the Holy Grail of advertising"

- Mark Zuckerberg, Facebook