

Create, Share and Monetise Digital Content Offline by Sharing Distribution Income with your Network / Users

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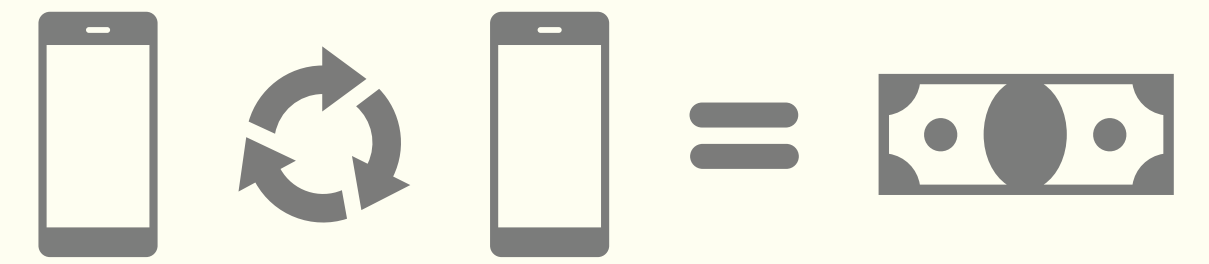
LAUNCHING 2022

OFFLINE & ONLINE
MONETIZED CONTENT DISTRIBUTION PLATFORM.



PROBLEM

- Producers struggle to find a distribution channel that allows them to monetise content.
- Consumers are prevented from accessing content due to the lack of infrastructure and the cost of data.



SOLUTION

- Provides the producer a means of monetising and distributing their content.
- Allows for the creation and distribution of relevant content.
- Provides the peer to peer network a financial benefit for participation.
- Requires no access to data in peer to peer mode.
- Removes data costs thus making content more attractive and cannibalises existing spend from data diverting it to content.

HOW IT WORKS?

By using the free app, Musicians, Film-Makers, Independent Content Creators and Distributors can now distribute their content Offline without Consumers having to use costly Data or Banking Services.

More than that, Users can now earn real Cash by becoming distributors of the music and videos on their WaChing app without having to purchase the content and without using Data or paying any Subscription Fees!

Users only pay when they want to watch or listen to the content.

Any person with a smartphone and the WaChing app can now become a walking CD and DVD store and earn real Cash in the process without needing a bank account!

APP DEMO

<https://www.waching.store>



TARGET MARKET

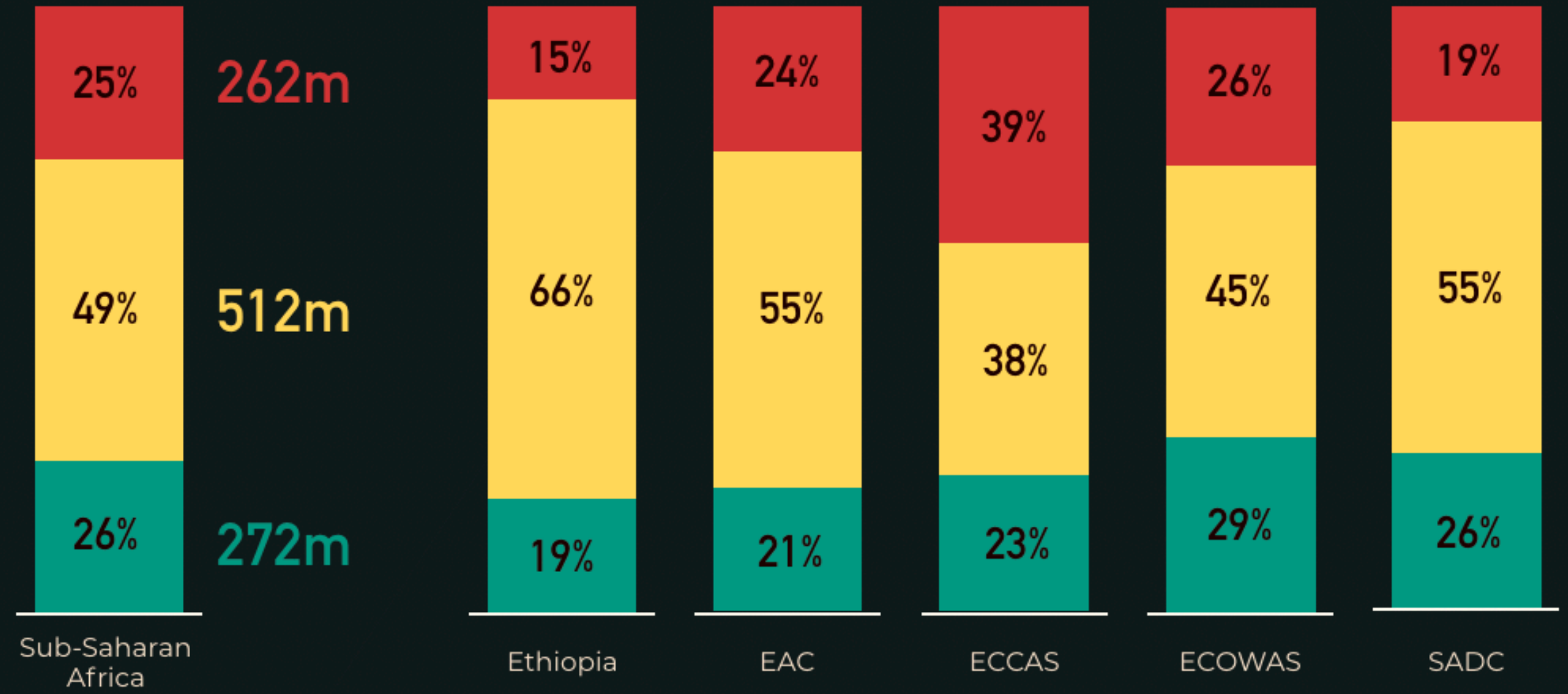
- 1.2 Billion People
- 40% - 0 to 14 years old
- 20% - 15 to 24 years old
- **Target Market Size: 250 Million - 20% of total population**
- **Average Spend per month - \$0.50**
- **Value = \$125 million p/m = \$1.5 billion p/a**
- **Additional Emerging Markets facing similar challenges**



TARGET AUDIENCE

Mobile Internet Subscribers & Internet Usage

AGE GROUP



LSM 3 - 4 **40%**
 LSM 5 - 6 **40%**
 LSM 7 **30%**

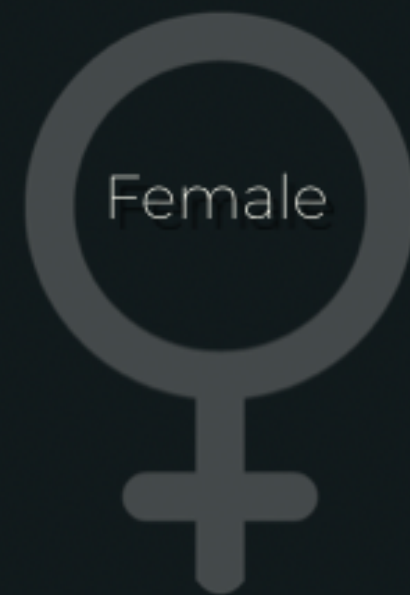
BLACK **80.2%**
 COLOURED/ASIAN **11.3%**
 WHITE **8.4%**

Mobile Internet Subscribers

Covered but do not use the internet

Not Covered

GSM ASSOCIATION REPORT 2020



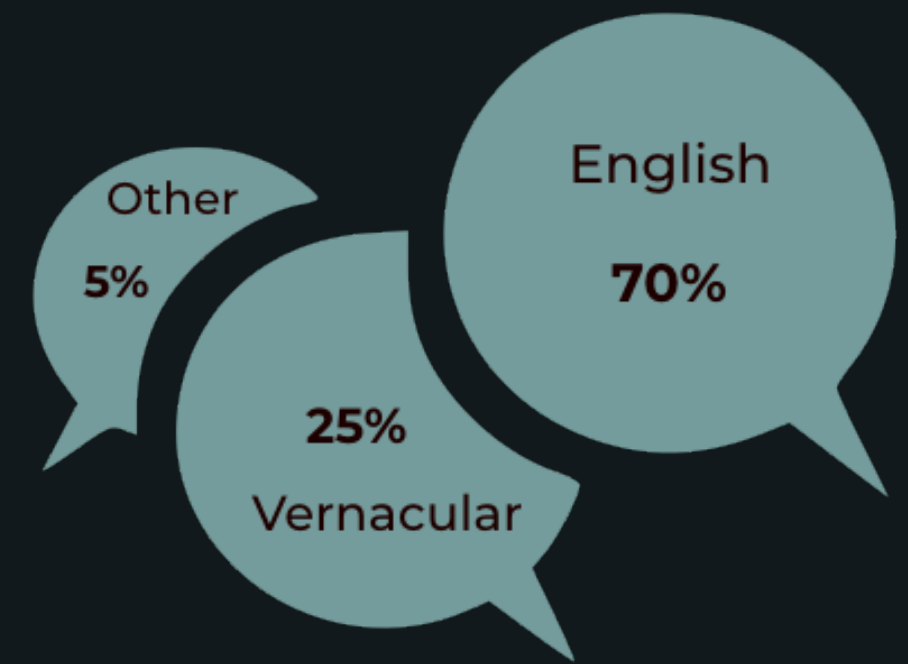
Female **45%**



Male **55%**



AVERAGE PERSONAL INCOME **R 3 300**



'MARKETING TO SOUTH AFRICAN CONSUMERS'
 UCT LIBERTY INSTITUTE OF STRATEGIC MARKETINGS 2020

COMPETITOR PROBLEMS



	<ul style="list-style-type: none"> ● Uses Data. ● Expensive Subscription Fees. ● No Financial Incentive to Distribute Content. ● Controls Original Content. 	<p>SOLVED</p>	<ul style="list-style-type: none"> ● No Data. ● No Subscription Fees. ● Financial Incentive to Distribute Content. ● Users Upload Own Original Content.
	<ul style="list-style-type: none"> ● Uses Data. ● Advertisements in content. ● Subscription Fees for Offline Content. ● No Financial Incentive to Distribute Content. 	<p>SOLVED</p>	<ul style="list-style-type: none"> ● No Data. ● No Advertisements in content. ● No Subscription Fees/Download Fees. ● Financial Incentive to Distribute Content.
	<ul style="list-style-type: none"> ● Uses Data. ● Advertisements in content. ● Subscription Fees for Offline Content. ● No Financial Incentive to Distribute Content. 	<p>SOLVED</p>	<ul style="list-style-type: none"> ● No Data. ● No Advertisements in content. ● No Subscription Fees/Download Fees. ● Financial Incentive to Distribute Content.
	<ul style="list-style-type: none"> ● Cannot Monetise Content Sharing. ● No Financial Incentive to Distribute Content. 	<p>SOLVED</p>	<ul style="list-style-type: none"> ● Monetises Content Sharing. ● Financial Incentive to Distribute Content.

USP

(Unique Selling Proposition)

First to market with unique, offline monetized distribution model.

Unlocks existing potential by creating a channel where none exists.

Incentivizes each participant in the eco-system.

Moves existing spend from a grudge purchase to a desired purchase.

Unbanked consumers can use real cash in informal purchase of content offline.

Creates a market for local content down to a micro level.

Incentivises Users by offering supplementary income.

Creators of app are specialists in telecommunications, distribution and content creation within emerging markets.

TRACTION & PARTNERS

- WaChing ran a closed Beta from Dec. 2021 through Jan. 2022.
- We have content deals with major independent distributors of music and video content and secured content for the testing and launch.
- We have also engaged with all the major music labels and studios and will host their valuable content once funding is in place.
- We have deal memo's in place with numerous distributors across the globe on Vuulr, the largest online content marketplace for Film & TV rights, who is also assisting us in connecting the right content for our model and target market.



Gallo Record Company is the largest record label in South Africa. It owns the largest catalogue of South African music.



Gravel Road Distribution Group is a Cape Town based entertainment company that focuses on sales and distribution of quality filmed content across all market channels, in all territories.



Indigenous Film Distribution, established in 2009, is South Africa's leading niche film distributor. Over the past decade, we have distributed more than 60 films.



Vuulr is the largest global online content marketplace for Film & TV rights that connects buyers with producers and distributors worldwide.

GTM STRATEGY

EMPOWER CONTENT CREATORS

- We have developed WaChing as a platform which Content Creators can take ownership of.
- As Artists and Content Creators interact with their fans directly on social media, they understand their own market the best.
- Therefore, we will empower, encourage and incentivise influential Content Creators financially for marketing their content on WaChing.



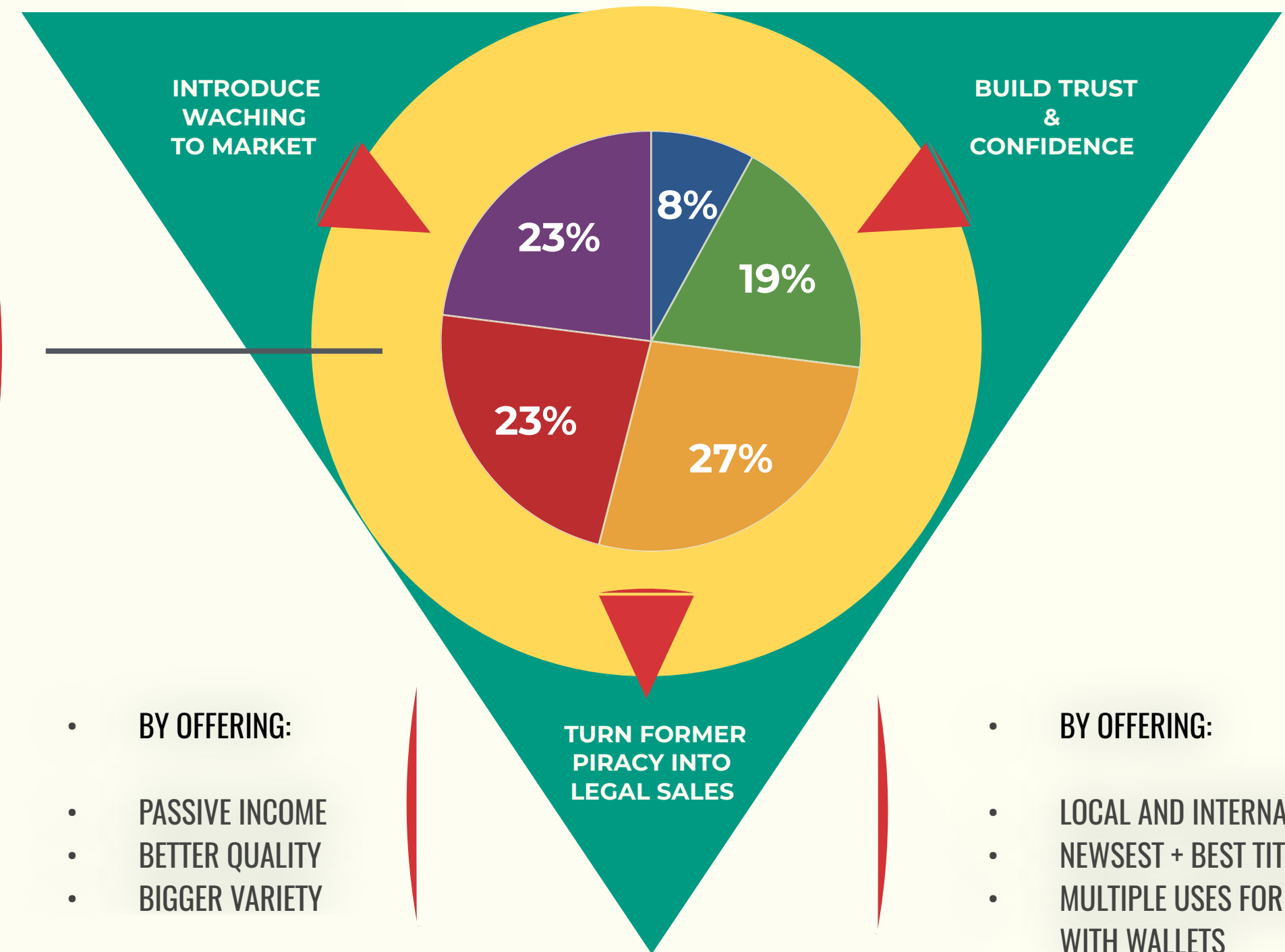
MEDIA MIX

- INFLUENCERS
- SOCIAL MEDIA / DIGITAL
- OOH SIGNAGE
- RADIO
- TV

MARKETING OBJECTIVES

- SOFT LAUNCH
- SOCIAL MEDIA
- CONTENT CREATOR INFLUENCERS

- WITH USERS: HANDLING THEIR MONEY
- WITH CONTENT OWNERS: DRM + QUALITY
- WITH CONSUMERS: BEST QUALITY + CONTENT



- BY OFFERING:
- PASSIVE INCOME
- BETTER QUALITY
- BIGGER VARIETY

- BY OFFERING:
- LOCAL AND INTERNATIONAL CONTENT
- NEWSEST + BEST TITLES
- MULTIPLE USES FOR INFORMAL TRADE WITH WALLETS

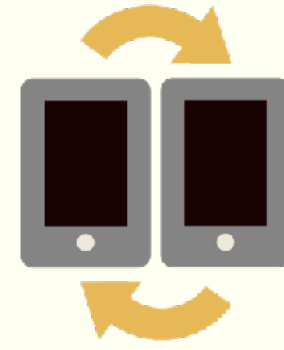
CONSUMER / DISTRIBUTOR EXPERIENCE



- Downloads WACHING App for free (Offline and Online download possible).



- Sets up basic profile with wallet options (does not have to be banked).



- A small number of users with access to data download content at no cost onto their phones and seed the channel. This content then flows phone to phone without any cost or data requirement to all other users.



- Content Price is displayed, any user can choose to purchase (to own) content.



- Distribution Share is displayed. This is the amount a Consumer/Distributor will earn if content that passes through their phone is purchased.



- Content can only be accessed by purchasing (other than previews). When a purchase occurs, the Share amount is credited to each Consumer/Distributor that has participated in the distribution/purchase. This reflects as income.

- EARNINGS can be: **CASHED OUT FOR REAL MONEY.** **USED TO PURCHASE AIRTIME/DATA.** **TRANSFERED TO ANOTHER USER.**

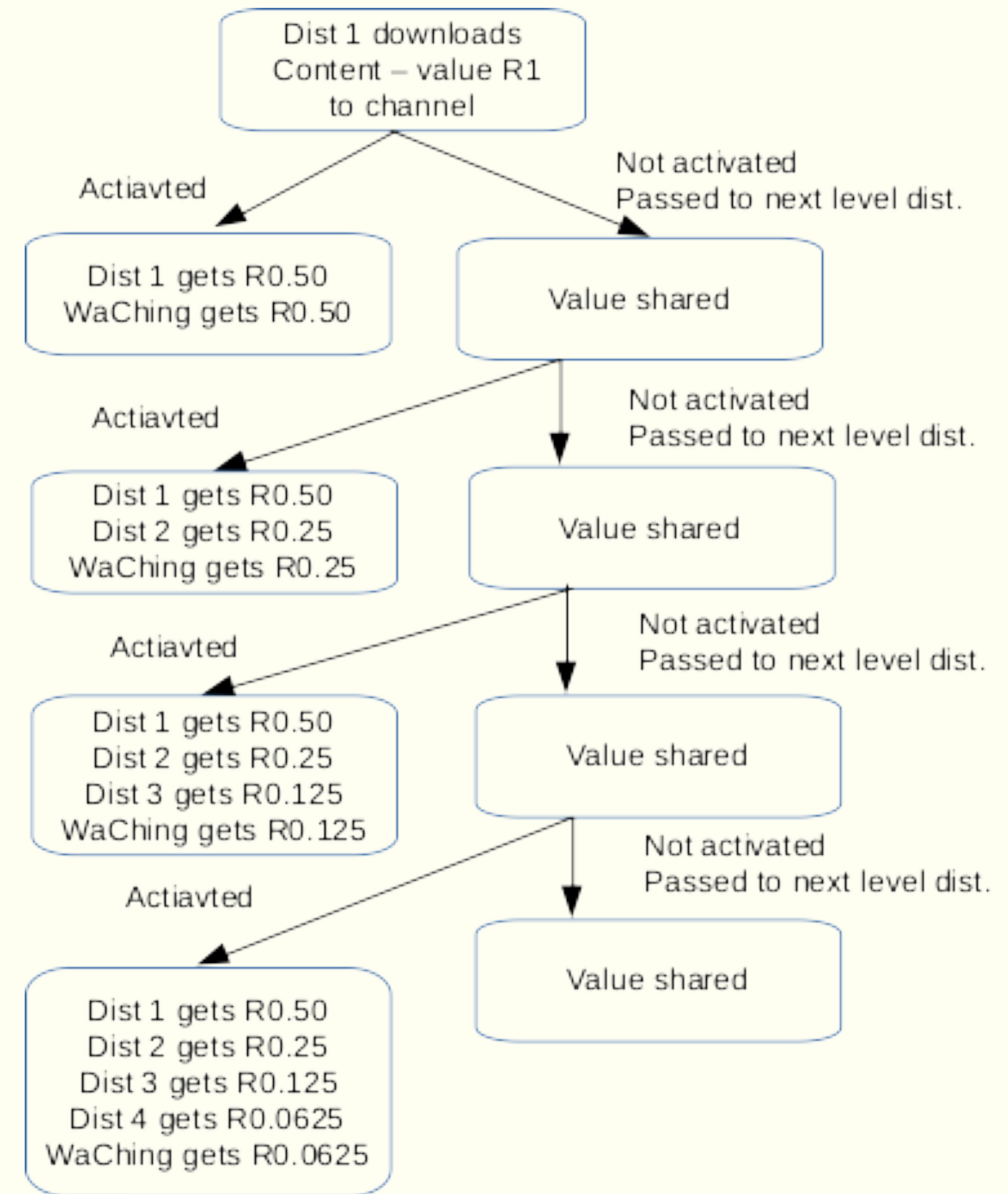
BUSINESS MODEL



DISTRIBUTION REVENUE MODEL

- The distribution channel will be multi-tiered with the value diminishing as the content moves through the channel.
- This is in effect a halving of value at each step. By doing so, each tier is assured of a guaranteed minimum amount and a potential value which is higher with an activation from their level.
- This is best illustrated with a flow chart:

Distributors/Users do not have to consume content in order to distribute and earn.



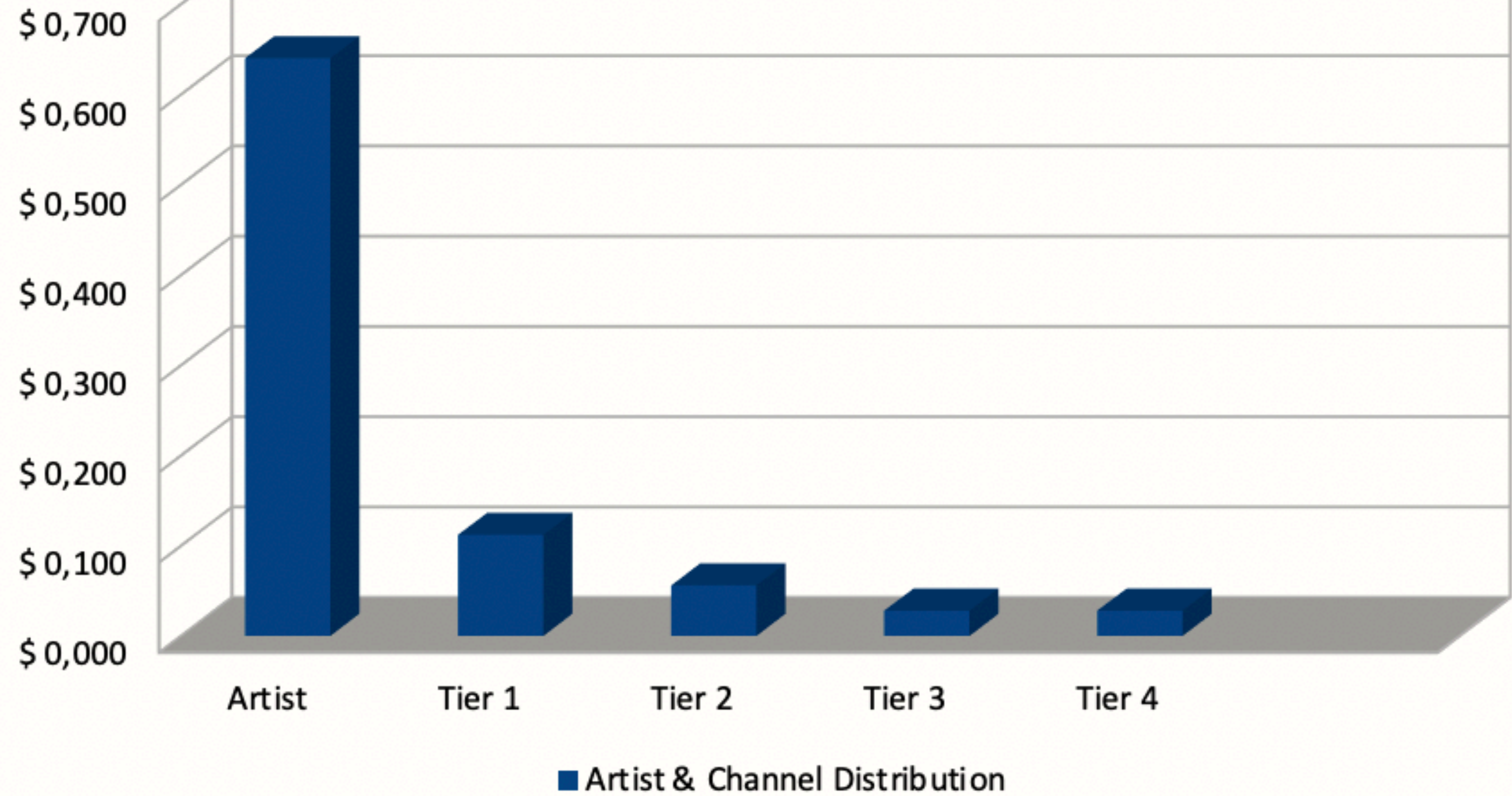
How R1 value to the distribution chain is shared.

PROVIDER PARAMETERS

- PRICE: **\$ 1.00**
- CHANNEL SHARE: **30 %**

COSTS

- VAT: **15 %**
- PLATFORM: **8 %**



Refer to detailed spreadsheet for further discussion *

SELLING PRICE	ARTIST/CONTENT OWNER SHARE	CHANNEL SHARE	PLATFORM COST	VAT
\$ 1.15	\$ 0.64	\$ 0.28	\$ 0.08	\$ 0.15



ZERO DATA COST = INCREASE CONTENT SPEND

WACHING TAKES % OF REDIRECTED SPEND

- A Platform Fee = 8% of Sale (excluding VAT)
- A % of the Distribution Channel Revenue. A variable figure.
- 3% to 5% of Airtime and Data Sales when Users convert their Earnings to Airtime or Data.



**KEY REVENUE
STREAMS**

INVESTMENT REQUIRED



TWO ROUNDS OF FUNDING ARE BEING SOUGHT:

Seed Round - **\$1 MILLION (US)**

- Seed Round funding is for commercial launches in South Africa and Ghana.

IN EXCHANGE FOR AN EQUITY POSITION.

Round A

- Round A funding is for a full international launch. The broadening of the area will commence in Africa but expand to all suitable markets.

It is proposed that the Seed Round funder be granted a right of first refusal for Round A funding.

HOW FUNDS WILL BE INVESTED



MARKETING	\$ 600 000
DEVELOPMENT	\$ 50 000
FULLFILLMENT LAB FEES	\$ 350 000

SEAN ELSE

Current position: Creative Director
Infinite Shared Content Systems Inc.

After obtaining a degree in Drama at the Tshwane University of Technology, Sean started a career as an actor, appearing in numerous award-winning stage-productions, films and television series.

In 2005 he started his own record label, Mozi Records, where he produced the multi-platinum-selling artists, Bok van Blerk and Lianie May. These artists' sensational achievements include the South African Music Award for Top Selling Artist in 2009 to Lianie May and the same award in 2010, to Bok van Blerk. As songwriter, Sean partnered on numerous hit songs, including: "De La Rey". Music videos for these songs have also won Sean numerous "Music Video of the Year" awards. Together with the award-winning playwright, Deon Opperman, Sean co-wrote the epic musicals, "Ons Vir Jou" (most successful Afrikaans musical in history), "Shaka Zulu" and "Jock of the Bushveld" and "Lied van my hart".

Sean later co-produced, directed and edited his first feature film, "Platteland". On its opening weekend it became the highest grossing Afrikaans film in history, surpassing Happy Feet 2 in South African opening weekend sales. He co-produced Spud 2, starring John Cleese and also wrote and directed the critically acclaimed features, "Blood and Glory" and "'n Man Soos My Pa". Sean recently directed, Agent a new series about football in Africa for the Netflix and Studio Canal.

TINUS NEETHLING

Current position: Chief Technical Officer
Infinite Shared Content Systems Inc.

Tinus was appointed Group CEO of Digitata Limited in 2015 following Digitata's acquisition of a controlling stake in Rorotika Technologies. Prior to that he was CEO of Rorotika Technologies. Tinus was a co-founder of Rorotika Technologies and a director since the company was founded in 2006. Before taking on the CEO's mantle at Rorotika, Tinus served as Strategic Solutions Director for Digitata Ltd. Prior to this, he was on secondment in Sweden (contracted to Digitata partner, Ericsson AB), where he assumed accountability for pre-sales activities on Ericsson's Dynamic Discount Solution globally. Before this, Tinus served as CIO at Rorotika for 4 years.

He also previously worked for MTN SA as a software consultant and contracted with Vodacom SA. Tinus has fulfilled leading roles in determining product strategy and positioning, software architecture, technologies and design principles as well as application design developing an in-depth knowledge of, and gained exceptional experience in the telecommunications industry. He holds a B.Sc Information Technology (Computer Science) degree from the University of Pretoria.

TED BARTLETT

Current position: President
Infinite Shared Content Systems Inc.

Previous positions:

CEO Digitata Limited (Telco/Software).

CTO Terra Energy (Upstream oil and gas with a focus on new technology).

MD/CCO CDE Solutions (Software, data aggregation).

Technical Manager PGS (Global responsibility for ocean bottom seismic Upstream Oil)

A recent history of establishing and commercialisation of startup companies in the software, telecommunications and oil exploration industries (focusing on new technology developments), having been involved in 12 companies over the last 20 years.

Ted holds an MSc in Chaos Theory from University of New Brunswick, Canada and a BSc in Surveying Engineering from the University of Natal, South Africa.

JACQUES HATTINGH

Current position: Chief Financial Officer
Infinite Shared Content Systems Inc.

Jacques is a chartered accountant registered with the South African Institute of Chartered Accountants, and over 20 years' experience in management and finance and resides in Mauritius.

He joined Digitata Mauritius in April 2015 as Chief Financial Officer, and during this tenure he listed 4Sight Holdings Limited on the Alt-X on the Johannesburg stock exchange in 2017 where he was the Group Financial Director until June 2019.

Prior to joining the Digitata Group, Jacques was Chief Financial Officer of Digby Wells and Associates (Pty) Ltd between 2013 and 2015. He has previously held managerial positions at New Forests Company, DHL Supply Chain South Africa, Imperial Dedicated Contracts (part of the Imperial Group), and Imperial Logistics Transport & Warehousing. He completed his articles at Leask & Partners.



WACHING
TEAM



Share and Empower