

# Investor Presentation

Click link for 2 minute video: [www.Vodi.io](http://www.Vodi.io)

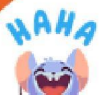
Proprietary and Confidential



Global Recharge  
Mobile



Global  
eGift Cards



# PROBLEMS

## ✓ App Fatigue

Mobile users need too many different apps for the daily tasks they want to accomplish

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## ✓ Most Messaging Apps Haven't Evolved

Few incorporate vital financial and telecom services alongside communication features

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## ✓ Lack of Monetization Opportunities

Most businesses aren't monetizing from their customers' use of OTT messaging apps



TOO MANY APPS

# SOLUTIONS: VODI – Value On Demand Instantly

Vodi is the only application that offers:

- ✓ Mobile shopping and communication with **conversational commerce** & **suggestive search**



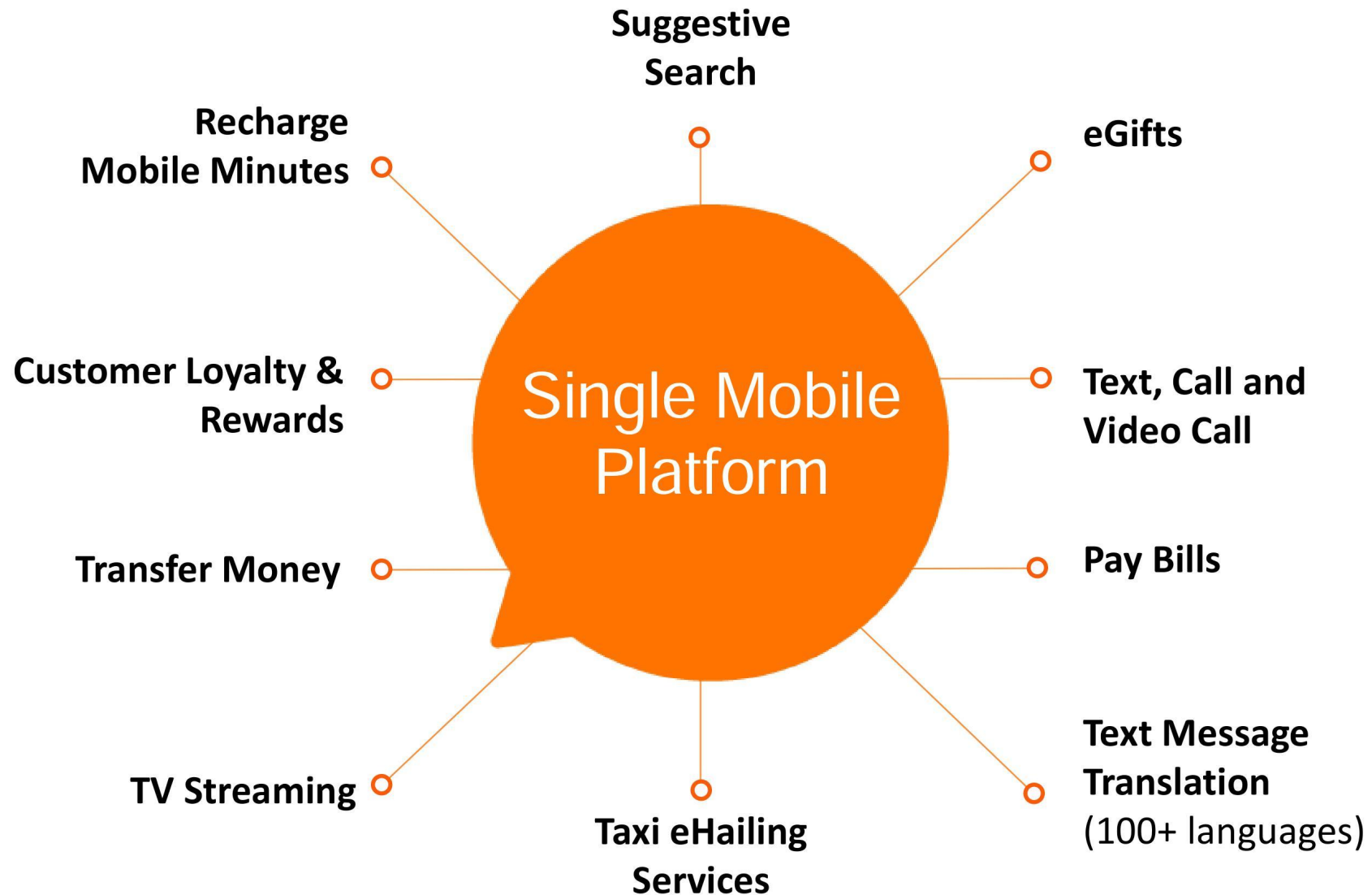
- ✓ **Global financial/telecom services** including instant eGift cards and mobile phone recharging (with money transfer and bill payment coming soon)



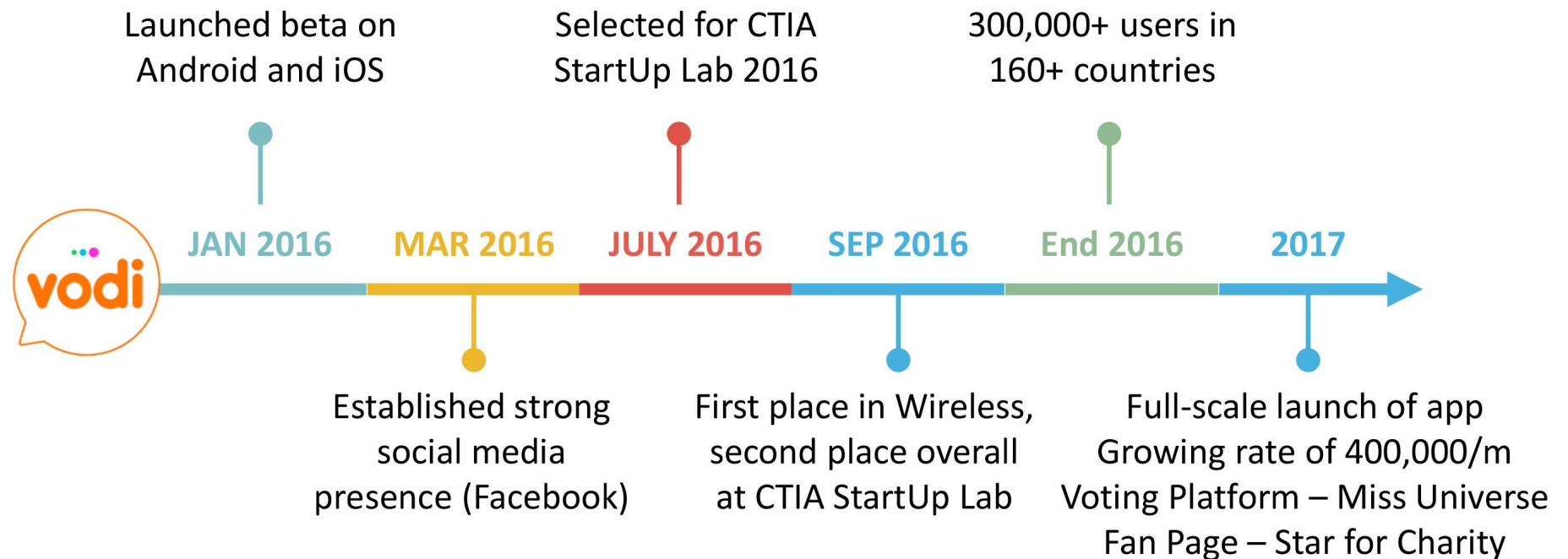
- ✓ A **unique B2B model** for global partnerships – mobile carriers, online businesses, TV networks, OEMs, etc. – that unlocks **monetization** on a worldwide scale



# PRODUCTS AND SERVICES



# BUSINESS HISTORY



Strategy involves securing licenses and partnerships, already years in the making

Expected cost of user acquisition is \$.20 per user

# TOTAL ADDRESSABLE MARKET: \$800B+

## Phase 1 2016

## Future Phases

**\$36B+**  
100M+ users

U.S.  
Prepaid  
Wireless

**18+**  
MVNO  
operators



**\$500B+**  
5B+ users

Global  
Prepaid  
Top-Ups

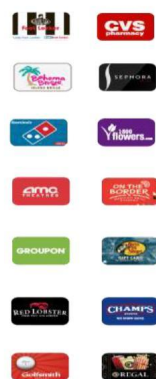
**6B**  
handsets worldwide,  
covering 135 countries



**\$130B+**

eGift  
Cards

**150+**  
popular brands



Stickers  
& Word  
Hyperlinks

**60**  
partners



**\$4.5B+**

Prepaid  
Debit Card/  
Bill Pay


**12,000**  
billers



**\$500B+**

Money  
Transfer/  
TV

# COMPETITION

	Free Messaging					Egift	Mobile Recharge	Money Transfer/P2P			
	Whatsapp	WeChat	Line	Messenger	Viber	Gyft	Sendly	W.U.	Venmo	Xoom	
Text / Voice Calling	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✓
Video Calling	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✓
Stickers	✗	✓	✓	✓	✓	✗	✗	✗	✗	✗	✓
Translation	✗	✓	✓	✓	✗	✗	✗	✗	✗	✗	✓
Hyperlink Text	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
eGift	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✓
US Prepaid Mobile Recharge	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
Global Prepaid Mobile Recharge	✗	✗	✗	✗	✗	✗	✓	✗	✗	✓	✓
Prepaid Debit Card	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✓
US Bill Payment	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✓
Coins or Reward System	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✓
Money Transfer / P2P	✗	✓	✗	✗	✗	✗	✗	✓	✓	✓	✓
Digital Viral Marketing	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
Gif's	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✓

# MARKETING AND SALES

## Multiple Distribution Models

- ✓ Partner distribution – e.g., mobile operators
- ✓ Key social media influencers



## Targeted Mobile Marketing

- ✓ Mobile advertising and social media



## The Unique Viral Effect: Creating Habits

- ✓ Tracking/referral code rewards
- ✓ Gamification
- ✓ Incentives for in-app purchases based on behaviors



# THE VODI TEAM



## Darren Lu

President & CEO

Came to the U.S. as a refugee. Graduated from Harvard College. Founded Lunex Telecom in 2004 and grew its revenue to \$30+ million with 130+ employees in Atlanta and Southeast Asia.



## Doug Nguyen

VP

In-house counsel with more than 15 years of legal experience.



## Michael Tran

Marketing Director

Marketing professional with more than 10 years of experience, including mobile marketing.



## Jim Kellaway

CFO

CPA, former chief accountant and CFO with Fortune 100 companies.



## Tanya Flynn

Business & Product Development Director

Business & Product Development professional with more than 15 years of experience.



## Kevin Tran

IT Director

Georgia Tech-educated with more than 10 years of experience managing development teams.



## Thao Tran

Business Analyst

Business analyst with IT background and extensive overseas experience; fluent in multiple languages.

- *50 experienced in-house app developers and programmers to continue development*
- *Other support staff*
- *Open key senior positions:*
  - *Payment/money transfer senior level*
  - *VP of Business Development*
  - *VP of Marketing*

The logo for vodi, featuring the word "vodi" in a bold, orange, lowercase sans-serif font. A small "TM" trademark symbol is located to the right of the "i".

# vodi<sup>TM</sup>

## Contact



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*President & CEO*



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