

CHRG^R

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Challenge

You're running low at your favorite venue or event.

Charging your device means tethering to an outlet or leaving your device unattended.

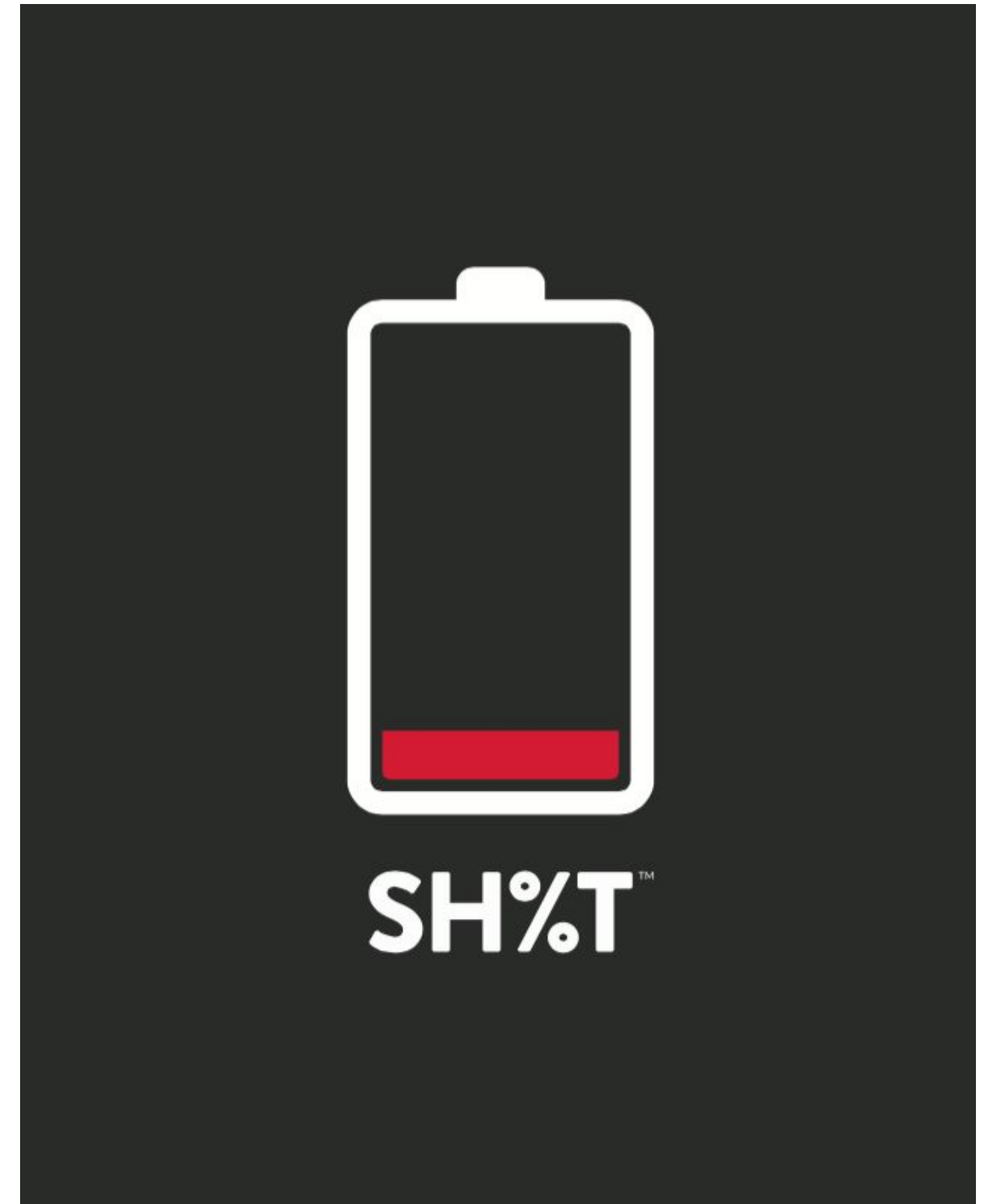
At this moment, you'll do anything for a charge.

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48% of us charge our phones once a day, and 32% of us, two or more times a day.

Mobile users in NYC reported the highest frequency with an average of 2.6 charges per day.

US, UK, Germany and UAE smartphone users rank battery life as by far their biggest gripe, more than the next three problems combined. Users rate battery life as the phone's most important feature - it matters more than an internet connection.



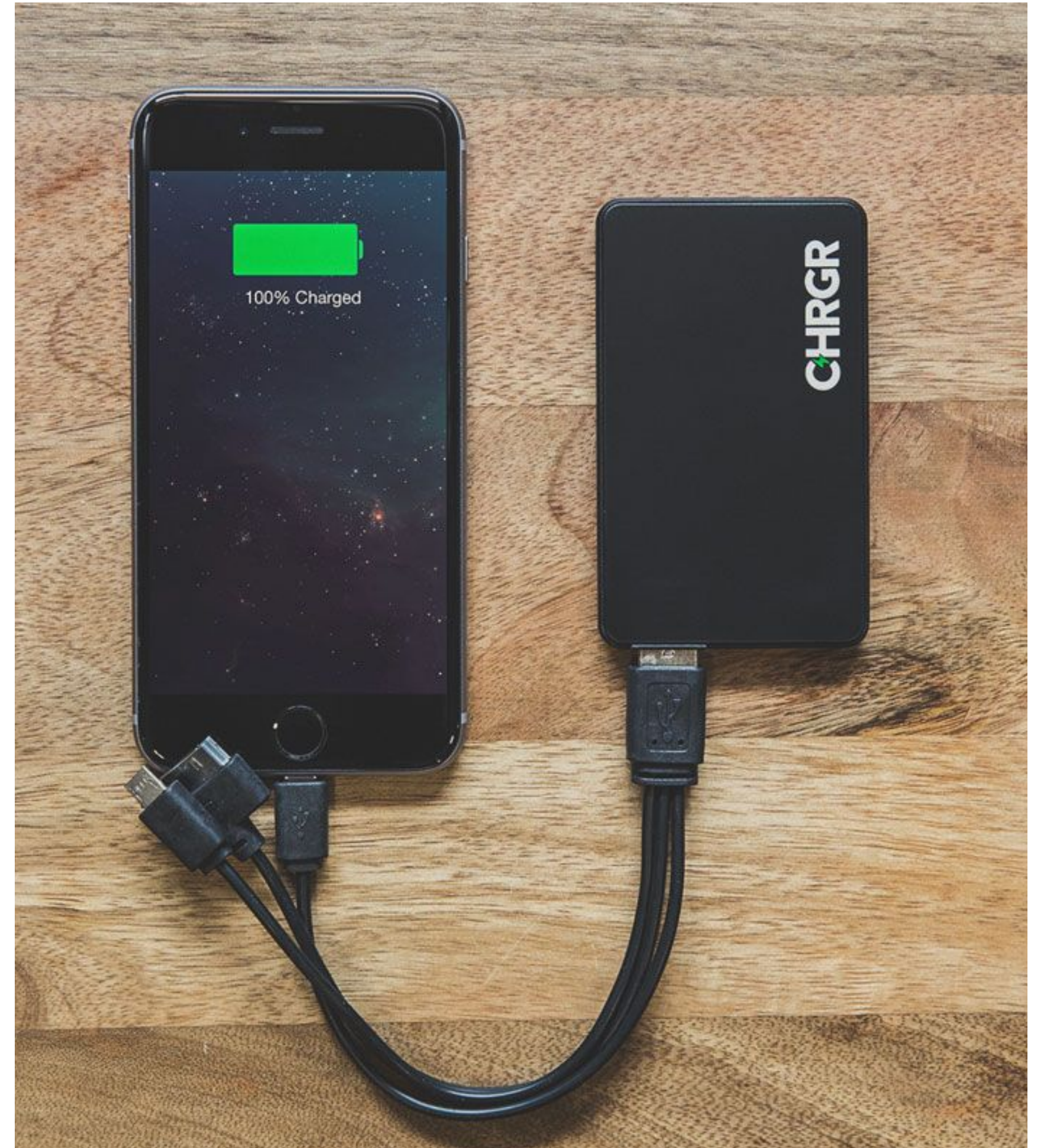
Solution

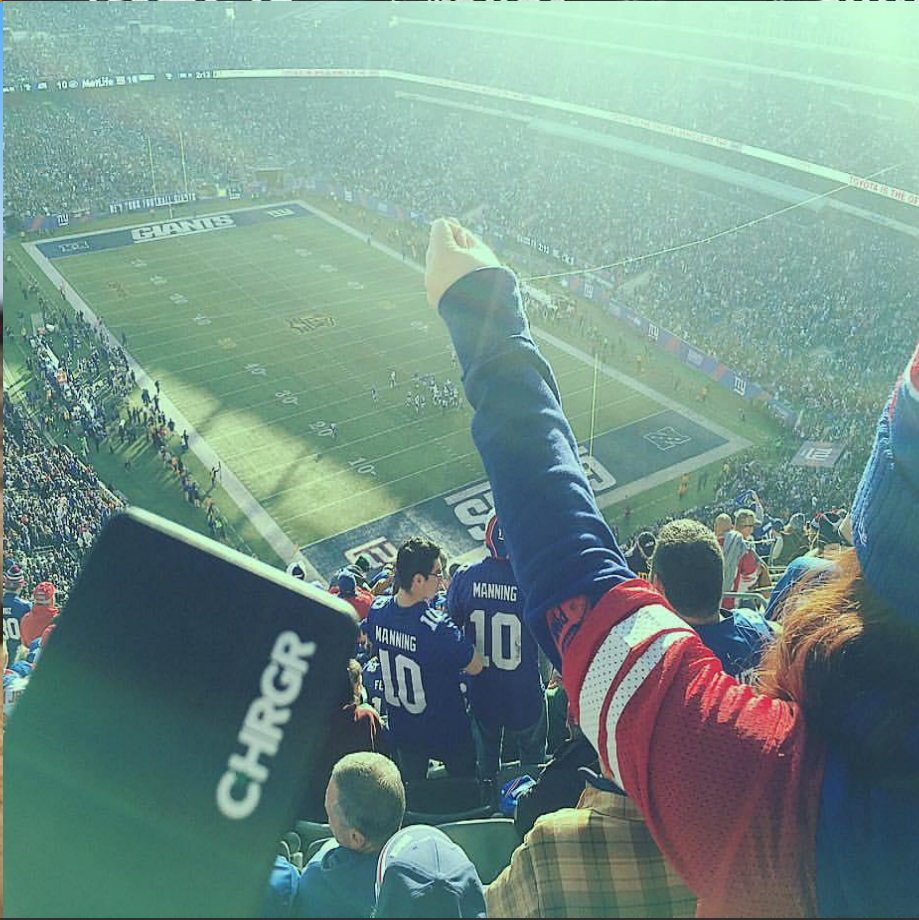
Introducing CHRGR, a service that provides inexpensive, and brand sponsored pre-charged batteries on demand, where you need it when you need it.

No tethering, no waiting for an outlet, and no more leaving your device unattended. CHRGR stays with your device.

CHRGR works with any mobile device. Whether you have iPhone or Android, you get immediate power.

Recharge and reuse it again via USB.





CHRGR Media Network

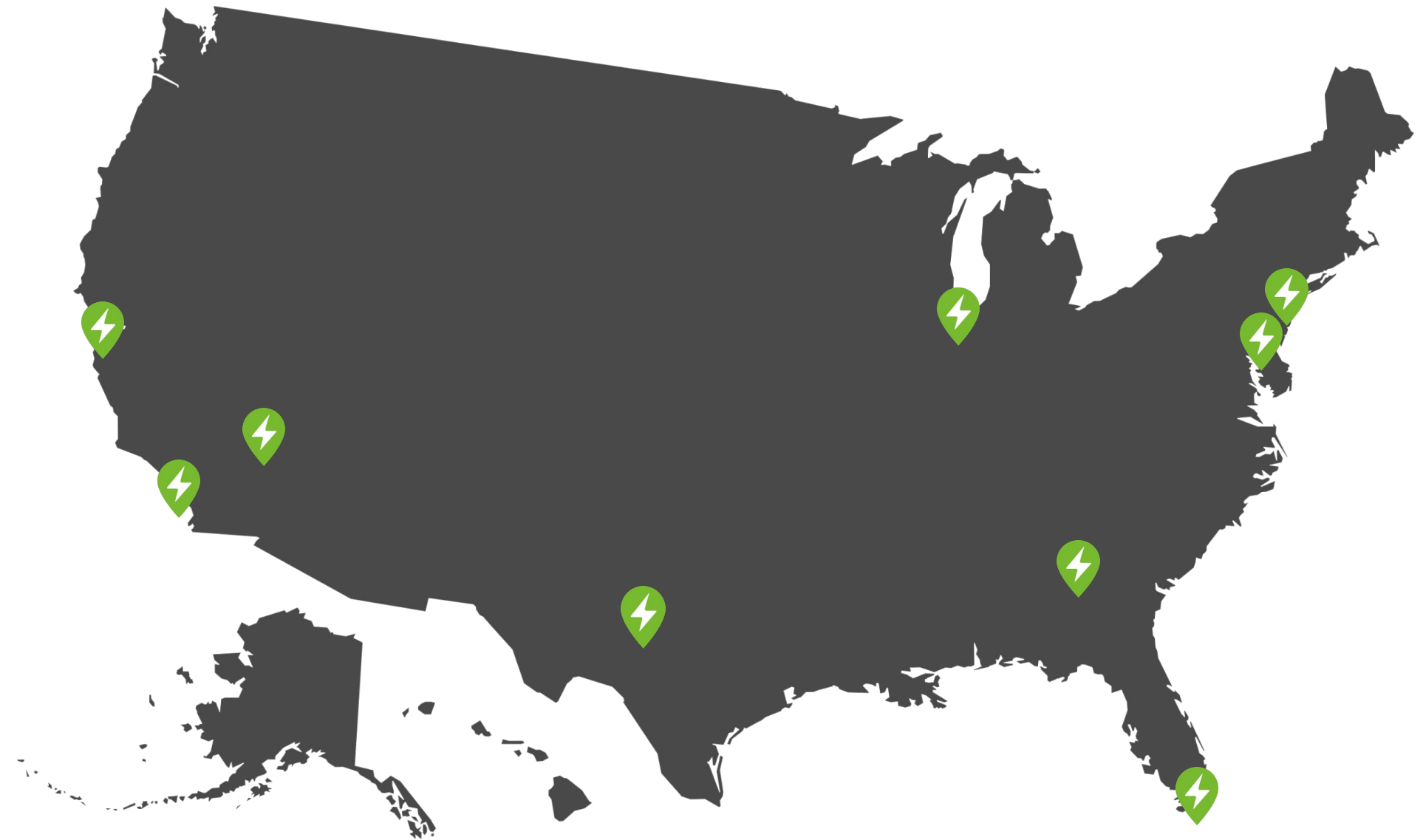
CHRGR is “the only utility, place-based media network”.

We produce advertising on credit card sized batteries that recharge mobile devices across our national venue network of hotels, bars, clubs, music festivals, and gyms.

CHRGR gives brands direct access to customers and engages them with a critical and reusable product where and when they need it.

Brand sponsored devices are provided to venues and distributed to the customer at no cost and is theirs to keep.

CHRGR market media teams manage venue compliance and performance. Advertising campaigns are sold monthly, both nationally and regionally.



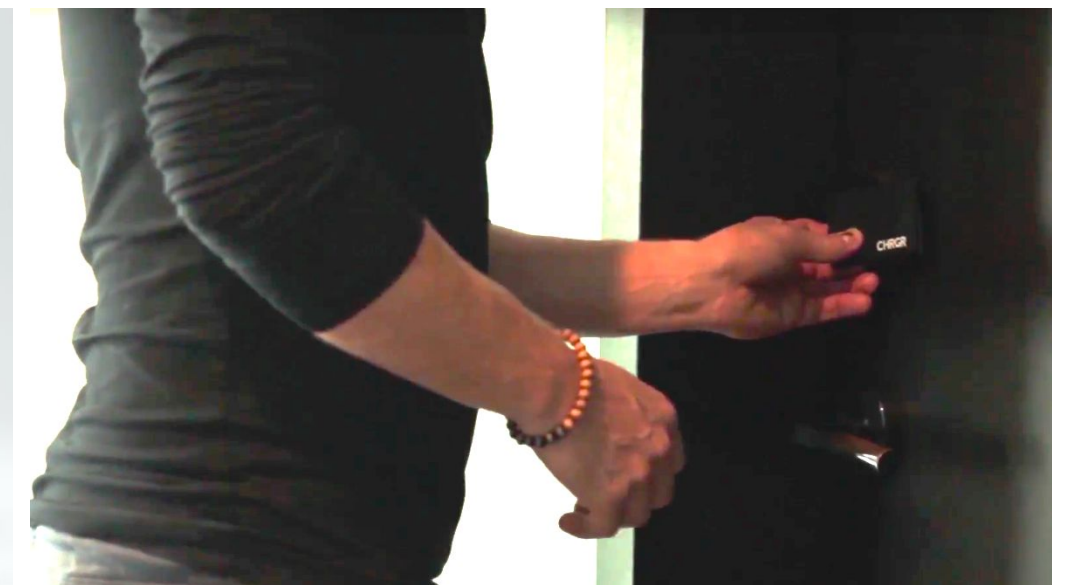
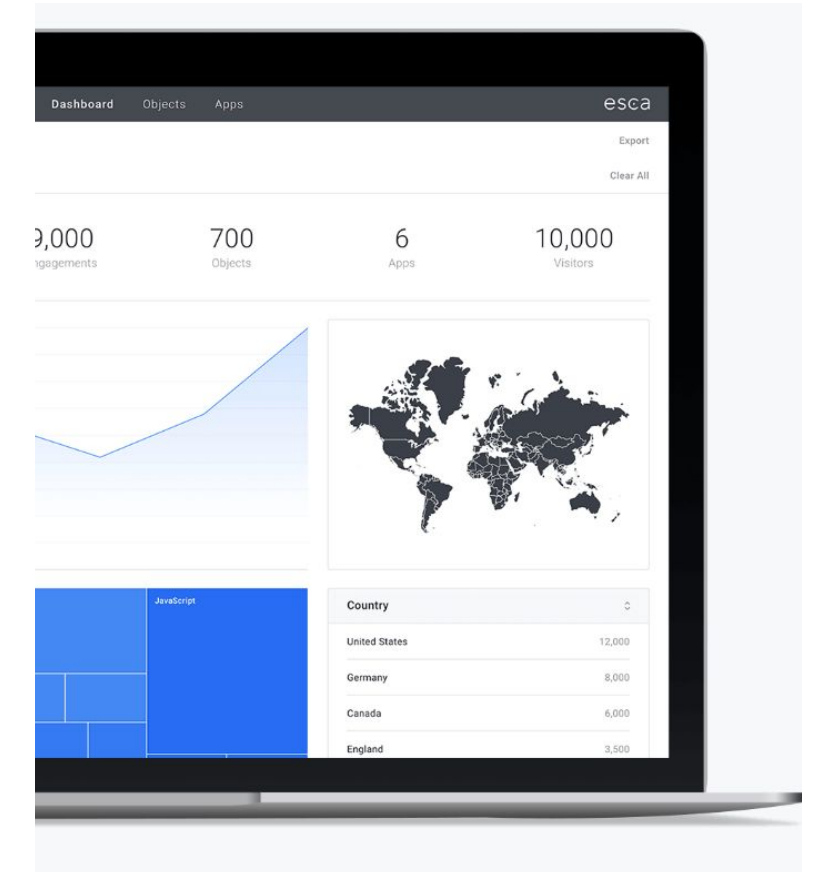
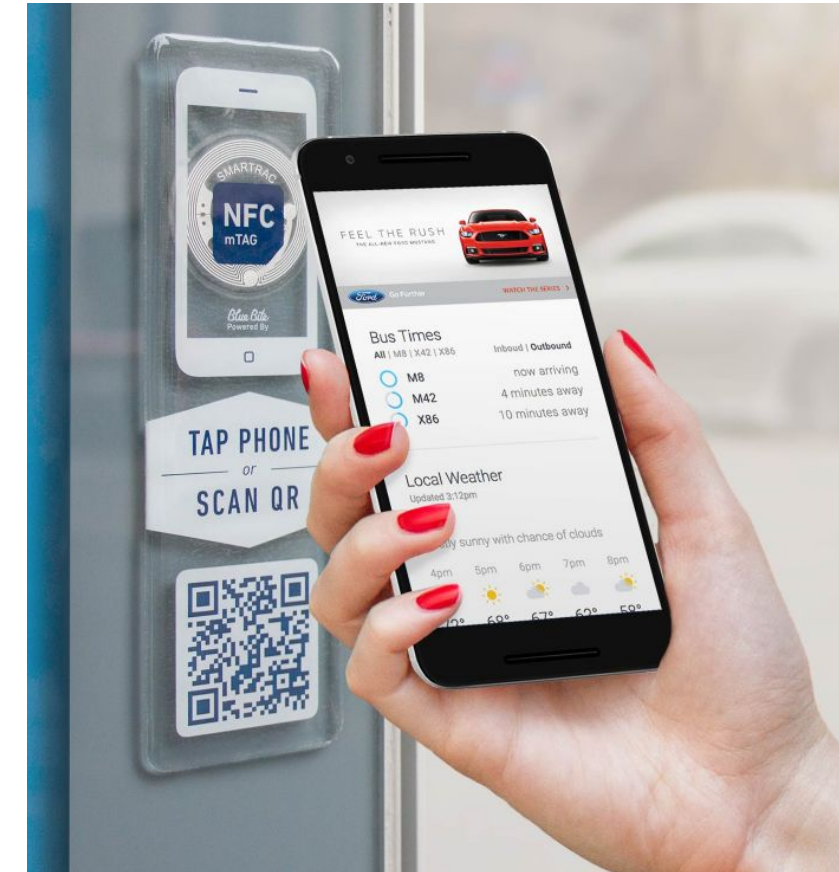
CHRGR Media Technology

Android users tap the NFC chip inside the CHRGR for advertiser content and iOS users opt-in via SMS.

Advertisers link customers to videos, app store downloads, and mobile experiences; plus change those content links remotely over the duration of a campaign once units circulated.

Real-time campaign analytics, user information and geo targeting are available via our dashboard.

With NFC and RFID patent roadmaps, the CHRGR also becomes a hotel key card, and a smart pass for ski resorts, festivals and theme parks.



Who Needs CHRGR?

Everyone with a mobile device.

Today we live in an “on-demand” culture where we will pay to keep on playing.

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85% of NYC respondents reported carrying no backup for their phone batteries when they go out.

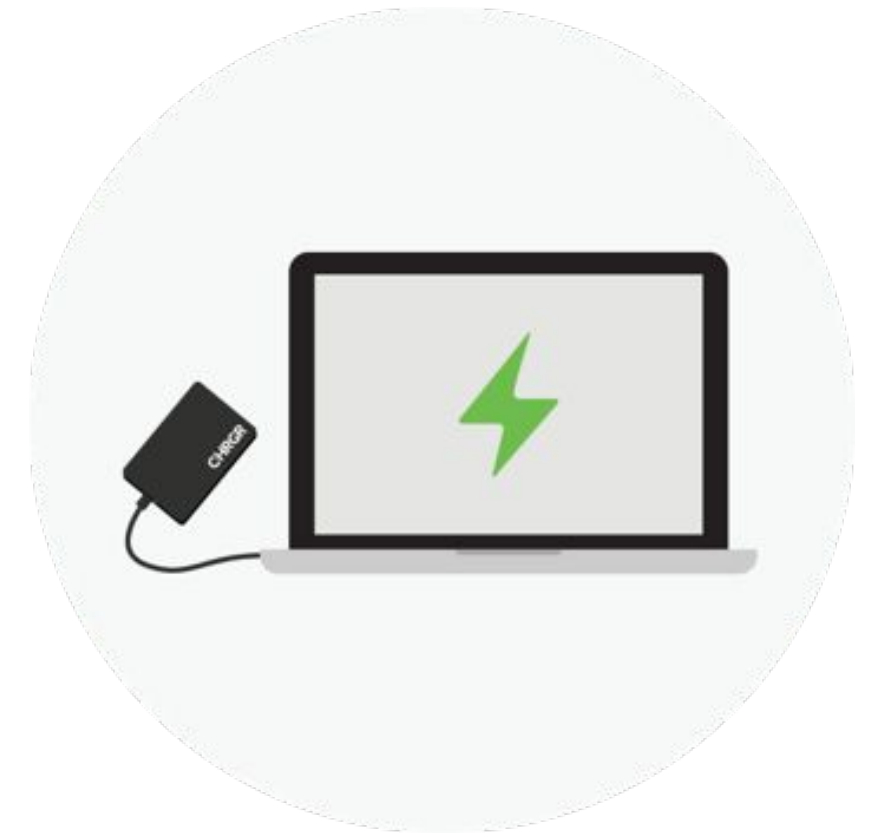
How It Works



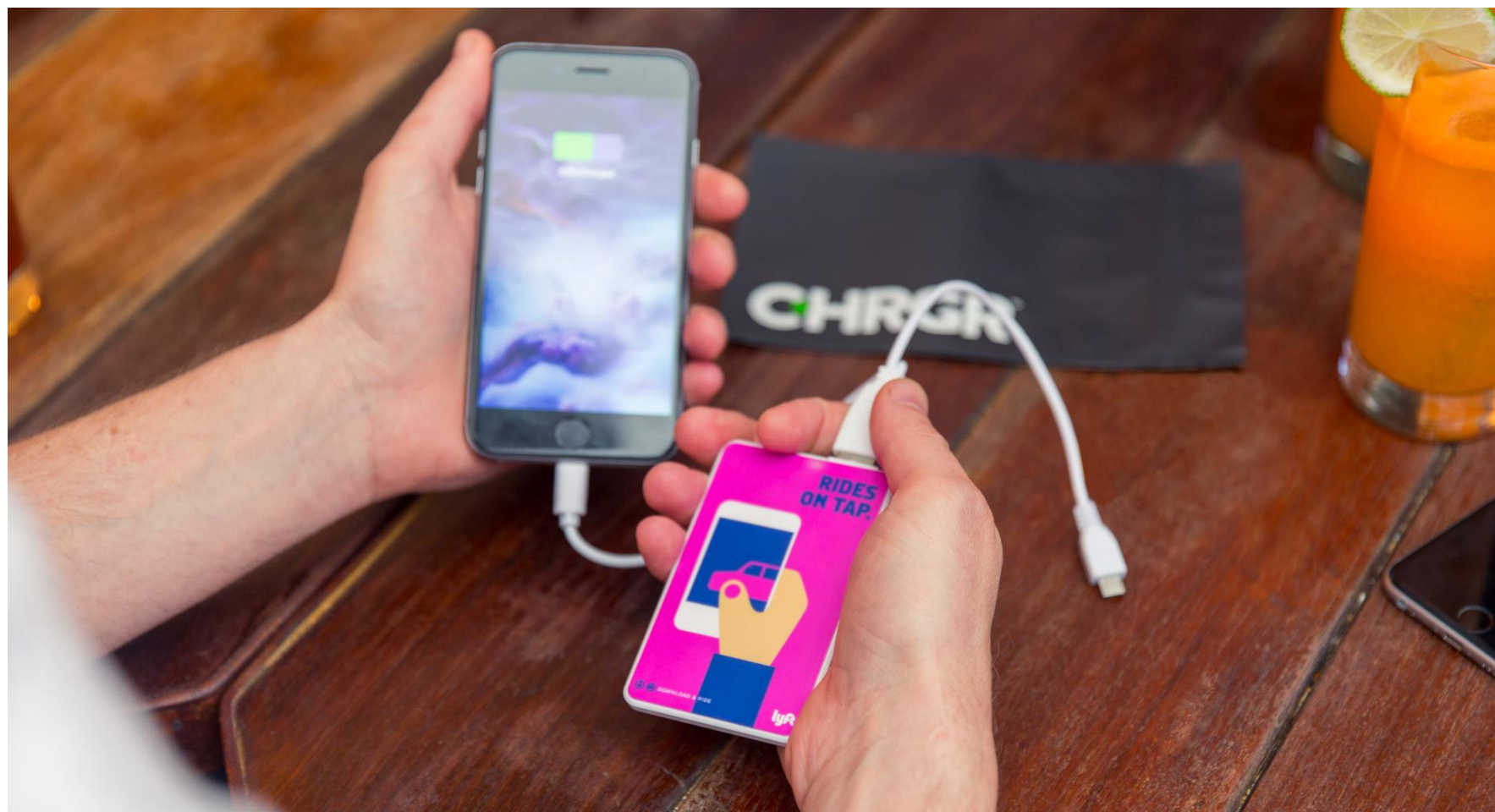
You're running low?



Get a CHRG to power your device



Recharge via USB



CPM Model for Advertisers

Each time a customer uses a branded CHRGR an average of 5+ impressions are generated. Over the course of 30+ days that's 450 impressions per CHRGR, and at 10,000 units per market, CPM is \$10.30 (including production and media).

CHRGR devices last for 3+ months and because our unique media engages customers well beyond the length of a 30 day media campaign, the advertising media value is actually 3x.

This is not a billboard or OOH, that gets replaced or discarded. Your brand stays in the customer's pocket as they continue to reuse their CHRGR device for up to 100+ charging cycles.

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An average billboard, bus-shelter, and street furniture CPM is \$12.00-\$18.00 (sans production).
Based on region and inventory: an average national magazine ad CPM is \$10.00 - \$20.00.



Spotify Example.

How We Make Money

CHRGR Markets	Locations in Market	Units per Location	Units per Market	1 Month Net Total	CPM Production & Media	Media Impressions
New York	350-500	40-57	20,000	\$189,000	\$9.45	9 MM
New York	175-250	40-57	10,000	\$103,000	\$10.30	4.5 MM
New York	150-180	33-40	5,000	\$55,250	\$11.05	2.25 MM
San Francisco	350-500	40-57	20,000	\$189,000	\$9.45	9 MM
San Francisco	175-250	40-57	10,000	\$103,000	\$10.30	4.5 MM
San Francisco	150-180	33-40	5,000	\$55,250	\$11.05	2.25 MM
Chicago	350-500	40-57	20,000	\$189,000	\$9.45	9 MM
Chicago	175-250	40-57	10,000	\$103,000	\$10.30	4.5 MM
Chicago	150-180	33-40	5,000	\$55,250	\$11.05	2.25 MM

Other cities available: Los Angeles, Miami, Atlanta, Philadelphia, Boston, and Las Vegas.
Target media weight level against A21+, 100 GRPs per week (where possible).

Case Study, Affiliates & Specifications



CHRG provided free mobile backup batteries at New York City's top venues as part of an advertising partnership with Lyft.

Bartenders and waitstaff handed out 10,000 CHRGR devices at over 450 nightlife venues in the Lower East Side, Murray Hill, and Williamsburg.

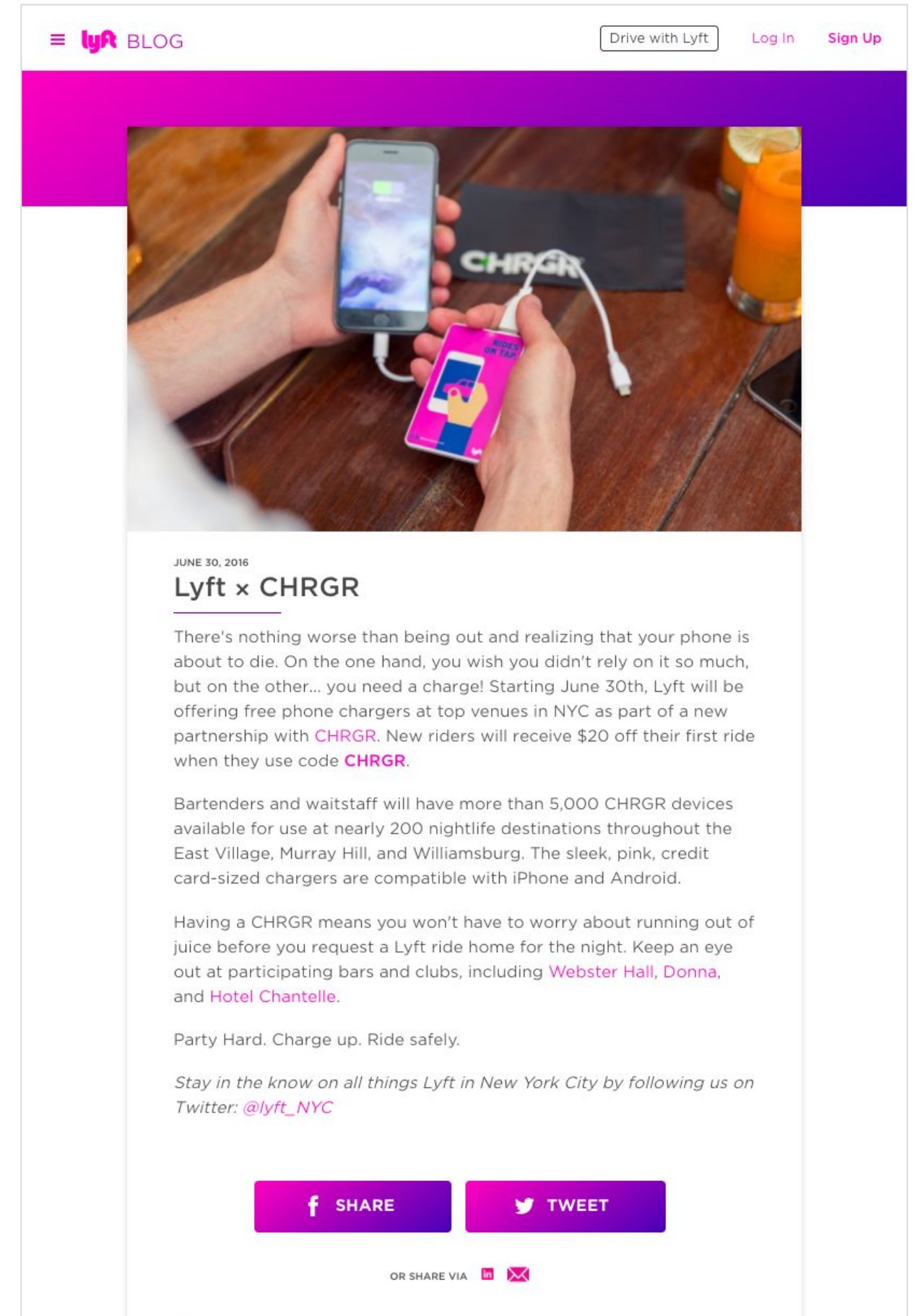
Lyft CPA: \$30

(CHRG unit cost \$10 + Lyft offered \$20 Ride Credit)

**Activated CHRGR promo codes : Almost 10% Acquisition Rate
CPA now shifted from \$30 to \$0 for those confirmed acquisitions**

91% Conversion Rate of customers using the Lyft App again as a paid new user.

And note that those sales are now ongoing as CHRGR subscribed users will continue to now use Lyft repeatedly.



Strategic Partnerships & Networks



CHRGR x Vengo

Vengo reaches 2.2 Million consumers throughout U.S. colleges, hotels, high-end offices, and nightlife venues.

19 Million impressions on the Vengo network.

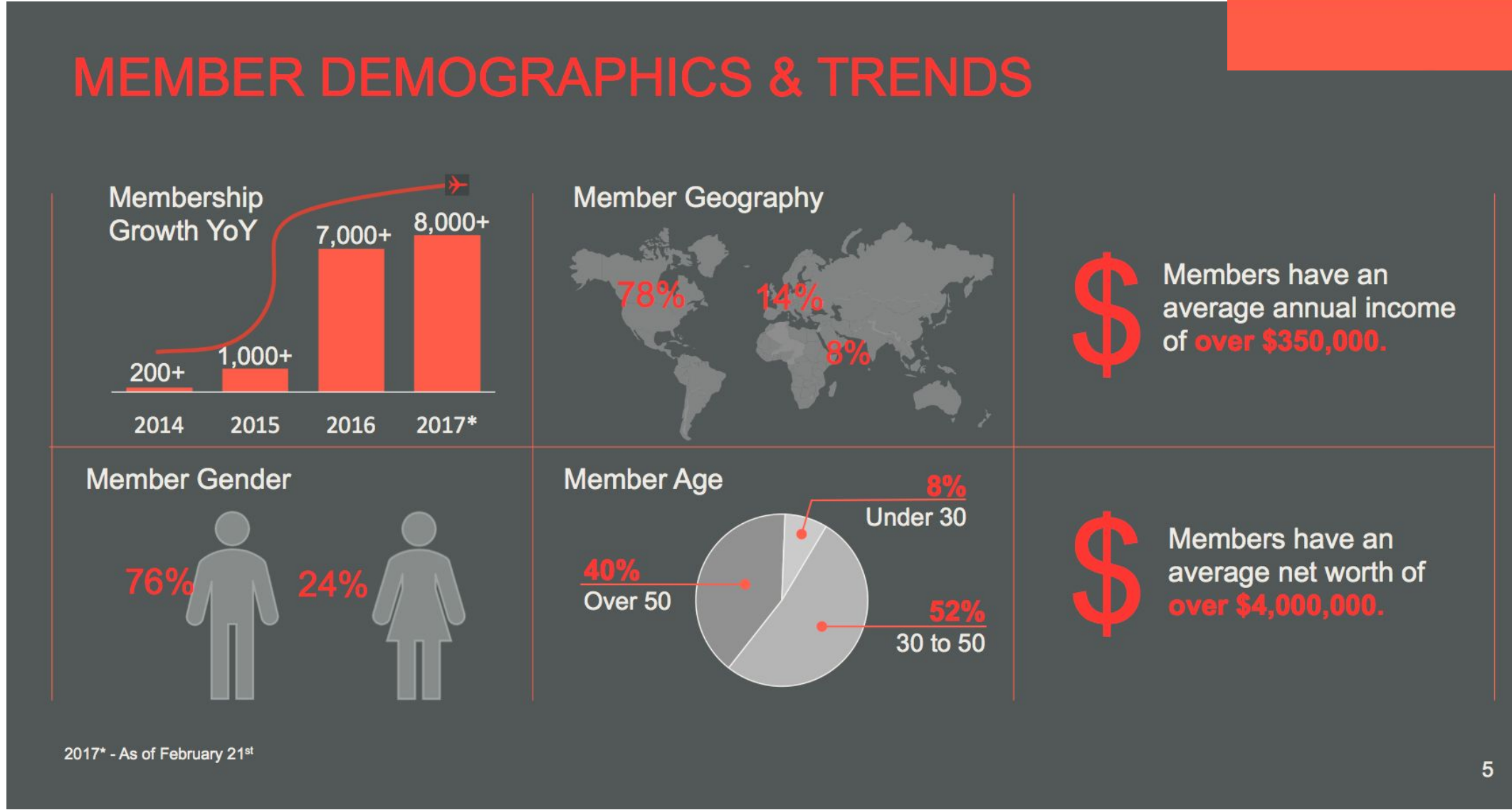
Seedinvest and Shark Tank alumni.

More than a thousand hours of engagement on the Vengo network.

CHRGR units available for sale and also as a brand sponsored premium through the Vengo network.



Branded CHRG units available for distribution on all Jetsmarter flights and airport locations.



Product Specs

Credit Card Size:



Pre-charged.
Powering most mobile devices from 0% - 85% in 55 minutes.



Packaging



Front



Back

Venue Point Of Sale & Marketing



Venue Kiosk (Behind Bar)



Table Tents



Door Decal

Advisors

Will Turnage

Inimoto and Co. | Director of Technology

Tracy Hepler

Google | Brand and Reputation Marketing Lead

Brian Schultz

Magnetic Collaborative | Co-Founder

Grace Larosa

Spotify | Product Design

Jon Hackett

Publicis | SVP Emerging Technology

Gareth Kay, Neil Robinson, Brandon Kaplan

Chapter | Founder Team

Executive Team

John Mullin CEO Co-Founder

Past: Twitter, Beats Music (Apple), Nike, R/GA Interactive

Lucas Hearl CCO Co-Founder

Past: Google, Jet Blue, Nike, R/GA Interactive

David Chapman EVP Event Operations

Past: Glaceau (Coca Cola), Verizon, Switch Marketing